

First EU B2B meeting space at FIDAE “proves importance given by the EU to the aerospace industry”, says EU ambassador



The Head of the EU Delegation to the Republic of Chile, H.E. Ambassador Stella Zervoudaki, praised the EU-funded ‘Business Beyond Borders’ (BBB) initiative as marking *“the first time the EU has a united B2B meeting space, proving the importance the EU gives to the aerospace industry”* at FIDAE, during the EU-Chile International Conference which took place yesterday at FIDAE 2018 – The International Air and Space Fair (3-8 April, Santiago, Chile).

In her opening remarks, Ambassador Zervoudaki highlighted the importance of international trade fairs in the internationalisation of small and medium enterprises: *“Although the EU has been at FIDAE before as a big player, there is an ecosystem of small and medium enterprises (SMEs) that thrive alongside the big-scale manufacturers and have a global mindset when interacting with their bigger counterparts. SMEs are the companies investing the most in skills, technology and contribute to supply chains – and that’s why the EU has developed instruments to contribute to their internationalisation, and research and development activities.”*

The BBB-organised event, under the topic **“The New Space Policy of the European Union: the enterprises’ role”**, brought together many EU high-level personalities, policy experts, and companies operating in the aerospace and defence sector. Topics and initiatives discussed included the EU space programmes Copernicus and Galileo; earth observation; geoinformation and satellite imagery; and space electronics.

Registered companies at FIDAE will now take part in B2B matchmaking sessions at the EU Pavilion-Business Beyond Borders stand (Hall 2, A53) until the end of the week. The BBB initiative will facilitate around 500 business meetings between 240 aerospace and defence companies from 30 worldwide countries during its presence at FIDAE.

Since the start of the programme in 2017, the EC-funded Business Beyond Borders seeks to help small and medium enterprises (SMEs) and clusters internationalise their business activities. Previous BBB events acted as accelerators for business deals and partnerships between companies, with participants stating that they had found “the right international business partner for their company’s current needs” through the services provided by this initiative.

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For the full EU-Chile International Conference “EU-Chile International Conference “The New Space Policy of the European Union: the enterprises’ role” agenda, please click [here](#).

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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 FIDAE 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. We specialise in creating policy-rich events; managing complex programmes; PR and all types of marketing communications; and EU related public affairs strategy.

For more information visit the website www.businessbeyondborders.info

FIDAE: Created in 1980, FIDAE is the leading aerospace and defence fair in Latin America, and one of the most important and well-known around the world. An all-embracing business centre, FIDAE is famous for its customised service and state-of-the-art facilities, which allows exhibitors and visitors to satisfy all kinds of commercial requirements. With more than 35 years of history, FIDAE is the go-to fair for the most important companies in the aerospace and defence industry.



Every year, FIDAE hosts over 600 exhibitors from 43 countries, and multiple national pavilions. It welcomes more than 130.000 visitors, out of which 40.000 are professional trade visitors.