

Tuesday, 26 June 2018

## **Business Beyond Borders praised as “a great initiative” during the opening ceremony at AMB Iran**

The European Commission (EC)-funded *Business Beyond Borders* initiative, currently having its flagship matchmaking sessions for SMEs and Clusters at *Ausstellung für Metallbearbeitung* Iran (AMB Iran - 26-30 June, Tehran), was praised as “a great initiative” during the trade fair’s opening ceremony.

At AMB Iran’s opening ceremony, Eric Mamer, Director of EU Semester and Competitiveness within DG GROW, directly addressed the EU and Iranian SMEs present at the trade fair: “the EU, and DG GROW in particular, are at AMB Iran to support your internationalisation efforts through the Business Beyond Borders initiative. Along with our Iranian counterparts, it is our job to cooperate and create the best possible business environment for EU and Iranian companies”.

Likewise, the Bulgarian Ambassador to Iran, Christo Stefanov Polendakov, praised *Business Beyond Borders* as “a great initiative fostering private sector cooperation between EU and international companies”.

Joining Mr. Mamer and Mr. Polendakov at the AMB Iran opening ceremony were also Dr. Amir Hossein Shiravi, General-Director of Machining Sector at the Iranian Ministry of Industry, Mines and Trade; Mr. Bernhard Müller, Vice-President and Member of the Board of Management of Messe Stuttgart International; Dr. Wilfried Schäfer, CEO of VDW – German Machine Tool Builders’ Association; and Dr. Pedram Soltani, First Vice-President of ICCIMA.

The trade fair also witnessed the signature of the Administrative Arrangement between the European Commission Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) and the Trade Promotion Organisation of the Iran Ministry of Industry, Mines and Trade on Launching a Regulatory and Industrial Dialogue.

More than 200 European and international SMEs in the metal working sector are now taking part in tailored brokerage meetings and the EU-Iran Forum technical session.

The *Business Beyond Borders* event at AMB Iran is 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.

**– ENDS –**



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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](#).

#### NOTES TO EDITORS:

**Business Beyond Borders (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.

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.