

**b2b**  
Meetings

**Business**  
Networking

**17.&18.06**  
**2015**

4<sup>th</sup> edition

Grand Duchy of  
**Luxembourg**

**Invitation**



**International  
Dimension**



**Entrepreneurial  
Business Spirit**

**THE reference b2b trade fair  
of the Greater Region !**



**Growth &  
Competitiveness**

Organizer:



**BUSINESS Awards**

**Pitching Sessions**

**Entrepreneurial dynamics reinventing how to "talk business"!**



As the first trade fair of the Greater Region dedicated to SMEs and innovative start-up companies, the GR Business Days aim to boost competitiveness and innovation, to relaunch growth and to support the economic development of companies in foreign markets in close proximity and further away. With exhibitions, events, business meetings and b2b services, this exclusive and unique business meeting platform, built on a modern & exciting area of nearly 9,000 sqms and integrating interregional and international business networking schemes, invites you to get in touch with the business world and meet your future industrial and commercial partners among the key sectors of the different neighbouring regions involved.

**Original Modern Fresh Innovative**  
**Great value for money**  
**Dynamic Interactive Concentrated**

Since its launch in 2012, this new event format has kept all its promises and has successfully made it to be listed in the business agendas as THE annual unique b2b meeting platform for innovative companies in the Greater Region and beyond.

Beside the cross-border dimension, the participation of foreign joint stands and the presence of numerous delegations of businessmen and -women coming from other countries will continue to give the trade fair its international exposure. With its multi-sectoral orientation and innovative character, the GR Business Days trade fair encompasses a dynamic and original business-mix that will surprise you with its rich and diversified programme as well as pleasant and professional atmosphere, putting business leaders at the forefront.

**Matchmaking Area**

**SPEED DEMO Arena**

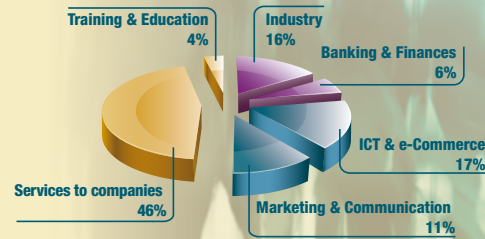
**Target sectors:**

**TRAINING & EDUCATION**  
 Transports & logistics  
**BANKING & Finance**  
**Eco construction & sustainable development**  
 Life Science & biotechnology  
**ICT & e-commerce**  
 Automotive & e-mobility  
**MACHINERY**  
 Materials & metallurgy  
**Services to companies**  
 Materials & production technologies  
**Marketing & communication**  
 MICE & Tourism  
**Environment & renewable energy**

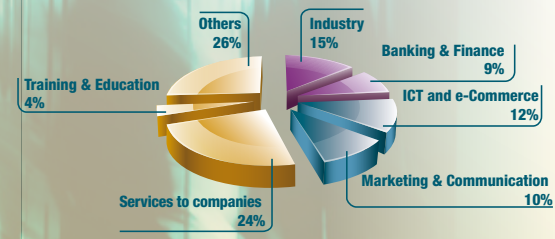
**Target audience:**

**Investors**  
 Business Support Organisations  
**Innovative Start-ups**  
**SMEs/SMIs**  
**Decision makers**  
 Clusters & Research Centres  
 Banks & financial services  
**CEOs/CIOs**  
 Political leaders  
**Suppliers**  
 Economic Actors  
**Investors**  
 Multinational Companies  
**Buyers**  
**VIPs**  
 Micro-enterprises

**Exhibitors by sector:**



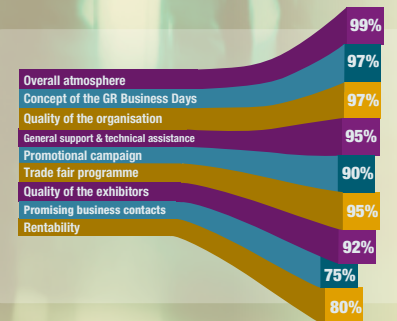
**Visitors by sector:**



**The evolution of the GR BUSINESS DAYS since 2012:**



**Overall satisfaction:**



**Promotion of the event in the Greater Region:**

**Close collaboration with all the key actors and institutional partners of the Greater Region**

**A national press conference and several decentralised promotional actions**

**Live streaming of the trade show on radio / TV channels and renowned websites in Luxembourg and in the Greater Region**

**A large-scale and multi-channel advertising campaign & more than 10 partnerships with national & regional media**

**Promotion of the trade fair in more than 30 countries thanks to a network of 300 regional, European and international professional partners**

**4 e-newsletters mailshots sent to approximately 60,000 qualified contacts**

**Numerous press releases and articles appearing in 32 newspapers with more than 1.000 advertisements**

**High visibility of the exhibition across the Luxembourg public transportation system**

## The highlights of the show:

### A new event format to "talk business" differently!

Sharing visions and viewpoints to transform ideas and proposals into common strategies and projects

As a business forum organised over 2 days with important themes and debates aiming to stimulate concrete economic collaboration and promote further action for the development of this cross border economic space, this year again the GR Business Days trade fair is presenting a rich, dynamic and diversified program as well as interesting discussion panels and lively debates.

#### Exhibition booths

Choose one of the exhibition modules tailored to your needs and benefit from many added value services to present your skills to a qualified audience.

#### GR IT Planet Day with "Dark Side of the Biz" course

Catch up with the novelties on IT and the latest digital technologies to optimise your company's IT strategy. Discover our new "Dark Side of the Biz" course to fight IT piracy effectively.

#### Interactive TV stage with live streaming

Come and follow the latest trends presented by key decision makers and high level guest speakers during our interactive conferences and round tables on the main TV stage.

#### International b2fair® matchmaking event & "à la carte" Networking

Participate in our b2fair® meeting platform and enrich your international contacts with face-to-face tailored and personalised b2b meetings. Continue your business relations in a friendly and relaxed atmosphere during the networking receptions.

#### Thematic villages

Explore the dynamism and creativity of our thematic villages in the presence of experts and professional advisors in different specialised areas: Start-Up Village, Cluster Village, Export Plaza, EU-Networking Village, and more.

#### Speed demos & elevator pitches

Prior to the trade show prepare and present a 1 minute "pitch" as a teaser to attract your target audience and showcase your expertise and innovative solutions using customers case studies at the "Speed Demo Arena" during the trade fair.

#### GR Business MarCom Day

Exchange your views and ideas and meet Marketing & Communication decision makers during a thematic day to discover all the latest trends in the MarCom industry.

#### Forum of the Greater Region

Participate in interesting discussion panels and follow opinions and views on the major challenges faced by the Greater Region illustrated by key players in the political and economic world during the first evening of this forum.

#### EU & Exhibitors' workshops

Enrich your knowledge on European topics and benefit from the practical experience of European experts and the expertise of exhibitors during thematic workshops.

#### 3D Virtual marketplace

Stay connected with your business contacts, even after the trade fair, thanks to a 3D virtual simulation of your exhibition booth and benefit from post-show training especially designed for exhibitors.

#### Buyers' Lounge

Multinational corporations or large companies: enjoy a VIP access to the trade show and participate in our programme designed for buyers. In addition, become protagonist of our interactive conferences or be a member of the jury in our "Speed Demo Challenges" programme.

#### VIP Lounge

Establish exclusive VIP contacts with political, diplomatic and consular representatives while enjoying this calm environment and the many other privileged services offered.

#### Turkey - Kocaeli as Region of Honour

Discover the economic industrial potential of the Kocaeli Province located around the Gulf of Izmit and not far away from Istanbul in order to sustain the development of business relations with Turkish industrial SME.

## They talk about their experiences and results

#### Chêne de Lux

Frank DE VUYST, CEO  
It is my very first experience as an exhibitor at a trade fair, and I am extremely pleased that I took part. I was pleasantly surprised and impressed by the quality of the event in the broadest sense. This trade fair is a real "business facilitator". I will definitely be attending again this year!

Polish Embassy  
Krzysztof TUROWSKI, Counselor  
We were very happy to be involved in the last "GR Business Days", Poland took part for the first time with a joint exhibition stand and 7 companies. We were impressed by the excellent organisation and by the international dimension of this event. We had the opportunity to meet companies from the Greater Region as well as many companies coming from other countries.

Mindcare  
Lilly HOENCK, Trainer-Mediator  
I had a wonderful experience as an exhibitor in the "Start-Up Village" which, in my opinion, is a real hotbed for of dynamic exchanges and discussions. I am also pleased to have been given the opportunity to present my services to the public of the Greater Region and to be able to quickly and easily approach institutions that were present at this event.

Spa Anywhere  
Dorothy GERMAIN, Manager Director  
This is a wonderful initiative, organised by the Chamber of Commerce to support SMEs. This event allowed me to expand my network of business relations with new and very promising contacts, which is essential for my activity. As an initial assessment, I would say that 12 contacts could potentially result in concrete deals.

Olky Payment  
Karline WIGLISZ, Assistant, Client-Relations  
In 2014, we took part in the "GR Business Days" trade fair. It gave us an opportunity to increase our brand visibility and pass on our expertise to a large number of professionals from different sectors. We were very satisfied with the general organisation, as well as with the valuable contacts we established.

Luxevasion  
Pierre CHRISTOPHE, Manager  
We particularly appreciated the organisation of the b2fair business meetings which allowed us to meet a maximum of entrepreneurs within a short period of time. Furthermore, we plan to pursue discussions with numerous contacts, which we judged as being likely to lead to a signing of contracts.

Euroscript  
Anne LUX, Sales Manager  
This was the third time that we have taken part in the b2fair matchmaking event. What we very much appreciated last year was the planning of the business meetings in advance. This new concept, allowed us to optimise our time during the trade fair and find new potential business partners.

Chromatik  
Jean-Marc GILLET, CEO  
Nicolas COLLE, Business Agent  
We managed to make almost 40 contacts over 2 days. Our offer generated interest from investors, clients as well as interesting individuals. We especially appreciated the very good organisation of this event, given the wide range of services that were offered.

Actimage  
Dr. Axel ECKMANN, R&D - Innovation Manager  
I was very satisfied with the organisation of the b2fair matchmaking event. It really was a great experience for us. We currently have 3 very promising contacts, and many more companies to meet after the trade fair.

Did they convince you?  
Do not wait and register online!

[www.gr-businessdays.com](http://www.gr-businessdays.com)

Be a protagonist of the trade show and create your own "GRBDays atmosphere"!

- Trade fair logos for your print-outs
- Online web banners
- Visitors' brochures & invitations
- Stickers & posters
- e-newsletters / e-invitations
- Catalogue in flip book format
- Mobile app



29/04  
&  
16/06

#### "Speed Demo Academy" Days

Participate in our GR media training in order to successfully proceed to the registration of your elevator pitch / speed demo.

05/05  
&  
08/05

#### "GR Exhibitor Training" Days

Participate in our GR exhibitor training sessions in order to prepare in the best way possible your participation in the trade show and to optimise your presence prior to the event.

05/05  
&  
20/05

#### "Elevator Pitches" Days

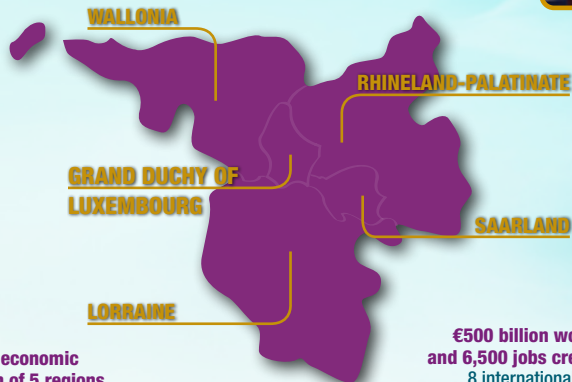
Get in contact with us in order to book already now your timeslot for the registration of your elevator pitch.

Please note that the participation in our media training is recommended.

# The Greater Region in brief: An excellence model of European integration

The exhibition aims to bring the Greater Region to centre stage by inviting international business to come and find out about this economic microcosm of huge entrepreneurial potential.

With its strategic position in the heart of Europe, this cross-border area is a source of very rich economic relations and constitutes a hub for regional SMEs towards business opportunities in Europe as well as a springboard to international markets.



**Unique economic microcosm of 5 regions**  
 Extending over a total area of 65,400 sqkms  
**11.3 million inhabitants**  
 Open economy with 375,000 companies and a GDP of € 353.2 billion representing 2.6% of EU28 GDP  
**High purchasing power with a consumption of € 3 billion**  
 €130 billion exported and a largely positive trade balance



**€500 billion worth of FDI and 6,500 jobs created in 2012**  
 8 international airports flying 11 million passengers and 11 million tons of freight  
**37 universities with 370,000 students**  
 73 research institutes, 57 clusters & 18 competence centres  
**Over 200,000 cross-border workers, thereof 150,000 commuting to Luxembourg**

## Fully equipped stands and a variety of added-value services!

**BRONZE**  
4 m<sup>2</sup>



Module exclusively reserved for innovative start-ups (\*)

695,00 €

**SILVER**  
6 m<sup>2</sup>



1.495,00 €

**GOLD**  
12 m<sup>2</sup>



2.695,00 €

**PLATINUM**  
24 m<sup>2</sup>



4.595,00 €

**Are you a new and innovative start-up company?**  
 Special participation packages have been developed to boost your business!

**Easy & quick: Register online!**  
 More information on the stand formats & services offered, as well as the general terms, can be downloaded from the website of the event:

[www.gr-businessdays.com](http://www.gr-businessdays.com)

**Tailor made exhibition stands and interesting formulas for foreign delegations:**

available on specific request!

**Interested to become a sponsor?**  
 Contact the organiser!

(\*) Criteria for the definition of a start-up applicable to the fair: young innovative company employing less than 10 employees and established since 1<sup>st</sup> January 2012

Official partners:

Partners of the show:



Strategic partners:



Print partners: IMPRIMERIE CENTRALE

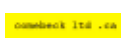
Institutional partners:



Media partners:



Operational partners:



You will never do business the same way again!

Chamber of Commerce of the Grand Duchy of Luxembourg

International Affairs • European Affairs & Greater Region

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Ort:

