



## **EU Commissioner welcomes new business opportunities for EU SMEs in Australia through EC matchmaking programme**

Monday, 7 May 2018

The next matchmaking event for SMEs and clusters organised by the EC-funded "Business Beyond Borders" (BBB) initiative will take place at CeBIT Australia (15-17 May, Sydney).

The event will mark the first time that BBB hosts its brokerage sessions in the South Pacific region, and it will focus on companies operating in the business technology, digital services and ICT sector.

It follows the first ever EU trade mission to Australia and New Zealand led by Elżbieta Bieńkowska, European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs.

The European Commissioner welcomed the upcoming BBB event:

*"Fast growing SMEs are essential for EU's growth and competitiveness and internationalisation is a proven driver of success. There are great opportunities for SMEs and for all businesses in trade between the EU and Australia. I am happy to see the Business Beyond Borders project creating this opportunity for SMEs to do business with Australia."*

The BBB event at CeBIT Australia will be organised in collaboration with Deutsche Messe and the New South Wales Business Chamber. More than 200 European and international SMEs and clusters are expected to participate in the BBB matchmaking sessions, as well as the technical workshops included the initiative package.

"Business Beyond Borders" helps businesses, especially SMEs and clusters, to trade across borders and explore third markets. It has held six successful international events (*in* Madrid, Cape Town, Paris, Milan, Cannes and Santiago) where over 250 new business partnerships have been agreed.

For more information and registration (free of charge), please visit [www.businessbeyondborders.info](http://www.businessbeyondborders.info).

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## NOTES TO EDITORS:

**Business Beyond Borders (BBB):** BBB is a European Commission initiative to help EU businesses, especially Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe. A series of matchmaking events are being organised at HOST to bring together SMEs and representatives from relevant clusters, with potential trading partners from Europe and abroad with the aim of assisting businesses to access new international markets.

The Business Beyond Borders Consortium is represented by:

- **EUROCHAMBRES**: The Association of European Chambers of Commerce and Industry represents over 20 million businesses in Europe – 98% of which are SMEs – through members in 43 countries and a network of 1700 regional and local Chambers.
- **EMECA**: The European Major Exhibition Centres Association unites 22 leading exhibition venues in Europe. They provide businesses with an excellent infrastructure and outstanding information networks. The 22 EMECA Members organise and host 1,769 exhibitions a year, both in Europe and all over the globe, with more than 350,000 exhibitors and over 41,5 million visitors.
- **UFI**: The leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations. UFI represents 700 member organisations in 83 countries around the world. Over 900 international trade fairs bear the UFI quality label.
- **LOWeurope**: A strategic communications consultancy based in Brussels, with a network of associates across Europe. LOW specialises in creating policy-rich events; managing complex programmes; PR and all types of marketing communications; and EU-related public affairs strategy.

**CeBIT Australia:** CeBIT is the one-stop shop for all of the latest business technology solutions in Australia and the wider Asia Pacific region. It brings together a community of business technology professionals keen to discover the latest cutting-edge technologies and services. CeBIT attracts buyers from enterprises, governmental bodies, SMEs and start-ups. The trade exhibition is a showcase platform for over 350 innovative organisations, and allows attendees to keep up with the latest insights and developments in business technology.

CeBIT offers unique benefits to its exhibitors and attendees, including: an IT show and a conference programme for professionals; talks by high-level speakers and forward-looking panel discussions; and product innovations from all over the world.



*Business Beyond Borders is an initiative funded by the European Commission  
and coordinated by EUROCHAMBRES*

