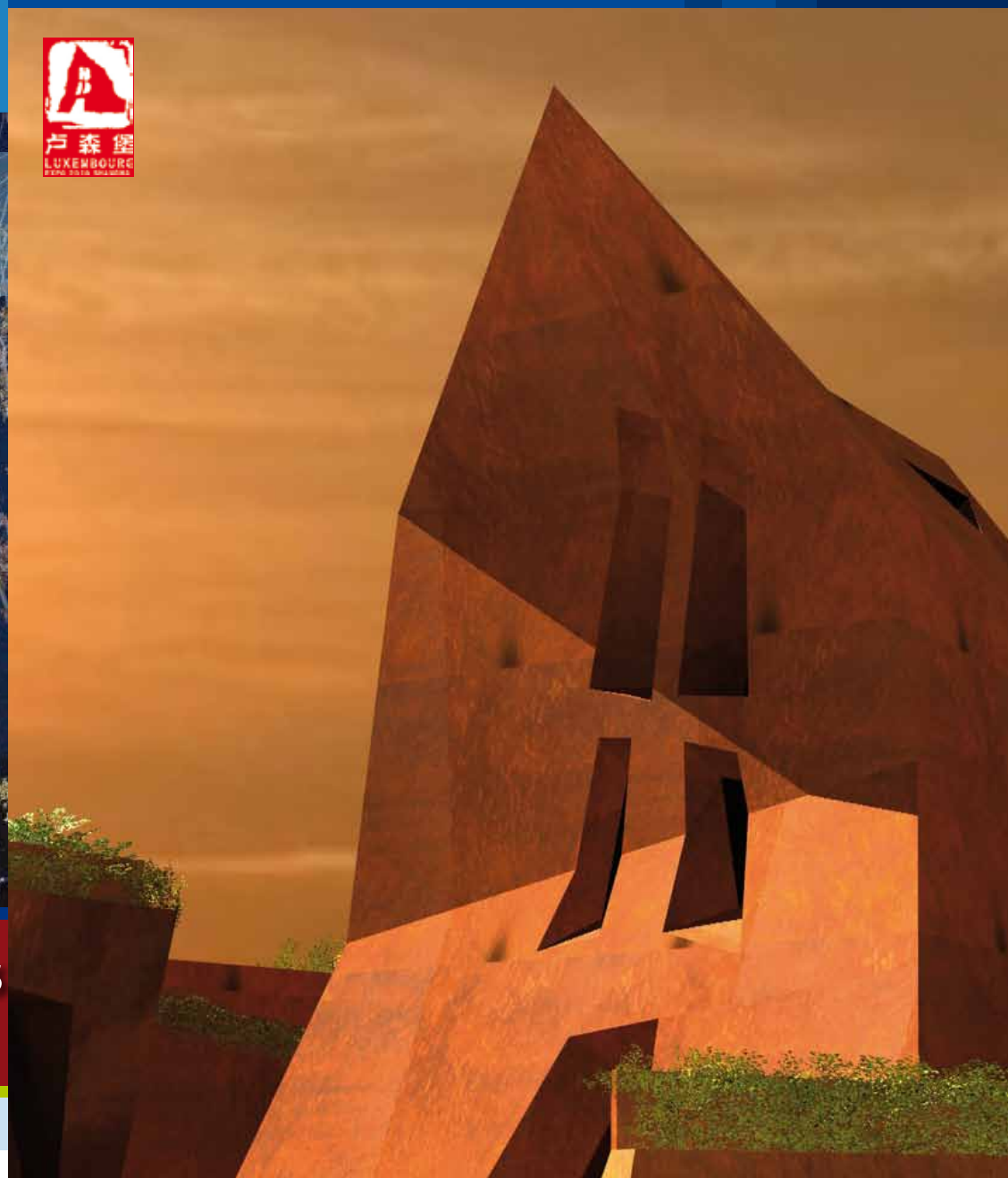


# b2fair SHANGHAI



Building **Sustainable** Global Business  
between **Europe & China**

**b2fair** @ World Expo Shanghai • 7<sup>th</sup> & 8<sup>th</sup> October 2010



**b2fair Matchmaking Event**  
Shanghai, 7<sup>th</sup> & 8<sup>th</sup> October 2010





### The international multi-sectorial business exchange platform in Shanghai

**b2fair** has expanded its activities beyond Europe with its Matchmaking Event at the World Expo Shanghai, exporting its concept for the first time ever to the Asian continent. **b2fair** Shanghai which will take place on **7<sup>th</sup> & 8<sup>th</sup> October 2010** aims at creating a global meeting platform to invite companies in China and SMEs across Europe and beyond to explore new business and market opportunities. The World Expo will bring together more than 200 countries with a large number of companies.

The **b2fair** meeting platform will leverage these pools of participating companies to present a large multicultural matchmaking event. In addition, **b2fair** Shanghai will be a multisectorial event representing a wide range of business sectors at international scale.

### Opportunities in China

Emerging to be one of the fastest growing economies in the world, China has become the world hub for manufacturing. China's ability to provide large scale manufacturing and cost advantage has contributed to this development. With its wings spread into most industries today, China is well out of recession and countries world-over seek to develop a relationship with this Mainland to explore business and partnering possibilities.

Located on China's Central Eastern coast, Shanghai is the largest city in China. Its economy makes a significant contribution to China's economy. Thanks to its rapid development coupled with low labour costs, it is known for its contemporary infrastructure, modern port and well developed and diversified industrial base.



### Exploring new market opportunities

The **b2fair** Matchmaking Event in Shanghai will serve as a perfect opportunity for European SMEs and companies from other countries to gain a strong foothold into the Chinese market and for Chinese companies to further integrate European and international market scales.

The scope of this outstanding b2b meeting place at the World Expo Shanghai is to win new and qualified business contacts, study interesting partnership projects, find potential cooperation partners and exchange business experiences on an international level.

Within this perspective, **b2fair** offers to its participating companies an ideal b2b meeting platform for international business cooperation.

[www.b2fair.com](http://www.b2fair.com)

The « **b2fair** Shanghai » Matchmaking Event is organised by the Luxembourg Chamber of Commerce, a founding member of the "E.I.G. Luxembourg @ Expo Shanghai 2010".

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Business Support on Your Doorstep



*For further information on our event :*

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[www.b2fair.com/shanghai2010](http://www.b2fair.com/shanghai2010)



## About b2fair

### The b2fair concept:

The **b2fair** concept is a business cooperation exchange programme that fosters internationalisation among SMEs through its unique matchmaking process. The **b2fair** matchmaking events gather SMEs from different parts of the world giving them the opportunity - in a minimum of time and at low cost - to explore prospects in a variety of foreign markets. Conceived by the Chamber of Commerce of the Grand Duchy of Luxembourg and Handwerk International Baden-Württemberg, **b2fair** is an internationally registered and protected trademark.

### Multiple Advantages with b2fair:

**b2fair** has a strong and dynamic partner network and works together with the business support network "Enterprise Europe Network" of the European Commission and various other regional, national and international business institutions to organise numerous matchmaking events all through the year in order to facilitate the progress of SMEs in the international arena. The matchmaking promotes the establishment of new enduring business relationships and stimulates the exchange of professional experiences on an international level. At present, **b2fair** has become a renowned and powerful measure for businesses aiming to find new potential partners in foreign markets worldwide. The online catalogue of the **b2fair** website lists the cooperation profiles of all the participating companies, thus facilitating enterprises to arrange bilateral business meetings with the other entrepreneurs they would like to explore partnerships with.

### An amalgamation of matchmaking and trade fairs:

This renowned international concept is based on the clever combination of two key market development tools - trade fairs coupled with a sophisticated matchmaking service presenting companies with a professional meeting platform abounded with opportunities for business expansion into foreign and emerging markets. The success behind the **b2fair** concept is the ability to provide high quality face-to-face meetings carefully arranged in advance between companies and organisations from different parts of the world.



## Participation & Inscription

### Deadline for Registration: 20<sup>th</sup> September 2010

#### Participation conditions:

##### For European & International companies:

The inclusion of your company / cooperation profile in the International Business Cooperation Exchange online system **b2fair** involves a single payment of **250,00 euros (VAT excluded)**.

##### For companies from China & other Asian countries:

The inclusion of your company / cooperation profile in the International Business Cooperation Exchange online system **b2fair** involves a single payment of **100,00 euros (VAT excluded)**.

*A supplementary inscription fee of 50,00 euros (VAT excluded) will be charged if your company wants to attend the matchmaking event with two or more representatives.*

With the submission of your online registration form, you commit yourself to the participation in the »b2fair Shanghai« Matchmaking Event and to the payment of the due inscription fee. As your data will be processed immediately after your registration, refund will not be possible.

#### Registration procedure:



**Step 1:** Register online at [www.b2fair.com/shanghai2010](http://www.b2fair.com/shanghai2010). Create your company profile and define your company's requirements. After validation by your local partner organisation, your cooperation profile will be published in the online catalogue of the event.



**Step 2:** From the online catalogue, fix your meetings with the companies you desire to meet. After transmission of your username and password (access codes) by your local partner organisation, go to the section "Edit Meeting Requests"; proceed to the booking of your individual meeting requests.



**Step 3:** Based on your indicated preferences, your personalised business meetings will be arranged with your prospective business partners according to your specific concerns and common interests.



**Step 4:** A few days prior to the event, you will receive your provisional appointment schedule. At the event, your individual meeting schedule will be updated regularly.



**Step 5:** Meet your potential business partners to discuss common areas of interest and to explore the possibility of mutual cooperation and opportunities for the development of future bilateral projects.



## Sectors represented during the *b2fair* Matchmaking Event

- |   |  |
|---|--|
| ☁ Aerospace & Aeronautics                 | ☁ Machinery & Metallurgy                   |
| ☁ Automotive Industry                     | ☁ Trade & Related Activities               |
| ☁ Biotechnology, Medicine & Life Sciences | ☁ Maritime & Logistics                     |
| ☁ Chemical Industry                       | ☁ Tourism                                  |
| ☁ Construction & Sustainable Construction | ☁ Information & Communication Technologies |
| ☁ Energy, Environment & Eco-Technologies  | ☁ Business Services                        |
| ☁ Food Processing & Beverage              | ☁ Insurance & Financial Services           |
| ☁ Furniture Industry & Design             | ☁ Others                                   |



## *b2fair* Shanghai: Great value for money!

Thanks to the *b2fair* matchmaking service in Shanghai, international networking between Chinese companies and businessmen from all over the world has never been easier. It's time for you to start planning efficiently your participation. Optimise your stay at the World Expo via targeted and carefully pre-arranged business meetings!

### Your participation fee includes the following services:

- ☁ handover at your arrival of a complete information package as well as of your personalised appointment schedule;
- ☁ quality check of your company / cooperation profile and publication in the online catalogue;
- ☁ arrangement in advance of your individual meeting requests with companies corresponding to your specific concerns and interests;
- ☁ regular updates of your appointment schedule;
- ☁ invitation to the Social Evening Event on 8<sup>th</sup> October 2010 on the Luxembourg Pavilion at the World Expo;
- ☁ professional assistance and advice of the *b2fair* Coordination Unit before, during and after the event;
- ☁ limited interpretation service (only Chinese ↔ English );
- ☁ assistance and advice for cooperation agreements;
- ☁ refreshments during the two contact days;
- ☁ help in your travel arrangements (hotel accomodation, ...);
- ☁ bus shuttles between the venue of the event and the World Expo on 8<sup>th</sup> October 2010.

