

Our Mission, *Your Profit*



Thanks to the **b2fair** matchmaking events, business networking has never been easier.

We support companies in entering international markets and we provide professional assistance and advice:

- Individual guidance entirely in line with your personal requirements
- Valuable information on potential contacts prior to the trade fair
- Organisation of individual business meetings according to your specific needs and requests
- Ideal business conditions for:
 - new, high-quality business contacts
 - up to 12 meetings a day
 - generation of new business partners and potential partnerships
 - successful knowledge transfer at interregional and international level.

b2fair - a strong network

Together with the business support network "Enterprise Europe Network" of the European Commission and numerous other business development organisations in Europe and beyond, we organise numerous **b2fair** cooperation exchange platforms every year.

Well established in international markets, the following trade fairs and cluster meetings are part of our annual programme:

- AMB, GLOBAL CONNECT & R+T in Stuttgart, Germany
- CONTACT – SME Forum in Luxembourg
- ELMIA Subcontractor in Jönköping, Sweden
- HANNOVER MESSE in Hanover, Germany
- LFE / BICT – Business • International • Cooperation • Trade in Liège, Belgium
- MSV & WOODTEC in Brno, Czech Republic
- ÖKOINDUSTRIA in Budapest, Hungary
- POLEKO in Poznan, Poland
- Various cluster meetings (come2graz, ...)
- and numerous congresses (European Charter Conference for Small Enterprises, EUROCHAMBRES Congress, ...).

Your hotline *to international business*

b2fair Management Board

Chamber of Commerce of the Grand Duchy of Luxembourg

Ms Sabrina SAGRAMOLA
E-mail: sabrina.sagramola@cc.lu

**Chamber of Crafts of the Stuttgart Region
Handwerk International Baden-Württemberg**

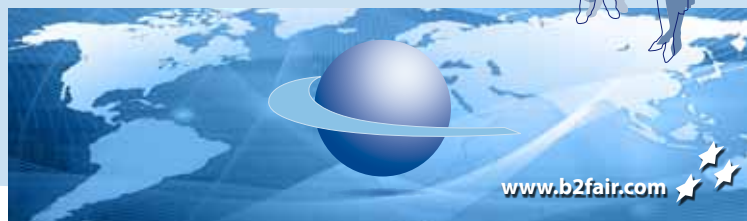
Mr Jürgen SCHÄFER
E-mail: js@handwerk-international.de

Your personal **b2fair contact points are at your disposal for any additional information.**

- **Chamber of Commerce of the Grand Duchy of Luxembourg
Enterprise Europe Network-Luxembourg**
7, rue Alcide de Gasperi
L - 2981 Luxembourg
Phone: +352 42 39 39 371 / 377
Fax: +352 43 83 26
E-mail: b2fair@cc.lu
Contact persons: Mr Niels DICKENS / Ms Sabrina AKSIL

- **Handwerk International Baden-Württemberg
Enterprise Europe Network Baden-Württemberg**
Heilbronner Str. 43
D - 70191 Stuttgart
Phone: +49 711 1657 - 213 / 525
Fax: +49 711 1657 - 827
E-mail: info@handwerk-international.de
Contact persons: Ms Sandra STEGMEIER / Mr Michael RÖSSLER

- **Project Office Berlin**
P. O. Box 14 15 49
D - 10149 Berlin
Phone: +49 160 90 58 75 99
E-mail: office@b2fair.com
Contact person: Ms Katrin RUH



International **Business** Cooperation



International **Cluster** Cooperation

b2fair



Global Business **4** *success*

Matchmaking Events at international trade fairs with multiple benefits for your business:

- Generation of new business partners, customers and suppliers
- Productive, cost-effective and time-efficient business dialogues
- High quality business contacts with excellent results
- Effective ideas and experience interchange





before



during



after

b2fair: an original concept *on the road to success*

Within the context of globalisation and increasing market competition, it is in the best interests of SMEs to take part in international business events and to expand their market shares. Professional trade fairs and cooperation platforms constitute privileged instruments to help find potential business partners in foreign markets.

The **b2fair** matchmaking events are professional business exchanges aimed at opening new market scales and establishing sustainable business relationships via individually selected and high-level business contacts, carefully arranged in advance.

As an internationally protected trademark, the **b2fair** concept combines the advantages of both forms of market development, thus enabling participating companies to explore new market opportunities, stimulate fruitful business contacts and exchange business experiences at international level.

Step by step to the appropriate *business partner*

BEFORE: Prior to the matchmaking event, your participation in **b2fair** starts well in advance of the actual business meetings.

- **Co-operation Check:** Business scan to assess export readiness of your company to go international;
- **Prior analysis:** careful study of the content of your cooperation profile aimed at finding appropriate business contacts;
- **Accurate planning of your personalised business meetings:** just enter your company profile and co-operation wishes into the online catalogue;
- **Business meetings easily arranged:** select your contact partners from the online catalogue and book individual appointments with one click.



DURING: In the course of the matchmaking event, your participation takes centre stage.

Based on your meeting requirements, we compile **your individual appointment schedule** for the matchmaking event. Daily updates of your meeting schedule enable the arrangement of additional business appointments at short notice. Thanks to meticulous advance planning, **b2fair** provides you with an efficient meeting schedule and thus optimises your participation in trade fairs / cluster meetings.

To understand and to be understood: The ability to respond accurately to the expectations of your meeting partner is the key for a successful matchmaking event. Therefore, interpreters are made available to all **b2fair** participants if necessary.

At your entire disposal: The **b2fair** team is ready to provide you with further information, support and assistance whenever you need it throughout the entire matchmaking event.



AFTER: After the matchmaking event, turn your participation into new business opportunities

Follow up: Even after the event, the **b2fair** online catalogue remains at your disposal, so that contacts can still be established at a later stage.

Make use at any time of the **b2fair** network, which consists of professional partner organisations from more than 40 countries:

- Coaching and training modules help support the implementation of your international business relations;
- Find additional contacts by making use of our virtual online database (www.b2fair24.com);
- Receive information on our upcoming **b2fair** matchmaking events in time.



Participants, fees *and benefits*

As a visitor, you can take advantage of the opportunity to arrange additional meetings with other visitors or exhibitors at the **b2fair** matchmaking area.

As an exhibitor, your advantages are twofold as you can receive your potential business partner directly at your own exhibition stand.

Great value for money

The participation fees depend on the respective event and event organiser. In general, your participation as a visitor or an exhibitor will amount to a maximum lump sum between 100 and 250 EUR (VAT excluded).

All inclusive service à la carte

Our wide range of services facilitates your participation in the international **b2fair** matchmaking events: hotel bookings, bus transfers, interpretation service, catering, get-togethers, ...

For each event, the **b2fair** organisers place a limited number of hotel rooms at your disposal. Travel arrangements will be made either by the participants directly or with the assistance of the respective local / national partner organisation.