

**Wednesday, 4 July 2018**

## ***Business Beyond Borders* facilitates 250 business matchmaking meetings at AMB Iran**

The European Commission (EC)-funded *Business Beyond Borders* initiative, which finished its flagship matchmaking sessions for SMEs and Clusters at *Ausstellung für Metallbearbeitung* Iran trade fair (AMB Iran - 26-30 June, Tehran), facilitated 250 business meetings between European and international companies, including Iranian ones.

Over the past week, more than 302 metal-working and machinery companies from 17 countries took part in the *Business Beyond Borders* business matchmaking sessions at AMB Iran. Companies which registered for the *Business Beyond Borders* matchmaking sessions also joined the "EU-Iran Forum" technical session. The Forum featured European and Iranian business and financial experts in a panel discussion on challenges and opportunities in EU-Iranian business relations.

*Business Beyond Borders* was [previously praised](#) as "a great initiative fostering private sector cooperation between EU and international companies" during AMB Iran's opening ceremony.

The *Business Beyond Borders* event at AMB Iran was organised in collaboration with Messe Stuttgart and the Iran Chamber of Commerce, Industries, Mines and Agriculture.

*Business Beyond Borders*, a project financed by the European Commission, 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.

The next *Business Beyond Borders* matchmaking events will take place at Renewable Energy India (18 – 20 September, New Delhi, India), and VISION (6 – 8 November, Stuttgart, Germany); and will be aimed at companies operating in the renewable energy and machine vision industries, respectively.

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

**Photos** of the Business Beyond Borders (BBB) matchmaking event at AMB Iran 2018 are now available at [BBB's official Flickr account](#).

## **NOTES TO EDITORS:**

**Business Beyond Borders:** Business Beyond Borders 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 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.

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