



## About Business Beyond Borders (BBB)

The European Commission (EC), has launched a new initiative called "Business Beyond Borders" which aims to create connections between Small and Medium Enterprises (SMEs) and Clusters from around the world, and foster opportunities for international collaborations.

Tailor-made services are provided to companies participating at international fairs by establishing a series of *free of charge matchmaking events* and by supporting the development of the companies' activities in target markets.

Do you want to benefit from the BBB events? Read below!

## BBB Matchmaking Event at HostMilano 2017

The event will take place on 20-21 October 2017 at FieraMilano Exhibition Centre. The aim of the event is to create a quick and easy way for Small and Medium Enterprises (SMEs) and Clusters within the field of food and hospitality to meet potential business partners and to operate internationally.

- Are you an exhibitor showcasing your products and want to organise your agenda?
- Are you a professional visitor attending the fair and want to get the most of your time?
- Are you interested in having information on EU initiatives to support you going international?

If you want to join us, register here  
<https://www.b2match.eu/hostmilano2017>



## BBB Matchmaking Event

The event will take place at HostMilano 2017 with a dedicated matchmaking area located at the heart of the trade fair, offering high visibility and quick access.

Thanks to the large network of partners and supporting entities, BBB has developed a unique package available to businesses across the world wishing to take part in the event:

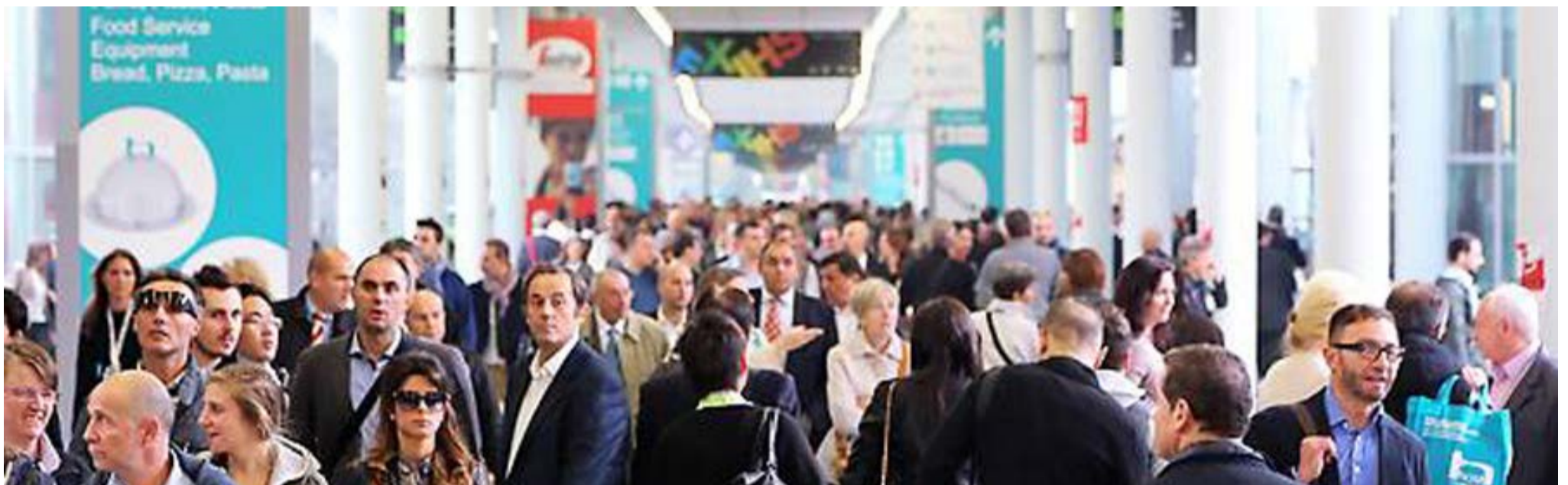
- **B2B meetings** perfectly matching your needs and preferences;
- An interactive and **international conference** with key speakers providing with the most updated sectorial information, on technical as well as political aspects;
- Access to an international and well placed **worldwide network**, including several EU-funded support schemes;
- **Professional assistance** on the spot to make the participation tailored to your needs;
- **Post event assistance and survey**, to support you even after your participation in the event.

**Business Matchmaking Platform** - will enable exhibitors and conference attendees to register their company profile. Each business will be allowed to include their cooperation profile describing a technology/commercial offer or request. All profiles will be published at the event online catalogue, which is continuously updated according to the profiles submitted and represents the basis to select partners for discussions and to organize bilateral meetings.

### Why should you participate?

- To keep up with the latest trends in the food and hospitality industries;
- To meet and share views with experts from your business field;
- To present, discuss and develop new projects;
- To initiate cross-border contacts and co-operations

### About the Trade Fair



Now in its 40th edition, the show has established itself as the leader in the **Ho.Re.Ca**, food service, retail, mass distribution channel and hotel industries.

This is the favourite destination of top players for offering a preview of innovations in technologies in **food equipment**, food products (ingredients, semi-prepared items), the world of coffee as well as in terms of formats, design and lifestyle. It is also a unique marketplace for doing quality international business with professionals who have been carefully selected and who have high-level purchasing power.

Host is a hub for the Ho.Re.Ca world, a **must-attend** for all professionals who work in the hospitality industry, and a privileged destination to learn about innovations from companies and for understanding the latest market trends.

**14 Pavilions** that bring together manufacturing sectors and common services, making the most of the specific characteristics of each industry and of each and every company to guarantee they make **the absolute most of their investment**.