

17.&18.06.  
**2015** 4<sup>th</sup> edition  
Grand Duchy of  
**Luxembourg**



## RETROSPECTIVE

### **GREATER REGION BUSINESS DAYS 2014 A TRADE FAIR TO PROMOTE DYNAMIC ENTREPRENEURSHIP**

Following the positive response to the 2<sup>nd</sup> edition of the event on the 18<sup>th</sup> and 19<sup>th</sup> June 2013 the Chamber of Commerce of the Grand Duchy of Luxembourg organised the 3<sup>rd</sup> edition Greater Region Business Days trade fair. As the leading b2b trade fair for SMEs and innovative start-ups in the Greater Region, this annual business event aims to stimulate competitiveness, growth and economic development of companies by offering them b2b events, meetings and services that allow them to “talk business” in a whole new way.

This meeting platform brings together companies on an interregional and international level on the one hand, whilst increasing their visibility and creating a genuine network of key economic players, decision-makers, purchasers, business leaders, project managers, SMEs/SMLs and innovative new businesses on the other.



### **The 2014 edition of “GR Business Days” in numbers:**

- > almost 8,500 m2 spread over 2 halls
- > 3,000 participants
- > 237 exhibitors
- > more than 4,000 individual business meetings between companies from 20 different countries
- > 11 interactive conferences and round tables
- > more than 120 speed-demos and elevator pitches
- > 34 workshops
- > 86 speakers and panellists
- > 4 TV sets
- > 40 VIP interviews



**Carlo Thelen,**  
*Director General of the Chamber of Commerce*

The 2014 edition offered a wide range of key events which highlighted the flagship sectors of the various neighbouring regions concerned – all in a single location. Alongside many exhibitors who attended from the region, the participation of several foreign local authorities and the presence of numerous delegations of businessmen and women from various European countries and beyond gave the trade fair an international dimension.

With its multi-sectorial approach and innovative character, the GR Business Days trade fair offered a dynamic mix of businesses, making it a unique event of its kind and surprised companies with its rich and varied programme.

“Through GR Business Days, the Chamber of Commerce aims to highlight the Greater Region by inviting the international

business world to discover this microcosm with huge economic and entrepreneurial potential. With its 375,000 companies, accounting for 2.5% of the EU's GDP, its market of 11.4 million consumers and more than 200,000 cross-border workers, representing close to 25% of all cross-border commuting in the European Union as a whole, the Greater Region is a model of excellence when it comes to European openness and integration. Thanks to its strategic position at the heart of Europe, the cross-border territory of the Greater Region is a source of rich economic relations and for regional SMEs it is a gateway to business opportunities in Europe and a springboard into the international arena. This b2b trade fair is extremely important to the Chamber of Commerce as it allows us to throw the spotlight on this regional economic area that promotes the development of the tertiary sector, exports, innovation and R&D linked to industrial clusters”, Carlo Thelen, Director General of the Chamber of Commerce.



**Sabrina Sagramola,**  
*General Trade Fair Coordinator and Head  
of European Affairs & Greater Region  
at the Chamber of Commerce.*

“With GR Business Days we aim to take a different approach from that of a traditional trade fair. After the success of the two previous editions, our approach this time involved giving personalised support to our companies to assist them in their international activities. We organised an “à la carte” trade fair that met the specific needs of our participants and integrated innovative tools to help prepare and optimise the participation of interested business leaders in an interactive way.

Following the positive response to the previous editions, this year our mission was to build on our achievements and further promote certain services that offer added value, while adding new elements to them”, Sabrina Sagramola, General Trade Fair Coordinator and Head of European Affairs & Greater Region at the Chamber of Commerce.



## A trade fair that is developing and becoming more international

Covering an area of almost 8,500 m<sup>2</sup>, the GR Business Days 2014 trade fair offered 237 exhibitors (+33% compared with 2013) from nine different countries the opportunity to present their products, services and technologies to a professional public, with attractively priced stands.

Every exhibitor was able to optimise its visibility and participation in the trade fair thanks to a wide range of services: organisation of a workshop, speed-demo sessions or participation in the *b2fair* matchmaking event.

The international character of the trade fair was enhanced in 2014 through the construction of a number of regional and national pavilions, which included joint stands from Wallonia, Veneto (Italy), the Netherlands, Poland and Turkey.

Several themed pavilions also gave participants the chance to discover a "Start-up Village", a "Cluster Village" and the "EU Networking Village".



## Sectors represented:

- > Eco-technologies, environment & renewable energy
- > Eco-construction & sustainable development
- > Automotive & e-mobility
- > Machinery & metallurgy
- > Materials & production technologies
- > Space technologies
- > Life sciences & biotechnologies
- > ICT & e-commerce
- > Transport & logistics
- > Training & education
- > Marketing & communication
- > Banking & finance
- > MICE
- > Services



## Exhibitors have their say...

**Wirtschaftsblatt**  
DAS STANDORTMAGAZIN DES DEUTSCHEN MITTELSTANDS

### Wirtschaftsblatt

Andreas HODAPP-SCHNEIDER,  
Sales Coordinator Manager

The "Wirtschaftsblatt" is a bimonthly, German business magazine. It covers regional, intraregional and nationwide events, and is a networking platform for business decision-makers.

*"Our participation at this trade fair was a first for us. We were surprised by the pleasant European flair and the Chamber of Commerce's impeccable organisation. The discussions at our stand were very target-orientated and have already led to a series of productive follow-up meetings. Overall, Luxembourgers bridge the gap between French- and German-speaking participants, and thereby render a variety of additional contacts".*

**clubincom**

### Clubincom

Nathalie SCHNOEBELEN,  
Executive

Clubincom is an agency for visual communication based near Mulhouse (France).

*"Don't miss the GR Business Days in 2015! An outstanding organisation, a dedicated and friendly team, remarkable service providers for a B2B event with visitors from Luxembourg, Belgium, France and Germany".*

 **olkypay**  
services de paiement

### Olky Payment

Karine WIGLUSZ,  
Assistant Account Manager

Olky Payment is a payment service provider who specialises in the management of payment orders.

*"Businesses have to choose trade fairs relating that befit their goals. The GR Business Days was an opportunity for us to boost our notoreity and to present our expertise to specialists of other fields of activity. We are satisfied in general with the way in which this event is organised, as well as the valuable contacts that we made".*

**Polska** 

### Polska

Krzysztof TUROWSKI,  
Consultant, Head of Dept.  
for Trade & Investment at  
the Polish Embassy in Brussels

*"We were very happy to be associated with the GR Business Days this year. For the first time, Poland participated with a collective stand of 7 Polish companies and we were impressed by the excellent organisation and the international participation at this event. For our companies, they had the possibility to meet companies from the Greater Region and as well the other countries who visited the trade fair. We would be happy to reorganise this initiative during the next edition of the GR Business Days in 2015."*



### **Start-up Village: a platform where young talents can express themselves!**

To stimulate and encourage innovation and a spirit of enterprise within the Greater Region, the Chamber of Commerce of the Grand Duchy of Luxembourg, Luxinnovation, the Technoport and 1,2,3, GO - Business Initiative Asbl organised the Start-up Village, which is now one of the highlights of the GR Business Days trade fair. This initiative makes it possible to provide a unique platform to new companies of the Greater Region where they can showcase their talents and present the latest innovative technologies to the public.

Every year, the Start-up Village offers newly established companies that are keen to develop their activities at interregional and international levels, easier access to the trade fair both, from an economic and organisational perspective. Since the 1<sup>st</sup> edition of the trade fair in 2012, the number of exhibitors has grown steadily (53 start-ups in 2014 compared with 38 in 2012, an increase of more than 39%). This figure undoubtedly confirms the need for and the effectiveness of such a project aimed at start-ups.

The vast range of sectors represented at the Start-up Village (information and communication technologies, marketing, business services, eco-construction, sustainable development, etc.) gives this village a warm and creative feeling, one in which all kinds of exchanges take place and that is overflowing with new ideas.

The Start-up Village also incorporates a central networking zone. In 2014 this area particularly served the purpose of teams from Fab Lab Luxembourg to demonstrate a 3D printer.

## A number of start-ups give their views...



**Chêne de Lux**  
Frank de VUYST,  
CEO

Chêne de Lux deals in importing and processing oakwood from parquet flooring to furnishing wellness centres.

*"This is a first for me as an exhibitor at this trade fair, I am very satisfied that we participated. I was very positively surprised and impressed by the quality of this event. This trade fair is a bona fide "business facilitator". I am certain that I will be back to participate next year".*



**Chromatik**  
Jean-Luc CIBER,  
Chief Operating Officer  
Nicolas COLLE,  
Sales Representative

Chromatik produces and specialises in airborne as well as ground-level digital videos.

*"We have successfully established 40 contacts within 2 days. Our offerings attracted potential investors and customers alike. Some other people also approached us out of simple curiosity. Personally speaking, we appreciated the excellent organisation, especially given the large number of service providers that participated".*



**MindCare**  
Lilly HOENCK,  
Coach and Mediator

MindCare offers training, coaching and consulting services, and specialises in social skills; stress-management, personal and collective resilience along with communication and conflict management in particular.

*"I had a wonderful experience as an exhibitor at the "Start-up Village". I believe that the "Start-up Village" provided the ideal space for dynamic exchange. I am delighted to have been able to present my services to the visitors who came from the Greater Region. I was also able to approach institutions who also actively participated in this trade fair".*



**Luxevasion**  
Pierre CHRISTOPHE,  
General Manager

Luxevasion offers vehicle maintenance intervention management services.

*"This is the first time we participated in a trade fair and we are quite simply thrilled! We especially appreciated the organisation of the B2B business appointments which made it possible for us to meet many a business within a short time. It is ideal to enjoy the rich business potential at this trade fair. Besides, we plan to initiate negotiations with numerous, potentially interesting contacts with an aim to get them sign on the dotted line."*



**Spa Anywhere**  
Dorothy GERMAINE,  
General Manager

Spa Anywhere is a mobile Spa that offers services aimed at bringing you a better quality of life at work (Happiness at Work) or at home.

*"This initiative by the Chamber of Commerce to help SMEs is a beautiful one. This event made it possible for me to broaden my client base with new, promising potential customers, which is paramount for my business. My initial feeling is that 12 potential clients will, very probably, sign on the dotted line very soon."*

## The “EU Networking” & “Cluster” Villages: two new key additions at the 2014 trade fair



### EU Networking Village

The aim of the EU Networking Village, coordinated by the European Commission's Representation in Luxembourg, is to bring together in one platform Luxembourg's partners and institutions that are involved in European initiatives and programmes. European SMEs are still not familiar with these initiatives. The EU Networking Village provides interested members of the business community with information on various initiatives that are taking place at EU level, as well as on topical European issues.



### Participants in the 2014 EU Networking Village:

- Eurostat
- European Commission -  
DG Enterprise & Industry  
(‘Late Payments’ campaign)
- EC’s Representation in Luxembourg
- European Consumer Centre
- European Court of Auditors
- European Investment Bank
- Luxembourg National Contact  
Point (NCP) for Horizon 2020
- INTERREG Programme  
Coordination Unit
- POEU – Publications Office  
of the EU





## Cluster Village

In view of the increasing role played by competitive clusters in the internationalisation and innovation of SMEs in Europe, the 2014 edition of the trade fair hosted a Cluster Village for the first time and placed a particular emphasis on inter-cluster relationships. This 1<sup>st</sup> edition of the Cluster Village brought together 12 clusters from 3 countries in an exhibition area covering almost 90m<sup>2</sup>.

In addition to participating as exhibitors, the clusters also had the opportunity to present themselves during speed-demo sessions or elevator pitches and also in the *b2fair* matchmaking sessions.

To provide companies with even more information on the sector-based practices of clustering in the different countries, several competitive clusters were given the chance to showcase their expertise during a filmed interactive conference focusing on "The role of inter-cluster cooperations" on 18<sup>th</sup> June 2014.

## Participants in the 2014 Cluster Village:

- > Cluster for Logistics
- > Hydreos - Alsace-Lorraine Water Cluster
- > Lublin Science and Technology Park
- > Luxembourg Automotive Components
- > Luxembourg BioHealth Cluster
- > Luxembourg Ecolnnovation Cluster
- > Luxembourg ICT Cluster
- > Luxembourg Materials Cluster
- > Luxembourg Space Cluster
- > Metal Cluster
- > Świętokrzysko- Podkarpacki Energy Cluster
- > Walloon "Infopole" Cluster





### Interactive conferences, economic round tables and VIP interviews on event TV stages

Installed at the heart of the trade fair, the event TV Stage made it possible to breathe a new life into the traditional conference format by offering interactive televised broadcasts. Various industry decision-makers and personalities from the world of economics and politics came to share their experiences and views in televised interviews and reports. Participants therefore had access to a wide range of themes.

In addition, four round tables were held, which were attended by numerous ministers and state secretaries and focused in particular on innovation in the BENELUX countries, financing solutions for SMEs, the challenges for European industry and the sustainable development of European cities. The programme provided an opportunity to outline interesting scenarios relating to the future of the Greater Region and the future economic development of the various associated neighbouring regions.

Three other TV stages added to the lively atmosphere at the trade fair by offering dynamic platforms where personalities could be interviewed and speed-demo sessions could take place with entrepreneurs.

### Themes covered on the main TV Stage in 2014:

- > Cluster for Logistics
- > Symposium for the Greater Region
- > Web and search engine optimisation strategy
- > Cross-border VAT
- > Inter-cluster cooperations
- > Marketing & communication
- > Late payments
- > Access to third-country markets

## Opening symposium: Vision for 2030

Every year, a symposium featuring key personalities from each geographic area of the Greater Region marks the official opening of the trade fair. This year's symposium was moderated by Mr Camille Ney from IP Luxembourg and saw representatives from the world of politics and economics discuss the theme of developing the dynamism of the clusters and their initiatives as a way of supporting industry and innovation within the Greater Region.

### The following people took part in the 2014 opening symposium:

- > **Mr Carlo Thelen**, Director General of the Chamber of Commerce of the Grand Duchy of Luxembourg
- > **Ms Corinne Cahen**, Minister for the Family, Integration and the Greater Region
- > **Mr Uwe Hüser**, State Secretary at the Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning for the German State of Rhineland-Palatinate
- > **Ms Helma Kuhn-Theis**, Plenipotentiary for European Affairs for the German State of Saarland
- > **Mr Roger Cayzelle**, Chairman of the Economic, Social and Environmental Council of Lorraine
- > **Mr Philippe Suinen**, Managing Director of AWEX – Walloon Agency for Exports and Investments
- > **Mr Raymond Schadeck**, Chairman of Luxinnovation and Luxexpo



### b2fair matchmaking event

The international b2fair matchmaking event forms an integral part of the trade fair. It allows participating companies to create new business contacts with skilled prospective partners at regional and international level. The event involves bilateral meetings, which are organised in advance and last 25 minutes.

Based on the internationally renowned concept b2fair® - Business to Fairs, this relationship development tool facilitates the initial contact between businesses to help them find new partners, examine potential partnership projects or build enduring business relationships.

In 2014, almost 360 companies represented by more than 400 business leaders from 20 different countries took part in the b2fair matchmaking event. Over 4,000 business meetings were organised on site, which equates to more than 12 meetings per company on average – an impressive figure.

This meeting platform, which was carried out by the members of the European business support network, Enterprise Europe Network, with the support of 60 partners from around 30 different countries, demonstrated once again the value of its concept when it comes to supporting companies in their search for new business partners.

A Partner Lounge was created to allow greater interaction between the partners present and the participating foreign companies, but also to throw the spotlight on the services offered by the European business support network in the areas of internationalisation and innovation.

In 2014, as part of the “Business Meets Research” Forum organised by Luxinnovation, Innovation Matchmaking took place in parallel with the b2fair meetings, giving participants a unique opportunity to meet innovative companies and public research laboratories with a view to establishing new technological partnerships.

The participants in the b2fair event share their experiences:



#### Actimage

Dr. Axel ECKMANN,  
F&E u. Innovation Manager

Actimage offers services pertaining to Information and Communication technology-related processes.

*"I am very happy that the b2fair business meetings were organised. It really was a great experience for us. We now have three very promising contacts that we wish to follow-up with, as well as meet other business organisations after the trade fair."*



#### Euroscript

Anne LUX,  
Sales Manager

Euroscript supports its clients throughout the world by creating and developing as well as leading their projects in the field of Content Management.

*"This is our third participation in the b2fair Matchmaking platform. What we really appreciated this year is that the business meetings were planned beforehand. We could thus optimise our time at the trade fair and find potential partners."*

### b2fair Business Awards

The b2fair matchmaking event is also an opportunity to present the b2fair Business Awards, which are awarded every year in recognition of companies that have achieved the best results in cooperation and partnership, following the business meetings held at previous editions of the trade fair.

The b2fair Business Award 2014 highlighted three business partnerships:

- **First winning partnership: Vectis ACF** (Luxembourg), represented by Mr Gérard Flamion, Director, and Mr David Marthoz, Sales Manager, and Olkypay (Luxembourg), represented by Mr Franck Rouayroux, Director.

Vectis ACF is a consulting firm that provides process management solutions. The company participated in the very first edition of GR Business Days as an exhibitor in the Start-up Village and was able to establish 40 professional contacts within the 2-day-long trade fair. This is how it came across Olkypay, another company that is active in the field of electronic payment, and presented its range of services to it. The two companies set their negotiations in motion at the trade fair. Eighteen months later and they have signed their first contract: Vectis ACF will be assisting Olkypay on a day-to-day basis with the optimisation of its structure.



- **Second winning partnership: Sogelis** (Luxembourg), represented by Mr Julien Guénée, Director, and Mr Philippe Raynaud, Group Manager, and Securex (Luxembourg), represented by Mr Bart Coone, Director, and Ms Virginie Echelin, Business Development Manager.

Sogelis provides IT tools for management purposes and integrates them into companies' information systems. The company decided to participate in GR Business Days to present a new product. Their contact with Securex was promising from the outset; four meetings were subsequently held at Securex's head office in Ghent, Belgium. The contract was signed 5 months later, marking the start of a long-term collaboration. Securex offers companies solutions relating to all aspects of human capital. From now on Sogelis will be supplying software for the management of time-sheets, e-mails, invoicing based on hours worked, etc.

- **Third winning partnership: Green Europe Lux** (Luxembourg), represented by Mr François Ghigny, Managing Director, and A+P KIEFFER (Luxembourg), represented by Mr Mil Kieffer, Director.

Green Europe Lux, which is active in the field of water treatment for industry and local authorities, met A+P Kieffer, which builds and maintains technical and energy-related equipment for buildings, at the 2013 edition of the trade fair. Over the course of the discussions it became clear that it would make sense for both companies to work together. A contract was signed a few months later after A+P Kieffer had conducted a feasibility study. Their first joint solution was launched in the Grand Duchy in October 2013. It involved developing a cooling system for Goodyear's data centre, the initial prototype for which has now been installed.



## Business meets Research

Luxinnovation, the National Agency for the Promotion of Innovation and Research, organised the 7th edition of its Business Meets Research Forum, which was held for the first time within the framework of GR Business Days. The event was based on a dynamic new concept and was structured around the theme "Manufacturing of the Future".

Participants from Luxembourg and the Greater Region presented the latest trends and technologies, as well as the results of their research, during themed workshops.

Luxinnovation also invited public research bodies and the National Research Fund to present their skills and expertise. The event underlined the importance of public-private collaborations in the area of innovation.

The various themes covered during the workshop included: technologies for plastic, metallic or ceramic materials, advanced robotics, sustainable product design and the use of renewable raw materials.

## “e-Commerce” and “MarCom” themed days

In 2014 the two days of the trade fair were once again dedicated to two key themes: day one was dedicated to e-commerce, in the form of the GR e-Business Planet, while day two opened its doors to the GR MarCom Business Day, which focused on marketing and communication strategies.

**GR e-Business Planet:** e-commerce is playing an increasingly important role in the life of companies, not only because of the possibilities it opens up in the area of online sales, but also because of the promotional opportunities offered by social networks. At the same time, new concerns are emerging, such as security-related issues.

SMEs could further improve their online presence to take advantage of new market opportunities. The GR e-Business Planet day offered exhibitors and visitors the chance to participate in a number of workshops focusing in particular on search engine optimisation, maintaining SEO rankings, ICT security, etc.

The main TV Stage hosted a conference entitled “*Search engine optimisation, marketing automation and CRM: key to the success of your online strategy*”. This conference covered all the elements of an effective online strategy to increase the visibility of companies, win over clients and increase their loyalty.

**GR MarCom Business Day:** this day focused on the Marketing/Communication sector, which is well represented amongst the trade fair’s exhibitors and visitors.

The 2014 TV Stage hosted an interactive conference entitled *Social, Mobile, Big Data, Brand Content and Connected Commerce: master the 5 key levers of your 2015 marketing and communication action plan*. A range of themed workshops complemented and enriched the day’s programme.



### Workshops

Every year the GR Business Days trade fair offered visitors and exhibitors the chance to participate in around 30 themed workshops, organised by exhibitors or as part of the e-Commerce and MarCom themed days. This year the trade fair also arranged a series of workshops aimed at raising participants’ awareness of cost optimisation techniques to help them improve the performance of their company.

## Elevator pitches: increasing the visibility of exhibitors prior to the trade fair

Elevator pitches are short filmed presentations that are recorded ahead of the trade fair. They allow participants to prepare and present one-minute pitches in front of a camera. This is an excellent promotional tool for the companies at GR Business Days. It also allows participants to familiarise themselves with video presentation techniques. The film they create – a genuine marketing tool – can be used within the framework of promotional campaigns, before and after the trade fair. More than 50 elevator pitches were recorded in 2014. All the videos can be viewed at [www.gr-businessdays.com](http://www.gr-businessdays.com)



## Speed-demos: an innovative marketing tool

Speed-demos are the ideal setting for participating companies to spend a few minutes presenting their offering on the trade fair's TV Stage. This is an opportunity to showcase their expertise, know-how and/or customer case studies and to diversify their contacts in a dynamic and interactive way. More than 70 speed-demos were presented to the public at GR Business Days 2014. As each presentation is filmed, the companies also obtain a 3-5 minute video clip that they can use for future prospecting or promotional campaigns.

Eight themed speed-demo sessions were organised in 2014: industry, environment & energy, training & education, business services, ICT & e-commerce, internet, social media & e-business and marketing & communication.

The ICT & e-commerce, and marketing & communication speed-demos were organised in the form of a "challenge" to find innovative solutions and products. In each category a jury of experts chose a winner, honouring the company that had given the most convincing presentation.

All the 2014 speed-demos can be viewed at [www.gr-businessdays.com](http://www.gr-businessdays.com)



### After the trade fair ... the 3D virtual trade fair

In addition to the various exhibition modules and services offered, exhibitors are also benefiting from a 3D simulation of their stand.

This 3D virtual exhibition stand is integrated into the 3D virtual trade fair, which can be accessed on the event website after the trade fair.

It allows exhibitors to increase their visibility during the post-trade-fair phase, giving them an opportunity to follow up what they did during the event. In addition, the virtual trade fair is the place where talks with potential customers are initiated in real time via a chat function. The conference hall, which also forms an integral part of the virtual trade fair, allows people to view the highlights of GR Business Days and the conferences and round tables.

**Next edition to be held on 17 & 18 June 2015 at Luxexpo.**

The GR Business Days team looks forward to welcoming you.

