

2010 will be

a year in which *b2fair* business cooperation exchanges will be useful in normal times and vital in times of crisis.

Sabrina Sagromola, Jürgen Schäfer
The *b2fair* Management Board

12,000 business meetings

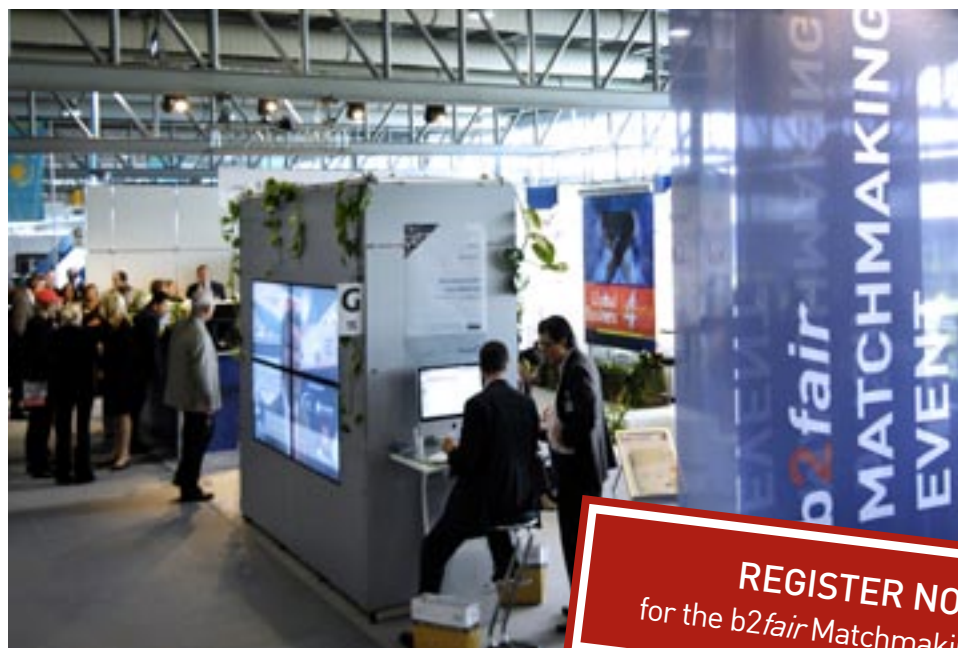
Since its launch at HANNOVER MESSE in 2005, the *b2fair* business cooperation exchange platform has gone from strength to strength. By 2009, some 2,500 executives of more than 1,600 companies from 40 countries had met in the course of more than 12,000 carefully arranged and pre-scheduled business meetings.

Our mission, your profit

b2fair provides premium matchmaking services for international trade fairs, enabling companies to easily get in touch with potential business partners, customers and suppliers. The *b2fair* matchmaking concept is specifically tailored to the needs of small and medium-sized enterprises subject by nature to limited budgets and resource constraints.

Finding the perfect match

b2fair at HANNOVER MESSE 2010 is the ideal b2b platform for fostering international business cooperation across all sectors



REGISTER NOW
for the *b2fair* Matchmaking

Cross-border cooperation, alliances and networking are the keys to growing an SME's international business. SME managers, however, tend to have limited time and often lack the requisite skills. Surveys have shown that many SME managers require advice and guidance in their internationalisation efforts, including assistance with identifying appropriate foreign business partners for collaborative ventures. The *b2fair* business Matchmaking Event at HANNOVER MESSE constitutes one of these mechanisms that are capable of meeting this market need.

As a sector-specific service, *b2fair* offers much more than simple introductory meetings between companies before, during and after their participation in a trade fair. Its single objective is to help companies "go international" through a whole range of targeted measures and a highly professional matchmaking system.

Match your ideal business partner

Matchmaking is all about establishing sustainable partner relationships and opening up new markets. Prearranged meetings with potential business partners of your choice are the first

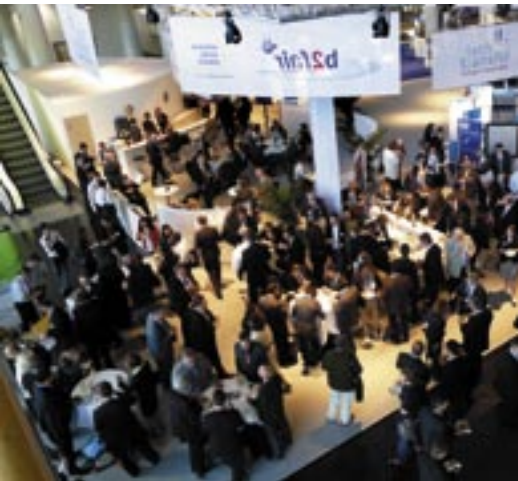
step in this process. Thanks to their high international profiles, major trade fairs offer participating companies maximum exposure and the ability to network with a wide range of potential partners. This provides unrivalled opportunities to learn about the latest trends and developments in specific industry sectors.

The *b2fair* concept is based on a unique and balanced combination of international trade fairs and business cooperation exchanges. Once registered with *b2fair*, companies taking part in a trade fair – whether as exhibitors or visitors – have access to an online catalogue featuring the profiles of all other *b2fair*-registered trade fair participants. In this way, they can identify potential partners and set up their own, personal schedule of appointments in the run-up to the fair.



**More Information on
b2fair Matchmaking:**

b2fair.com



Fast track to promising business dialogues!

1. Go to www.b2fair.com/hannovermesse2010 and click on "Registration". Complete your company's profile and define your cooperation requirements. After registration and validation by your local partner organisation, your cooperation profile will be published in the online catalogue.



2. From the online catalogue, choose the companies you would like to meet with at HANNOVER MESSE. Once you have received your username and password (login details) by your local partner organisation, you can use the Edit Meeting Requests section to book your meeting requests.



3. Meetings will then be arranged with prospective business partners in accordance with your individual requirements and mutual interests.



4. Before the start of the fair, you will receive a provisional appointment schedule. Your meeting schedule will be updated on a daily basis and can be picked up at any time at the b2fair counter in Hall 27 or 2.



5. Meet up with your selected business partners at HANNOVER MESSE 2010 and explore the potential for mutually fruitful cooperation and joint ventures.



b2fair: Great value for money

b2fair is a powerful and highly effective way of acquiring new customers and generating new business leads – all with a minimum of effort and expense. Your subscription fee covers the following services:

- ➔ Free admission to HANNOVER MESSE
- ➔ Information material and a personalised appointments schedule
- ➔ Quality check of your cooperation profile and publication in the online catalogue
- ➔ Coordination of your individual meetings on the basis of your business profile
- ➔ Regular updates of your appointment schedule
- ➔ Free interpreting service
- ➔ Professional assistance by the b2fair coordination team
- ➔ Invitation to the social evening events as well as to the b2fair Business Award Ceremony
- ➔ Refreshments at the VIP lounge within Global Business & Markets
- ➔ Bus shuttles between the exhibition center and our hotels in Brunswick

YOUR CONTACTS

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FAX REPLY FORM +352 43 83 26

- Yes, I would like to use the b2fair matchmaking service
- I still have a few questions and would like you to contact me.

company

address

phone

fax

email

contact person

