

# Matchmaking Business Meetings at the International Building Trade Fairs FOR ARCH,

September 16, Prague



## Extension of business negotiations at the International Building Trade Fairs FOR ARCH arouse great interest and received positive feedbacks

Already the third edition of the B2B business negotiations among representatives of building firms, entrepreneurs and other institutions in the building industry was held at the largest Building Trade Fair in the Czech Republic **FOR ARCH 2015** (September 15-19, 2015).

After two editions of Czech-German negotiations, the event was substantially extended so that all involved foreign firms looking for contacts, partners, suppliers or distributors in the Czech Republic could take part in the negotiations.

The interest in the new concept of the event was very high, as business negotiations were attended by 102 registered firms from 11 countries, whereby this event achieved a regular international dimension.

**Matchmaking business meetings - targeted business negotiations** - are very popular with entrepreneurs: these are business appointments arranged for in advance by both exhibitors and visitors for whom the firms choose their partners on the basis of cooperation profiles published in the catalog of participants. The participating exhibitors are therefore offered an important added value enabling them to utilize their participation in the trade fair in the most effective way.

The event was attended by **64 Czech and 38 foreign firms from 11 countries**, and in terms of the number of firms the largest representation was from Germany (18 firms), Austria (5), Poland (4) or Italy (3). The event was further attended by firms from e.g. Spain, Luxembourg, United Kingdom, China, etc., and the participating companies organized altogether 227 business appointments among them. It was also possible to use consultations with the expert from the Technological Center of the Academy of Sciences of the Czech Republic, concerning the European Program “Horizon 2020”. Czech participants had a possibility of consulting the issues of sending staff abroad and cross-border provision of services in the building industry. The afternoon program included, besides the appointments, also a guided tour of the Trade Fair expositions, which was welcomed especially by foreign participants.

**The event was attended by firms from building and associated sectors**, such as construction activities, production of windows and doors, electrical installations and assemblies, as well as automation for industry and households, technical equipment, personnel agencies, IT, green technologies and other firms offering news in the field of building innovations. Among Czech participants it was possible to find not only small and medium-size enterprises, but also self-employed individuals – for example roofers, carpenters, plumbers as well as electricians.

The main partner and co-organizer of the event was, like in previous years, the **Enterprise Europe Network (EEN)** – Center for Regional Development of the Czech Republic.

You can find more information on Matchmaking Business Meetings FOR ARCH 2015 at the following web page:

<http://forarch2015.talkb2b.net>

For the next year edition of Matchmaking Business Meetings FOR ARCH 2016, please watch our website: <http://forarch.cz/>.



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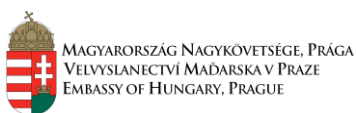
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