

Messe News



b2fair Matchmaking Event

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TECHNOLOGY FIRST
4.- 8. APRIL 2011



**TECHNOLOGY CREATES
NEW CONTACTS,
NEW NETWORKS,
NEW MARKETS,
NEW CUSTOMERS.**

Partnering for new markets

b2fair helps European SMEs select cooperation partners – Seven years track record of successful b2b matchmaking at HANNOVER MESSE



REGISTER NOW
for the b2fair Matchmaking Event
www.b2fair.com/hannovermesse2011



Antonio Tajani, Vice-President of the European Commission and European Commissioner for Industry and Entrepreneurship

Cooperation for innovation

„I am particularly pleased to see smaller companies from across the entire European Union coming to Hannover to find new clients and partners from all over the world. It is here that national industry clusters are forged into pan-European technology networks. With hundreds of European company networks from various business sectors represented at the trade fair, Hannover facilitates productive encounters and dialogue leading to cooperation, sales and innovation – all the things that smaller companies need for achieving new growth.“

In order for Europe to achieve sustainable and balanced economic growth, it needs to successfully shepherd its SMEs into new international markets. And that requires cooperation partners. All the latest studies in Europe agree that SMEs cannot fully realize their internationalization potential without the support of partners – in all areas, including market analysis, product localization, sales and marketing and customer service.

But how to get started? How can SMEs quickly and efficiently make contact with the right partners? And how do they go about assessing a potential partner's profile, philosophy and leadership style? The answer to all of these questions is b2fair, a HANNOVER MESSE matchmaking partner of seven years' standing. Every year, thanks to b2fair, hundreds of SMEs at the fair attend well

prepared meetings to discuss common goals and potential partnerships. b2fair works closely with the business support network "Enterprise Europe Network" of the European Commission and is coordinated by the Luxembourg Chamber of Commerce.

In 2011, the b2fair platform at HANNOVER MESSE will have a strong focus on the Partner Country, France, and the themes of energy and electric mobility. b2fair will be actively helping SMEs identify and meet partners from all parts of the energy production and supply chain. And its matchmaking activities will not be confined to the Global Business & Markets platform in Hall 13. b2fair will also be partnering with Nbank to organize the Technology Cooperation Days, which will be held at the Tech-Transfer pavilion in Hall 2.

Global Business & Markets

The Global Business & Markets exhibition in Hall 13 is HANNOVER MESSE's central hub for successful internationalization initiatives. It is a foreign trade service center without parallel, comprising a winning mix of market information, one-on-one consultations, b2b matchmaking and an attractive INVESTMENT LOUNGE.



„Matchmaking is a great tool that helps companies to explore a large number of international business contacts within a short time span.“
Mr Claudy Antoine,
Managing Director, EPC



„The whole event at HANNOVER MESSE 2010 was very well organised giving us time in advance to prepare for the meetings.“ Mr Martin Feindt, Vice President Export, Bio-Circle Surface Technology GmbH



„b2fair is a great concept as it serves as a knowledge sharing platform on industry trends.“
Mr Emmanuel Bidaine, Chargé de Relations, CRP Henri Tudor



„This concept presents companies with opportunities to find partners without much investment in time and money.“
Mr Zbigniew Wagner, CEO, „PZL-ZSM“ Spółka Akcyjna

b2fair Matchmaking Event

Here's how the b2fair event works in practice:



Register online under www.b2fair.com/hannovermesse2011

→ **Registration.** Enter your company profile and then define your cooperation requirements in the "Cooperation profile" section. Once your registration has been validated by your local partner organization, your profile will be published in the b2fair online catalogue.



From the online catalogue, select the companies which you would like to arrange meetings with. After you have received your username and password from your local partner organization, go to the section → **Your meeting requests** and enter your meeting preferences.



On the basis of the preferences you indicate, b2fair will schedule meetings between you and appropriate potential partners in accordance with the requirements and areas of interest you have specified.



You will then receive your provisional meeting schedule several days before the start of the fair. Your personal schedule will be updated daily during the fair. You can collect these updates at any time during the fair from the b2fair information counter in the matchmaking area.



On the spot you can meet up with your selected meeting partners during HANNOVER MESSE 2011 to discuss shared interests and explore the possibility of cooperative ventures and future partnerships.



FOR HELP AND MORE INFORMATION:
See the b2fair website at www.b2fair.com/hannovermesse2011

The following services are included in the participation fee for the b2fair Matchmaking Event:

- Free admission to HANNOVER MESSE for visitors
- Information pack and your own, personalized schedule of meetings
- Quality check of your cooperation profile and publication of the same in the online catalogue of the event
- Regular updates of your meeting schedules throughout the entire fair
- Business meetings with potential customers/partners
- Invitation to the official b2fair evening event and reception
- Farewell drinks on 8th April
- Support and advice regarding business cooperation agreements
- Access to soft drinks throughout each meeting day
- Support with organizing your trip to the fair (travel arrangements, accommodation, ...)
- Shuttle service between the trade fair venue and various selected hotels

Our services:

- For exhibitors: € 175
- For visitors: € 250
- b2fair consulting services: personal support by the b2fair team to help you tailor and optimize your selection of meetings with potential customers / professional support and advice before, during and after the fair: € 75.
- Interpreting service for your meetings: € 75.
- Special offer for companies who order both the b2fair consultancy and interpreting services: € 100.

Onsite Matchmaking and meeting rooms – for even more promising contacts

Supplement to b2fair matchmaking service right on the HANNOVER MESSE showgrounds.

At HANNOVER MESSE 2011, Deutsche Messe will, for the very first time, be offering an on-site matchmaking service intended to supplement the b2fair offering and the online "Match & Meet" service.

This extended service will bring together everyone in the entire HANNOVER MESSE network who is interested in b2b matchmaking. In association with b2fair, Deutsche Messe will arrange meetings between you and your target customers and provide a range of meeting formats and settings to choose from.

Benefits to you

- Up to 7 meetings per day (45 minutes per meeting)
- High-quality business contacts
- You receive a tailored, time-optimized schedule of meeting appointments 2 weeks before HANNOVER MESSE
- Meetings held in a separate, dedicated business meeting area in Hall 13

- You can choose from a range of participation formats, depending on your requirements. Formats include a range of service packages (fit-out): tables, meeting spaces, lounges
- Support by matchmaking specialists in the lead-up to HANNOVER MESSE and on site during the fair
- Post-meeting evaluation and discussion

Register today for this new matchmaking service. For registration forms and further information, visit:



- www.hannovermesse.de/en/matchmaking_onsite

YOUR CONTACTS

Luxembourg Chamber of Commerce
Sabrina Sagramola, b2fair Management Board
Niels Dickens, b2fair Project Manager
Amrita Singh, b2fair Business Development Officer
Andreja Wirtz, b2fair Project Assistant
Phone: +352 42 39 39 - 333
hannovermesse@b2fair.com

Deutsche Messe
Lynn Stamenkovic, Project Director
Phone: +49 511 89-31322
lynn.stamenkovic@messe.de

Rebecca Dobler, Project Assistant
Phone: +49 511 89-31119
rebecca.dobler@messe.de

Nicole Siebenhüner, Project Assistant
Phone: +49 511 89-31136
nicole.siebenhuener@messe.de

Magdalena Jelinski, Visitor Promotion & Services
Phone: +49 511 89-31108
magdalena.jelinski@messe.de

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