

WEDNESDAY, 20 JUNE 2018

SME matchmaking event at AMB Iran

The *Business Beyond Borders* (BBB) initiative, funded by the European Commission, will hold its next matchmaking sessions for SMEs and Clusters at *Ausstellung für Metallbearbeitung* Iran (AMB Iran), 26-29 June, focusing on companies operating in the metal-working industry. Companies in this sector will also be able to take part in other BBB activities, such as the EU-Iran Forum technical session on 26 June.

The BBB event follows the European Commission's reiteration of support for, and commitment to, the Joint Comprehensive Plan of Action (JCPOA).

The BBB event at AMB Iran will be organised in collaboration with Messe Stuttgart and the Iran Chamber of Commerce, Industries, Mines and Agriculture. More than 200 European and international SMEs and clusters are expected to participate in the BBB matchmaking sessions and side activities.

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

For more information and registration (free of charge), please visit www.businessbeyondborders.info. The full agenda can be found [here](#).

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An overview of all the BBB events held in 2017, as well as success stories, can be found on the [BBB ever-growing digital brochure](#).

NOTES TO EDITORS:

Business Beyond Borders (BBB): BBB is a European Commission initiative to help EU

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

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 AMB Iran 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.

AMB IRAN: AMB Iran showcases the latest developments in machine tools, precision tools and relevant periphery for metal machining. AMB Iran is the first internationally recognised trade fair for metal-cutting technology taking place in Iran after the sanctions' lifting. AMB Iran is more than just an exhibition: it enables businesses to re-enter the Iranian market, and is the ideal stepping stone to this flourishing economic region.

While AMB Iran's first edition in May 2016 was a remarkable success, the 2017 has exceeded all expectations. With 5,736 specialist visitors stopping by the stands of the 202 exhibitors, it doubled its number of exhibitors and tripled the number of visitors.