

MINISTRY OF THE ECONOMY AND FOREIGN TRADE & THE LUXEMBOURG



Matchmaking works

Specifically, matchmaking events have become a strong means for Luxembourgish enterprises to find and establish business partnerships all over the world that would create added value to their businesses, enrich their customers' base or allow for a switch to more cost-efficient suppliers.

This year, the Euro Info Centers in Luxembourg and Stuttgart have joined their efforts in organizing the "b2fair" Matchmaking Event as a part of the Hannover

Matchmaking concept is realized through allowing participating companies to carry out pre-organized face-to-face meetings with other enterprises fitting their cooperation requests.

The right contacts

Undoubtedly, having the right contacts is a prerequisite for a company to go international, secure a niche on a foreign market or initiate business cooperation. Face-to-face meetings are a strong interactive tool that compares well with other alternatives to

its support network gives guidance to companies on assessing and profiling their cooperation needs and searching for appropriate companies within the participants with whom it might become of benefit to get together at the fair for an interactive discussion.

Furthermore, the unique "b2fair" matchmaking platform has the support of the European Commission and 32 other Euro Info Centers working together on the diversity and quality of the participating companies. The event brings right partners together so that the participants can benefit from qualified, international contacts that are geared directly at their cooperation requirements. Potential partners are addressed worldwide long before the start of the event, their cooperation profiles are compiled in the cooperation exchange engine at www.b2fair.com which allows for prompt and qualitative planning of meetings to carry out during the event.

Business Cooperation Exchange:

The "b2fair" match-making event at the Hannover Messe 2006

The Euro Info Center Luxembourg has established a strong track record in organising events to assist Luxembourg enterprises with establishing and sustaining internationalisation plans. Numerous accompanied trade delegations abroad, country-specific economic forums held in Luxembourg, as well as matchmaking activities carried out on different sites all over Europe have built up the internationalisation incentives portfolio offered to Luxembourgish companies by the Euro Info Center of the Luxembourg Chamber of Commerce.



Messe 2006, the world's largest trade fair, in Germany in April. The event aims at bringing companies involved into the metal sector from around Europe on one site in Hannover to seek and form cooperation partnerships on their way to internationalisa-

building the right contacts. The concept of the "b2fair" Matchmaking Event within the Hannover Messe has been built up to provide participating companies with a much higher added value than any other event of its type. Even before the start of the event,

b2fair 2005: 500 companies from 39 countries

First carried out in April 2005, the "b2fair" Matchmaking Event at the Hannover Messe proved to be an unquestioned success by bringing together on one site over 500

CHAMBER OF COMMERCE PROMOTING TRADE



companies representing 39 countries. More than 3,000 meetings were organized for the participants who were looking for a diverse range of partnerships. The unique concept of the b2fair works for the satisfaction of participating companies which are assisted and guided by the professional network of the Euro Info Centers from the very start of their application through the participation at the event and, after the event is over, in sustaining established partnerships.

Outstanding advantages of the "b2fair" Matchmaking Event are also derived from the immense expertise and scope of the Hannover Messe. This is the only venue which gives direct access to highly calibrated audience of more than 6,000 exhibitors and 200,000 visitors. Numerous workshops, conferences and lectures are organized on the latest technological trends, best business practices and

regional business opportunities. The b2fair Matchmaking Event offers numerous benefits:

- * It is time-saving due to the planning of meetings before the event
- * It secures excellent results due to the high quality of participating companies
- * It provides in-depth information on participants
- * It offers extensive range of services including hotel accommodation and accompanying
- * It allows to exchange information and know-how on doing business onto international markets
- * It is given high publicity all over Europe and outside.

**b2fair 2006:
register now!**

Already, the Euro Info Center Luxembourg has started to form its delegation of Luxembourgish companies to bring at the b2fair Matchmaking Event in Hannover 2006. The event is run on April 24 through April 28. All the companies involved into the metal industry are welcome to apply. Companies can participate as either exhibitors or visitors. Registration deadlines are February 28 for exhibitors and March 24 for visitors.

The professional team of the Euro Info Center Luxembourg will provide assistance with the evaluation of needs of the applicant companies, help to formulate a cooperation profile, as well as organize workshops on a number of internationalisation-related issues. After-event coaching of the participating companies will ensure prompt support in order to generate most benefits out of the established partnerships, sustain them in the long term and deal with daily legal/business practicalities of cooperation partnerships.

For more information on the b2fair Matchmaking Event as well as with inquires on the registration procedure, interested companies are welcome to visit the b2fair official webpage at www.b2fair.com or get directly in contact with the Euro Info Center in Luxembourg at

Up-coming events

March

- 9** President of the Czech Republic visits Chamber of Commerce
- 9-10** Accompanied visit to "CeBIT 2006", Hanover, D
- 12-16** Collective stand at "Horecatel 2006", Marche-en-Famenne (B)
- 14-17** Collective stand at "MIPIM 2006", Cannes (F)
- 20-23** Economic mission to Israel
- 23** Salon à l'Envers, Thionville (F)

April

- 10-13** Economic mission to Russia
- 23-26** Accompanied visit to "Hannover Messe 2006" (D)
- 24-26** State visit to The Netherlands

May

- 8-11** Collective stand at "Rebuild Iraq" Amman (Jordan)
- 12-14** Economic mission in Jordan
- 14-18** Economic mission to Sweden and Finland



B2Fair Coordination Unit
Phone: **+352 42 39 39 334/377**
Email: elic@cc.lu
Contact persons: Ms Sabrina Sagramola / Mr Vladimirs Lazarevs

This is a regular feature by the Luxembourg Chamber of Commerce and the Ministry of the Economy and Foreign Trade. Business Review is distributed each month to embassies, honorary consuls and trade delegations in over 150 countries to inform them and potential trade partners of the wide range of opportunities that exist in the Grand Duchy.