

Identification of business opportunities in foreign markets through fact finding missions and matchmaking events

Presentation at the University of
Applied Sciences Worms

December 13th, 2012

Goals of this presentation

- Present selected instruments for the identification of new markets in foreign countries
- Discussion about
 - Development trends of existing instruments
 - Additional instruments

Challenges

- While big corporates are present in most markets of the world, for small and medium sized enterprises the identification of markets with potential remains challenging.
- What are markets with potential?

Forms of cross border business cooperation

- Trade of goods and services (export / import)
- Production
- Cooperation in Research and Development
- etc.

Instruments

- Fact finding missions
- Matchmaking

- Both will be presented in more detail.
- In many / most cases a combination of them leads to the best efficiency.

Fact Finding Missions

- Journey of a group of company representatives to one or two foreign countries
- Program consisting of presentations, meetings, company visits etc.
- Organized by public institutions (ministries etc.), professional organizations and private companies
- Link to politics

Matchmaking Events

- Bringing together company representatives from different countries to (briefly) discuss potential of a business cooperation
- Pre-arranged or on-the-spot
- Based on a questionnaire about the company and their interest in cooperation

Examples

- „Wir öffnen Märkte“
- Greater Region Business Days
- NBI Expo (Nation Branding and Investment)

“Wir öffnen Märkte”

- Program of the Ministry of Economy of Rheinland-Pfalz to enable access for SMEs to foreign markets
- Includes fairs and exhibitions, fact finding missions, sectorial conferences,
- <http://www.mwkel.rlp.de/File/wir-oeffnen-maerkte-broschuere-2013-pdf/>

Greater Region (GR) Business Days

GREATER REGION BUSINESS DAYS 2013

The Greater Region Business Days

12th & 13th June 2013, Luxembourg
The unique b2b meeting platform for SMEs and innovative start-ups in the Greater Region

Concept | Exhibitors | Visitors | *b2fair* Matchmaking Event | 3D Marketplace

You will never do business the same way again!

The 2nd edition of the "GR BUSINESS DAYS" will be organised by the Luxembourg Chamber of Commerce on 12th and 13th June 2013 in the premises of Luxexpo with the aim to offer participating companies the possibility to benefit in a concentrated, dynamic and interactive way from an array of sophisticated and added value b2b services in an interregional and international business atmosphere.

This event will enable participating companies to generate new business leads while increasing visibility and widening the reach towards a qualified audience of important decision makers, buyers, company managers, project implementers and innovative start-ups. This new professional trade fair aims at stimulating competitiveness and growth amongst SMEs in the Greater Region and beyond.

Key Target

- Eco Environn
- Eco constructio
- develo
- E-Mo
- Machinery, I
- robo
- Autom
- Aero
- ICT, e-co
- web-mi
- Transports
- Services to
- Oth

HOME

ed Demos

e Greater Region

information

s & Sponsors

l Information

ys TV Stage

My GR Bus

Exhibitors

GR Business Days

- A power packed event to maximise your business networks in just 2 days!
- Providing a rich and effective environment for building business relations leveraging several market expansion tools;
- Combining traditional globalisation techniques and new age networking tools with an international dimension;
- Presenting companies with easy access to key corporate leaders and decision makers.
- The Greater Region Business days will bring together 10 micro events spread over 2 days utilising the various facets of onsite networking and partnership building. The aim of the organisers is to build a platform with high dynamism and momentum to respond to the requirements of SMEs in the current economic scenario by providing new business opportunities.
- With the GR Business Days you will have more interesting ways to find new partners, enlarge your products and service range, explore new technologies and more...Furthermore, you will have the opportunity to participate in interactive conferences, workshops, networking receptions, symposiums to get an insight into economic perspectives amongst the business community in the greater region and beyond.

GR Business Days



Nation Branding and Investment Expo

The screenshot shows the homepage of the NBI EXPO website. At the top left is the logo for NBI EXPO, which consists of a red square and a grey square, followed by the text "NBI EXPO" and "Nation Branding & Investment" below it. To the right of the logo, the event details "16-18 April 2013 - Beursgebouw Eindhoven - The Netherlands" are displayed. Further right is a "Select country" dropdown menu. Below the header is a dark navigation bar with white text for "HOME", "ABOUT US", "NBI EXPO 2013", "INFORMATION", "NEWS", "CONTACT", and "SIGN UP FOR NEWSLETTER". The "HOME" link is highlighted with a red background. Below the navigation bar, the text "Current location: [Home](#)" is visible. To the right of this text are social media icons for LinkedIn, Twitter, and Facebook, along with the website URL "nbi-international.com". The main content area features a world map where most countries are highlighted in red. Above the map, the text reads: "For information on the economic and investment climate of a country or region, click on the map below". The map includes zoom-in (+) and zoom-out (-) controls on the left side. At the bottom left of the browser window, the URL "www.nbiexpo.com/index.php" is visible.

NBI Expo



- Global Connect (<http://www.messe-stuttgart.de/global-connect/>)
- Tag der Außenwirtschaft (Bremen)
- Events organized by the Federal Ministry of Economy and by the Federal States of Germany

Perspectives

- Changing “landscape”
 - influence of matchmaking software
 - increasing expectations
 - focus on niches (region, sector, cooperation)
- How to measure success?