

Business Beyond Borders (BBB), together with its partners and supporting organisations, would like to invite you to the business matchmaking event at

GENERA 2017

The event will take place on the 28 February – 1 March 2017 in IFEMA – Feria de Madrid (Av. Partenon, 5 - 28042 Madrid, Spain)

If you are a Small and Medium Enterprise (SME) and/or a Cluster, actively engaged within the field of energy and environment and want to meet potential business partners and to operate internationally, **register free of charge** to the event at <http://www.b2fair.com/genera2017>

Only the first 200 registered companies will have a chance to participate in the matchmaking event, so do not miss this opportunity! The deadline for registration is **23rd February 2017**.

BBB event

The event will take place on the first two days of Genera 2017, in a dedicated area located in the main pavilion, conveniently situated in the central exhibition hall itself, offering high visibility and quick access. In the morning you will have a chance to participate in an interactive and international conferences with key speakers providing you with the most updated sectorial information, on technical as well as political aspects. In the afternoon the focus will shift to Business to Business (B2B) and Clusters to Clusters (C2C) meetings where you will be able to meet your future business partners and expand your network. The whole second day will be dedicated to B2B and C2C meetings which will help you to maximise your matchmaking experience with even more participants

Agenda

Day 1: International conference and B2B meetings (28 February 2017)

10.00 – 10.30	Participants' arrival and registration
10.30 – 10.50	Welcome addresses <ul style="list-style-type: none"> Conference moderator: Mr. Arnaldo Abruzzini, CEO, EUROCHAMBRES Presentation BBB project <ul style="list-style-type: none"> Speaker: Mr. Jurgen Foecking, Deputy Director of the EU Representation in Madrid
10.50 – 11.40	Testimonial from the world EU SMEs business cases in <ul style="list-style-type: none"> Latin America - Speaker: Mr. Unai Calvar Aranburu Sub-Sahara Africa - Speaker: Mr. Alexander Huppertz China - Speaker: Mr. Ricardo Lozano Q&A session
11.40 – 12.30	Technical sessions <ul style="list-style-type: none"> Protecting your invention and your brand abroad - understanding the Intellectual Property Landscape of Latin America, China and South-East Asia - Speaker: Mr. Eli Salis, IP expert H2020 (Energy and Environment focus) - Speakers: Mrs. Pilar Gonzalez Gotor and Mr. Juan Carlos Garcia Carrasco, CDTI EU Funding programmes - Speaker: Mr. Serafin Gonzalez Sanchez, Policy Officer, European Commission Q&A session
12.30 – 13.00	Official opening of the event / B2B session <ul style="list-style-type: none"> Speaker: Mr. Eduardo López-Puertas, Director General, IFEMA Speaker: Mr. Federico Morán Abad, Director of Madri+d Speaker: Mr. Jurgen Foecking, Deputy Director of the EU Representation in Madrid Speaker: Mr. Jose Luis Bonet, President of the Spanish Chamber of Commerce Speaker: Mr. Daniel Navia, Spanish Secretary of State for Energy Closing remarks
13.00 – 14.30	Lunch break
14.30 – 18.00	B2B Meetings

Day 2: B2B meetings (1 March 2017)

10.00 – 10.30	Participants' arrival and registration
10.30 – 13.30	B2B meetings
13.30 – 14.30	Lunch break
14.30 – 18.00	Continuation of B2B

About the Trade Fair

Genera is the leading international event for energy and the environment, organised annually by IFEMA in Madrid. It is an exhibition that brings together leading operators in the renewable energy and energy efficiency fields from around the world to showcase the latest advances. Each year, it confirms its leading position in the Spanish energy fair industry and as a reference in the international scene and it addresses professional visitors only. The 2016 fair attracted over 9,000 attendees from 33 countries.

The 20th edition of Genera will take place from 28 February to 3 March, 2017, and will host thousands of businesses from across Europe and the world looking to trade and grow. This year Genera runs in parallel a complementary trade fair: **C&R, International Show of Air Conditioning, Heating, Ventilation and Refrigeration**, therefore even higher number of exhibitors and expositors are expected this year.



Contact us

For more information please contact us at info@businessbeyondborders.info or visit our [BBB page](#).

