

EC's "Business Beyond Borders" to hold 10th matchmaking event at VISION Stuttgart

30th October 2018

The European Commission (EC)-funded initiative "Business Beyond Borders" (BBB) will hold its 10th business matchmaking event at VISION Stuttgart, 6-8 November, 2018.

The event will mark the end of BBB's first cycle, and will focus on Small and Medium Enterprises (SMEs) and Clusters operating in the Machine Vision industry.

By taking part in the BBB matchmaking sessions at VISION, visitors and exhibitors will have the opportunity to meet potential partners from all over the world, and seek out opportunities together.

Ahead of the BBB matchmaking event at VISION, Barbara Weizsaecker, Secretary-General of the BBB consortium partner European Major Exhibition Centres Association (EMECA), said:

"Over the last two years, Business Beyond Borders travelled around the world to help SMEs find international partners and expand their business to new markets. Over 3000 companies took part in our matchmaking sessions, with a multitude of success stories and business partnerships resulting from those tailored one-to-one meetings. We expect to further increase the number of supported companies at VISION Stuttgart, and thus to contribute to the internationalisation and growth of the EU machine vision sector."

Welcoming the BBB initiative, Florian Niethammer, Project Manager for VISION, said:

"We are delighted that VISION has been selected for the BBB matchmaking programme of the European Commission, and we are convinced that this cooperation will greatly benefit the trade fair."

Since January 2017, the Business Beyond Borders project has helped businesses (especially SMEs and clusters), to trade across borders and explore third markets.

It has held nine successful international events (in Madrid, Cape Town, Paris, Milan, Cannes, Santiago, Sydney, Tehran and New Delhi) where over 300 new business partnerships have been agreed.

The BBB event at VISION will be organised in cooperation with Messe Stuttgart (after the successful collaboration at AMB Iran in June 2018) and with the Chamber of Commerce and Industry of the Stuttgart Region (CCI Stuttgart Region).

For more information and registration (free of charge), please visit <https://vision2018.b2match.io/>.

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An overview of all the *Business Beyond Borders* events held in 2017 and during the first half of 2018, 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 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.

About VISION: The world's leading machine vision trade fair, VISION Stuttgart is the go-to place for component manufacturers, system suppliers and integrators. VISION brings together all key players along with their latest products and innovations. Furthermore, the presence of small, specialised companies provides a complete product and services overview in this area. <https://www.messe-stuttgart.de/vision/en/>