

## Enterprise Europe Network

The Network consists of close to 600 partners in 48 countries, providing services for local SMEs on competitiveness & innovation in Europe and beyond.

### Enterprise Europe Network

- works closely with European SMEs and helps finding commercial & technological partners
- supports transnational technology transfer
- informs about European funding opportunities law & regulations
- assists in applying for EU grants

In just three years, the Network has provided services to more than 2.5 million SME and held dedicated business events with more than 600 000 participants. It has also attracted around 35 000 small business to international brokerage events and company missions.

For further information:  
[www.enterprise-europe-network.ec.europa.eu](http://www.enterprise-europe-network.ec.europa.eu)

## Organisers

ANUGA Matchmaking is organised by NRW.Europa, the North Rhine-Westphalian Enterprise Europe Network node c/o ZENIT GmbH.



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## ANUGA MATCHMAKING 2011 Cologne (Germany)

10-11 October



# ANUGA MATCHMAKING 2011

## FIND YOUR FUTURE BUSINESS

### ANUGA 2011

Over 6,500 exhibitors and around 150,000 trade visitors. Almost 300,000 m<sup>2</sup> of inspiration, ideas and innovations. ANUGA is not only the largest food and beverage fair in the world; it's also the sector's most important fair for new markets and target groups.

### Why participate in a Matchmaking Event?

- You meet committed potential business partners – and we arrange the meetings for you!
- You choose your meeting partners online from your office. Your choice is based on concise company profiles.
- We offer you support before, during and after the event, e.g. by helping you to formulate an informative cooperation profile or accompanying you to your meeting.
- This way, you can make better use of your time at the exhibition.

Matchmaking Events facilitate pre-arranged meetings between visitors and allow exhibitors to book meetings with visitors you might not meet otherwise.

### How it works

- Reserve some time for meetings at ANUGA 2011
- Go to [www.b2match.eu/anuga2011](http://www.b2match.eu/anuga2011) and register your cooperation profile before September 16th. Describe who you are and what kind of partners you are looking for
- Browse the cooperation catalogue and book meetings with the organizations you are interested in until September 28th
- Receive your individual meeting schedule by the beginning of October
- Prepare your meetings
- Come to our welcome desk at ANUGA on October 10 and 11 and start meeting potential future business partners. Your local Enterprise Europe Network Partner will be happy to assist you

Register now: [www.b2match.eu/anuga2011](http://www.b2match.eu/anuga2011)

### ANUGA

### Matchmaking at a glance

#### Date

10 October, 9:30-12:00 and 14:00-17:30  
11 October, 9:30-12:00 and 14:00-17:30

Meeting slots will be 30 minutes.

#### Venue

ANUGA Fair, booth A-040, hall 10.2

#### Deadline for registration

16 September

#### Participation fees

Participation is free of charge thanks to the generous support of German Federal Ministry for Food, Agriculture and Consumer Protection and the Ministry for Economic Affairs, Energy, Building, Housing and Transport of North Rhine-Westphalia.

#### Target groups

Companies, universities, institutes and other organisations from the food sector looking for commercial, technological or research partners from Europe and beyond.

