



**British Polish Chamber of Commerce (BPCC)
and Technology Incubator Foundation (FIT BPCC)**

Meet the Buyer Innovation Challenge

**25-26 October 2007
Kraków, Poland**

Unique opportunity for SMEs to:

Start doing business with major international buyers

Find out from buyers what they are looking for

Present products & services in face-to-face meetings with buyers



Outline

“Meet the Buyer – Innovative Solutions” is the culminating event of the European Union funded GROWenterprise project which aims to promote the growth of small and medium-sized enterprises (SMEs) in four participating European regions.

The event will bring together major International Buyers from GROW partner regions in Holland, Spain, the UK and Poland for face-to-face sales meetings with Suppliers from the regions.

The event includes:

- 1) Showcase exhibition of Buyers;**
- 2) Presentations by Buyers outlining their company vision and opportunities for Suppliers to grow with them;**
- 3) Workshops on selling, marketing and negotiating with large companies;**
- 4) Face-to-face meetings giving Sellers a unique opportunity to sell their services and win new business;**
- 5) Networking drinks providing the opportunity for Suppliers to meet with other Suppliers and share experience and develop new business leads.**

It is anticipated that each of the partner regions will invite 1-2 Buyer companies and 5-10 Supplier companies. We aim to invite 10 -15 Buyers and over 150 local Suppliers.

Face-to-face meetings of approx. 20 minutes each will be organised with each Buyer over two days. Buyers can therefore expect to have between 20-25 meetings with potential suppliers.

The meeting is designed to appeal to a broad cross section of Buyers, but there will be a particular emphasis on the food sector, construction and building materials, automotive and aerospace and IT/electronics.

Workshops and pre-meeting materials will advise Sellers on “dos and don’ts” in meeting Buyers and address frequently asked questions.

Objective

As an EU funded event the stated aim of the meeting is **to promote SME development**, with a particular focus on promotion of innovation.

Suppliers will find out about opportunities for doing business with major Buyer companies, learn how to approach doing business with major Buyers and benefit from the experience of face-to-face meetings with Buyers.

The meeting also provides Suppliers with the opportunity to network and share experience with other Suppliers (data shows that up to 10% of new business from such events results from new Supplier to Supplier relationships).

It is understood that Buyers already have well-developed procedures for identifying suppliers. As such, any new Buyer-Supplier relationships resulting from the event are considered to be an added bonus rather than a prime objective.

From the point of view of Buyers, the event is best seen in the context of corporate social responsibility. It provides Buyers with a platform to present their vision and to affirm their commitment to supply chain development, the innovation economy and thriving SME sector.

The focus on innovation allows Buyers to highlight particular areas where they are looking for innovative solutions.

Programme

Day 1 - Thursday 25th October

9.15 - 10.00	Registration and coffee
10.00 - 10.10	Welcome - Marek Nawara, Marshal of Małopolska
10.10 - 11.30	Buyers presentations
11.30 - 13.30	Face-to-face meetings
13.30 - 14.30	Lunch
14.30 - 16.30	Face-to-face meetings
19.00 - 22.00	Networking Mixer

90-minute themed workshops on selling, marketing and negotiating will run consecutively throughout the day, repeated at 11.30, 13.00 & 15.00.

Day 2 - Friday 26th October

9.15 - 10.00	Registration and Coffee
10.00 - 11.30	Buyers presentations
11.30 - 14.30	Face-to-face meetings
14.30 - 15.30	Closing session

Venue / Hotel

The event will be held at the newly completed conference and exhibition centre at Tomaszowice Manor House on the outskirts of Kraków.

Address:
Modlnica k/Krakowa; 32-085 Modlnica
tel./fax (+48 12) 419 2000

For booking please contact Tomaszowice Manor House directly **by 19th October 2007** and quote British Polish Chamber of Commerce.

Email: dwor@dwor.pl
Please, copy to: travel@dwor.pl



Finance

The event is substantially financed out of the GROWenterprise project. There is no cost to Buyers or Suppliers for participation in the event. Exhibition space, meeting booths, event materials, event promotion, matchmaking research and catering costs are all covered.



The event is a part of the **Growenterprise** project run by partners from four European regions:

- South East England
- Andalucia
- Małopolska
- Noord-Brabant



MAIN OBJECTIVES

- To explore methods of best practise in the creation of knowledge-based start-ups and support of entrepreneurs in their growth and/or spin-off activities
- To provide cross-cultural learning and business opportunities for entrepreneurs
- To provide business coaching / mentoring
- To increase awareness and to actively promote the support available for companies through the project and partner support agencies

Growenterprise is targeted at start-up companies and enterprise incubators but also aims to support more developed Small and Medium Enterprises. One of the ways to achieve the latter is the assistance for companies in establishing profitable business contacts with partners from European Union.

For more information visit: www.grow3c.com

ACTIVITIES

Growenterprise networks policy makers, business support organizations and companies from the partner regions. Over the previous 12 months, over 200 companies and organizations have participated in Best Practice Workshops and Match-making events in Guildford and Southampton in South-East England and in Den Bosch in Noord-Brabant with further 'Meeting the Innovation Challenge' conference & business networking event in Kraków, Małopolska. The next meeting will be held in Seville in September 2007, Andalucia. The project will culminate in a major international „Meet the Buyer – Innovative Solutions” event on 24-25 October 2007 in Kraków aimed at major companies seeking technology, products and services from small knowledge or technology-based companies and other suppliers.

PROJECT PARTNERS



SEEDA Enterprise Hub Network

Chamber of Commerce & Industry in Seville



Noord Brabant Development Agency

BPCC Technology Incubator Foundation



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