



## **New business opportunities for EU SMEs in India through EC matchmaking programme**

Tuesday, 11 September 2018

The next matchmaking event for SMEs and clusters organised by the EC-funded “Business Beyond Borders” (BBB) initiative will take place at Renewable Energy India (REI) (17-21 September, Greater Noida).

The event will mark the first time that BBB hosts its brokerage sessions in the South Asia region, and it will focus on companies operating in the renewable energy sector.

Welcoming the upcoming BBB event, Henriette Faergemann Bredsten, Environment, Energy & Climate Change Counsellor of the Delegation of the European Union to India and Bhutan, stated:

*“India is the fastest growing economy in the world and its energy sector will have to cater for fast-paced economic development. It is a priority market in EU business and trade relations, and particularly in the field of clean energy. The European Commission-funded “Business Beyond Borders” matchmaking and technical sessions at REI are a unique opportunity for renewable energy companies on both sides to explore and enter new markets; and a great support for the climate and environmental commitments set out in the EU-India Strategic Partnership.”*

Likewise Poul V. Jensen, Director of the European Business and Technology Centre, highlighted the importance of the BBB event at REI for expanding companies:

*“As the primary cleantech innovation gateway for European business and research in India, the EBTC is delighted to be the local partner for the Business Beyond Borders event at REI. We are sure this matchmaking opportunity will excite companies and clusters in the energy and environmental sector, and will be extremely valuable by creating strong business ties between the EU and India.”*

The BBB event at Renewable Energy India will include the presence of the EU Delegation to India and Bhutan, and will be organised in collaboration with UBM India, the European Business and Technology Centre (EBTC). 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, Santiago, Sydney and Tehran) 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.

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