

Global Business *Success* 4

b2fair Matchmaking Event

30th November - 3rd December 2010 • Lyon • France

NEWSLETTER01/10

Energise your business contacts with **b2fair** @ Pollutec 2010

For the first time, **b2fair - Business to Fairs**® organises with **Reed Expositions France**, the professional trade fair organiser, an international business cooperation exchange platform at **Pollutec**, the specialist trade fair for **Environment Equipment, Technologies and Services**. This Pan-European professional business meeting platform aims at encouraging internationalisation between companies in the environment and the energy sector.

The preservation of the environment, the scarcity in resources and the fight against climate change constitute 3 major challenges that have drawn attention to governments worldwide, ready nowadays to place considerable investments in the sectors of environment and of energy efficiency as well as of clean and renewable energies.

Thus, in order to contribute to environmental protection and to **foster the development of eco-activities**, the international **b2fair** matchmaking event at **Pollutec** takes into consideration all the topics derived from these new environmental challenges. Its aim: to develop cooperation agreements and partnership bonds in Europe in the field of equipments, technologies, services and more sustainable solutions.



WELCOME TO POLLUTEC - ENVIRONMENT CAPITAL, 30.11 - 3.12 2010

24th International Exhibition of Environmental Equipments, Technologies and Services

Open-up new international opportunities with the b2fair matchmaking at Pollutec 2010!

As the **world's leading show for the environment**, Pollutec Lyon brings together during 4 days the full range of techniques, equipments, technologies and services for the prevention and treatment of pollution of all kinds and, more generally, for the preservation of the environment and the implementation of sustainable development. The 24th edition of the show will gather **2,400 exhibitors** coming from **42 different countries** and offering products across a range of sectors in response to market developments together with **75,000 trade visitors** from the industry, construction and the service sector as well as from local authorities.

Pollutec offers a cross sector range of solutions and equipments for the environment unmatched anywhere else in the world and a unique array of **equipments, technologies and services for the management of industrial processes and water treatment for building and civil engineering, energy, the food industry and other industrial sectors** (chemicals, pharmaceuticals, mechanics, metallurgy...).

b2fair : an outstanding b2b platform with high-power business networking

Since its take-off in 2004, the **b2fair** concept has successfully brokered more than **50,000 meetings** between **7,500 participants** from over **40 countries**. About one third of these initial meetings resulted in fruitful post-fair dialogues. Buoyed by this success, **b2fair** and Reed Expositions France have decided to offer a sophisticated matchmaking service during this year's 24th edition of Pollutec taking place from 30th November - 3rd December 2010 in the premises of EUREXPO in Lyon, France.

This international matchmaking event is organised by Pollutec and the Chamber of Commerce of the Grand Duchy of Luxembourg, in close collaboration with the official and associated partners involved in the European project "STOP4Business", the members of the European business support network

"Enterprise Europe Network" of the European Commission and many other national and regional partner organisations in Europe and beyond.

The event is also organised within the frame of the European project "**STOP4Business - Sustainable Technology offers Prospectiveness 4 Business**" supported by the European Commission, with a special focus on the development of sustainable technologies and services in the construction and environmental sector, one of the Lead markets defined by the European Union.

STOP 4 Business

Main sectors

Air, Analysis - Measurement - Monitoring, Clean energies & renewables, Greenhouse gases, Mobility, Noise, Risks & Environmental Management, Sites & Soils, Waste (waste treatment & services, recycling & exploiting, collection vehicles, transports & logistics, cleaning - cleansing), **Water & Wastewater** (water collection - drilling - storage, pipes - networks - constructive works, pumps - fittings - meters, water & wastewater treatment - reuse, water management & operation - services), **Organisations, administrations, research institutes, public bodies, institutions and pavilions** (national & regional stands).

Besides covering all the sectors related to the environmental topics, a specific emphasis will be put on the **energy sector, renewable & clean energies, eco-technologies, mobility, sustainable construction and sustainable development** as a whole.

STATISTICS

Creation date:

1969 : Birth of a new sector
" L'Eau & les Hommes"

1984 : Pollutec

Total show attendance:

75,000 professionnals

Foreign visiting companies:

8,700 from abroad

Exhibiting companies:

2,400 from 42 countries,
occupying more than 110,000 sqms
of exhibition space



Continuously on the road ...

... to successful business contacts



Organiser & Host:

The **b2fair** Matchmaking Event at POLLUTEC 2010 is a team effort of Reed Expositions France and the Chamber of Commerce of the Grand Duchy of Luxembourg, along with the official and associated partners of the European project "STOP4Business", the large European business support network "Enterprise Europe Network" of the European Commission and with the support of many international partner organisations and other important economic key players worldwide.



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IMPRINT

Published by: *b2fair*, Luxembourg Chamber of Commerce
Editing: *b2fair* Head Office Luxembourg
Layout: PALANI DESIGN SA, Luxembourg
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business networking - tailor made

The **b2fair** matchmaking event at Pollutec:
Meeting the right people at the right place!

b2fair brings real added value to exhibiting and visiting companies of Pollutec in search of new market opportunities. With a minimum investment in money, the matchmaking offers to them access to international market scales and a personalised assistance service in order to establish qualified business relationships carefully arranged in advance. Without surprise nor approximation, this professional matching service constitutes an exceptional and unique opportunity to optimise your visit at Pollutec, because of the possibility to prepare your business meetings prior to the event.



Your inscription fee includes the following services:

- quality check of your company / cooperation profile and its publication in the online catalogue of the event;
- professional advice and assistance service of the *b2fair* Coordination Unit before, during and after the event;
- arrangement in advance of your individual meeting requests;
- regular updates of your appointment schedule throughout the whole matchmaking event;
- limited interpretation service (only French <--> English);
- assistance and advice for cooperation agreements;
- free entrance for visiting companies to the Pollutec trade fair according to the programmed *b2fair* business meetings;
- help in the organisation of your business trip (travel arrangements, accommodation, ...);
- handover at your arrival of a complete information package as well as of your personalised appointment schedule;
- invitation to the *b2fair* Social Evening Event on 1st December 2010;
- farewell drink offered to the participants on 3rd December 2010;
- refreshments during the different business contact days.

The "b2fair Pollutec 2010" international matchmaking event :

Great value *for money!*

As an exhibiting or visiting company, your participation in the "b2fair Pollutec 2010" international matchmaking event involves a single payment of 150,00 euros (VAT excluded). No additional participation fees will be charged in case your company wants to attend the event with 2 or more representatives.

Register now: www.b2fair.com/pollutec2010

b2fair: The fast track to promising business dialogues

Thanks to this **b2fair** matchmaking event, business networking has never been easier. Now it is time for you to start planning efficiently your participation and to optimise your stay at the fairground via pre-arranged and targeted business contacts.

How does it work?



Go to www.b2fair.com/pollutec2010 -> **Registration**. List 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.



From the online catalogue, choose the companies you would like to meet with during the event. After transmission of your username and password (-> access codes) by your local partner organisation, go to the section "**Edit Meeting Requests**"; proceed to the booking of your individual meeting requests.



Based on your indicated preferences, your personalised business meetings will be arranged with your prospective business partners according to your specific concerns and common interests.



Before the start of the trade fair, you will receive a provisional appointment schedule. Regular updates of your individual meeting schedule will be delivered during the different business contact days and can be collected at any time at the **b2fair** Info Counter.



During the trade fair, meet your selected business partners and explore possibilities of mutual cooperation interests.