



Basic Information Guide

Business Beyond Borders International Matchmaking Event at VISION 2018

6 – 8 November 2018

Stuttgart, Germany





Business matchmaking at a glance

What is a Matchmaking Event?



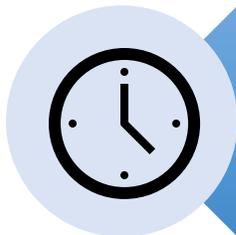
An event where organisations interested in the same industry and offer different skills, products and services come together to network and find the perfect match for their organisation.



Allows organisations to present and sell their products/services showing what they do and why they believe they are the perfect match for whatever it is you are looking for.



A great method to bring together organisations across the globe and research units enabling them to collaborate and come up with ideas that will work well for various projects.



A faster method of networking having all interested parties together in one place as opposed to find them one by one.

How are matchmaking events organised?

Participants wear name tags and are assigned to different tables where they conduct face-to-face meetings. A stopwatch is used to give everyone a chance to speak to other participants and present their products and services.

Organisations that are interested in participating have to submit their cooperation profile beforehand on a matchmaking platform. The cooperation profile has information on what their organisation is all about and what it is they are really looking for. This profile is then made available to potential participants so they know if there is something for them at this event. Based on this, meetings are then set up between companies before the actual event and they are either accepted or rejected by the other participants.

Why attend matchmaking events?

The brokerage event is a genius system. It helps organisations succeed and work together with others to advance the commercial industry throughout the world. It also helps organisations save money and time by assisting companies to grow their networks and meet new stakeholders all at the same time. Responses can be given quickly instead of having too much time and money spent on going back and forth from boardrooms.

Why participate?

- Quick entry to new markets
- Outsourcing
- Development of joint projects/new products and services
- Diversification of suppliers
- Enlargement of client base
- Better knowledge about countries and industries

Advantages

Advantages for exhibiting companies

If you are an exhibiting company, the matchmaking event offers you, apart from making your exhibition booth more visible, a complementary opportunity to find targeted business relationships. The matchmaking event provides you with an original and unique formula to optimise your investment as an exhibitor. The possibility to plan professional and prearranged business meetings beforehand makes your participation in the trade fair more efficient.

Advantages for visiting companies

As a visiting company, the matchmaking event will allow you to optimise your participation in the event benefiting from professional and targeted business meetings carefully selected and arranged in advance. Hence, with a low investment in time and money, you will be able, in a short period of time, to maximise your results and outputs.

Advantages

- The opportunity to meet a maximum of potential business partners on the spot and within a short period of time
- Information about the meetings in advance and possibility to prepare for the meeting in due time
- Knowledge exchange of international markets

A guide for successful matchmaking

Before an event

Productive meetings do not happen by accident. Indeed, 80% of meetings' success depends on the preparation beforehand. There are three key points to take into consideration before a matchmaking event:

Before an event

- Prepare high quality company and cooperation profile
- Book your meetings with relevant candidates in advance/virtual pre-meetings
- Prepare your business pitch

Prepare high quality company and cooperation profile

Your profile is a representation of your company. High quality and clearly formulated profile is a key to success. Try to make your profile as attractive as possible by including your logo for more visibility, using appealing language for potential partners and checking for grammar mistakes.

Register online and submit your company and cooperation profile. In your profile you can state what kind of technology/product/expertise you are offering, what kind of cooperation you are looking for and which ideas you would like to discuss with potential collaboration partners. All company and cooperation profiles are published online and will be for everyone to see.

All published profiles will be extensively promoted by the organisers of the event. Furthermore, all participants of the event will view your cooperation profile. High quality profiles are visited about 50 to 150 times before the event and will still be viewed after the event so take your time to include your information as this increases your chances of successful meetings!

Book your meetings with relevant candidates in advance/virtual pre-meetings

Check which cooperation profiles are most promising and relevant for your company. Intelligent search options on the platform allow a quick identification of the most suitable participants/cooperation profiles. Within a few minutes you should be able to identify future potential business partners.

Once you have found the most promising business partners you can select them for bilateral meetings. Be aware that the bookings are managed on the principle "first come - first served", therefore make sure that you book meetings with the companies of interest in advance. You can book meetings, but you can also be booked for bilateral talks by other participants.

To make the most out of your meeting at the trade fair it is advisable to arrange pre-virtual meetings. Setting up pre-virtual meetings allows you to discuss business and sort out key issues in advance, so when you are face-to-face you can hit the ground and have a better chance to conclude a business agreement.

Prepare your business pitch

Once you have confirmed your appointment and identified which companies you will be meeting with, learn as much as you can about them. Have a pitch prepared including:

- **Core competencies:** your main expertise and how it specifically relates to the services that you are providing;
- **Past performance:** instances of similar work and for whom it was done;
- **Differentiators:** clarification of what sets your company apart from your competitors and why your company is well-suited for the match.

Consider the specific types of opportunities these corporations have available. Be prepared to clearly and concisely explain how you can provide the best solution. Practice your pitch out loud and often before meeting a potential client. Remember you only have 25 minutes to make a memorable impression.

During an event

- **Be organized.** Make sure you always have your meeting schedule with you to avoid a confusion and delay.
- **Be present.** With constant technological demands from social media to phone calls from clients to emails from the office, the urge to multi-task can be strong. However, it's a waste of time not focusing on the person in front of you.
- **Have a goal.** You should know what you want to get out of the event before you attend; brainstorm at least one or two outcomes you hope to achieve at the event. By knowing what you hope to accomplish ahead of time, you can stay focused on the day of the event.
- **Share your expertise.** Both buyers and sellers want to associate with a person who knows what sort of value they add to a partnership. Show your skills on topics you're familiar with and be confident in your abilities.
- **Listen as much as you talk.** By being attentive to the person in front of you, you're more likely to both get the information you need and ask thoughtful questions. Showing interest and sincerity in the other person's conversation goes a long way in establishing partnership. When it's your turn to share, be concrete by explaining what you need quickly and concisely.
- **Take notes.** It's difficult to remember every single important detail about every single conversation with every single person you have talked to, which is why it pays to use external memory. All you need is to note down a few quick points after each meeting before talking to a new person. This will help you greatly when it comes to the follow-up.
- **Exchange contact information.** Make sure to exchange contact information before you leave as well as to arrange a follow-up meeting.

After an event

- **Follow-up after the event.** The main reason for networking events is to connect with others and grow your established contact base. While participation in the event itself is important, following up afterwards is priceless. Nurturing those brief moments spent connecting with network contacts is important.

- **Keep in touch with meetings organizers** who can provide you guidance and assistance in the follow-up of your business contacts to establish partnership agreements.
- **Share the experience.** You can expand your networking bubble out to other professionals in your field by sharing what you learned from the event. Generate a blog post, write a series of social media posts, or find some other innovative way of getting the word out.

BBB Matchmaking Event at VISION 2018

This year, at VISION SMEs and Clusters can benefit from the additional support provided by the EU funded programme – Business Beyond Borders (BBB).

BBB helps companies, in particular Small and Medium Enterprises (SMEs) and Clusters, to create connections with businesses from all over the world and to foster opportunities for international collaborations.

At VISION, the BBB team will be located in the **Business Beyond Borders Matchmaking area** in **Hall 1 (Gallery) Stand 1Z60**.

Agenda

Tuesday 6 November 2018		
09:30 – 12:30	Bilateral Meetings I (Morning Session)	Business Beyond Borders Matchmaking area (1Z60) or exhibitor stands
11:00 – 12.30	VISION Opening Press Conference	Press Centre
13:30 – 16:30	Bilateral Meetings II (Afternoon Session)	Business Beyond Borders Matchmaking area (1Z60) or exhibitor stands

Wednesday 7 November 2018		
09:30 – 12:30	Bilateral Meetings I (Morning Session)	Business Beyond Borders Matchmaking area (1Z60) or exhibitor stands
13:30 – 16:30	Bilateral Meetings II (Afternoon Session)	Business Beyond Borders Matchmaking area (1Z60) or exhibitor stands
18.00 onwards	Networking Dinner	Haus der Wirtschaft, Stuttgart

Thursday 8 November		
09:30 – 12:30	Bilateral Meetings I (Morning Session)	Business Beyond Borders Matchmaking area (1Z60) or exhibitor stands
10.00 – 12.00	Guided Tour at the Trade Fair VISION 2018	Tour starts at Business Beyond Borders Matchmaking Area in Hall 1 (Gallery) Stand 1Z60
13:30 – 16:30	Bilateral Meetings II (Afternoon Session)	Business Beyond Borders Matchmaking area (1Z60) or exhibitor stands

What can I expect from the event?

- **Business matchmaking** between exhibitors, visitors and delegates. This is the matchmaking platform which aims to help exhibitors to meet visitors/delegates through pre-scheduled meetings. You can still register and book your meetings here <https://vision2018.b2match.io/>
- A convenient **matchmaking area on the balcony overseeing the trade fair**
- Invitation to the **Networking Dinner** hosted by Photonik-Forum Baden-Württemberg and DeepTech4Good#Stuttgart events in the Haus der Wirtschaft, Stuttgart
- The **Guided Tour** at the Trade Fair VISION 2018
- Access to an international and well placed **worldwide network**, including several EU-funded support schemes
- **Social Media Activities** and interviews

Networking Dinner

On 7th November 2018 the two major events will be organised in Haus der Wirtschaft, Stuttgart:

[The Photonik-Forum](#) offers selected keynote speeches, four different lecture sessions on current topics in the field of photonics and an exhibition of corporates and research institutes. The lecture sessions cover the topics ICT & Autonomous Systems, Photonics for Automotive, Smart Manufacturing and Smart Health.

[DeepTech4Good#Stuttgart](#) offers a Business Speed Dating, Open Innovation Workshops and Pitching Sessions in the fields of Smart Mobility, Smart City, Smart Health and Smart Manufacturing.

The Networking Dinner will be organised to conclude the **The Photonik-Forum** and **DeepTech4Good#Stuttgart** events. Both events and the Networking Dinner are open to all **VISION 2018** participants. The Networking Dinner gives participants of VISION 2018, Photonik-Forum Baden-Württemberg and DeepTech4Good#Stuttgart the chance for networking and exchange.

The Networking Dinner on 7th November will start at 18:00 in Haus der Wirtschaft in Stuttgart.

To register for the Networking Dinner please go to your profile on the [matchmaking platform](#) and mark your attendance in “**My attendance**” section or send an email to info@businessbeyondborders.info.

The Guided Tour at the Trade Fair VISION 2018

On 8th November 2018 from 10:00 to 12:00 there will be a guided tour organized for participants of VISION 2018, The Photonik-Forum and DeepTech4Good#Stuttgart events.

The tour guided by the trade fair organiser **Messe Stuttgart** will give visitors a good overview about the different aspects of machine vision, new trends & innovations in this industry.

The tour will start at the Business Beyond Borders Matchmaking Area in Hall 1 (Gallery) Stand 1Z60 and will continue to visit companies/institutions/projects which are innovative/new in the world of the machine vision (to be disclosed later).

To register for the Guided Tour please go to your profile on the [matchmaking platform](#) and mark your attendance in “**My attendance**” section or send an email to info@businessbeyondborders.info

Social Media Activities

Not only does Business Beyond Borders help you to meet potential international business partners, it also helps you promote your company on social media and raise its online visibility. During VISION, you can find and join the following social media activities:

- **Live coverage on social media** – the BBB Communications team will be on the spot to cover and live-tweet the matchmaking event throughout the day. **All participants are encouraged to join the online discussion** and post about BBB themselves, using the hashtag #EUBBB or tagging @EU_BBB in their media posts.

Twitter: @EU_BBB / #EUBBB

Facebook: @BusinessBeyondBordersEU

LinkedIn: Business Beyond Borders

- **Interviews** – BBB wants to give the floor to you and your company. During the BBB events, our Communications team frequently interviews participants so that they can share with us a bit more about their company, their products and target markets, as well as their expectations for, and impressions of, the matchmaking sessions. The interviews are later featured in our special BBB post-event videos and/or turned into “BBB profile” blog articles, which are published on our website and disseminated throughout social media.

Practical information

Entrance ticket to the event

You can get your entrance ticket to the expo online here <https://www.messe-stuttgart.de/vision/en/visitors/service/admission-tickets-tickets/>

The matchmaking is free-of-charge.

Bilateral meetings schedule

We will send your meetings schedule 1 day before the event to your email address. You can also download your meetings schedule by clicking on “Agenda” tab in your profile.

Bilateral meetings location on the floorplan

The matchmaking meetings will take place at the tables located in the **Business Beyond Borders Matchmaking area** located in **Hall 1 (Gallery) Stand 1260** or at **exhibitor stands**. Check your personal meetings agenda on the matchmaking platform to check where your meeting is taking place.

Halls Plan: <https://www.messe-stuttgart.de/vision/en/journalists/overview-exhibition-halls/>

Venue location and opening hours

Opening hours: Daily 09.00 – 17.00

Address of the venue

Landesmesse Stuttgart GmbH
Messeplatz 1
70629 Stuttgart, Germany

How to get there?

For instructions how to get to the event, please read [here](#).

Accommodation

For more information about accommodation please read [here](#).

About the Trade Fair

VISION 2018

VISION is the world's leading trade fair for machine vision. The who's who in the machine vision industry meets in Stuttgart and presents an incomparable range of products and services: from sensors to processors, from cables to cameras, from software to illumination systems. However, complete machine vision systems and very specific applications for many different industries are exhibited – from mechanical engineering and the automotive industry through to the medical technology industry and many, many more industries besides. We take account of the diverse interests of visitors through special event modules such as the Integration Area and the Industrial VISION days forum.

Index of exhibitors

Key exhibition areas

System components	Applications	Services
Application-specific machine vision systems	Barcode identification	Technical literature
Configurable machine vision systems	2D code identification	Training
Smart cameras	Optical character recognition (OCR / OCV)	Design and development
Vision sensors	Security systems	Prototype development
Illumination	Recognition of objects / type recognition	Research & development
Laser	Position identification	Consulting
Optics / lenses	Sequence analysis	Specialist literature
Optical filters	Quality inspection	Association services

Cameras	Colour inspection	
Area scan cameras	Completeness check / assembly control	
Line scan cameras	Print inspection	
High-speed cameras	Texture analysis	
Infrared cameras	Surface inspection of continuous material	
Hyperspectral cameras	Surface inspection of piece parts	
X-ray cameras	Inline robot vision	
CIS/LDIS (Contact image sensors / Lowdistance image sensors)	3D robot vision	
Optical sensors	2D robot vision	
Frame grabbers / acquisition boxes	Shape recognition	
Software libraries	Measuring and comparing 3D	
Software application packages	Measuring and comparing 2D	
Configurable Machine Vision Software		
Processors and computer components		
Measuring systems for machine vision		
Cables and connectors		
Camera protective enclosures and mounting devices		
Auxiliary materials		
Accessories		

About Business Beyond Borders (BBB)

Business Beyond Borders (BBB - www.businessbeyondborders.info) is a new European Commission initiative to help businesses, in particular Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe.

A series of matchmaking events will be organised to bring together SMEs and representatives from relevant clusters, with potential trading partners from Europe and abroad with the aim of assisting businesses to access new international markets.

If you wish to receive more information on Business Beyond Borders, feel free to contact us at info@businessbeyondborders.info

For all press and media enquiries, please contact us at:
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