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## PRESS RELEASE

### ***“BUSINESS BEYOND BORDERS matchmaking event at FIDAE Air and Space Fair proves a huge success”***

The Business Beyond Borders (BBB) event at FIDAE 2018 facilitated over 541 meetings between EU/COSME and international companies, with participants reporting “a huge success”.

During the International Air and Space Fair, in Santiago, Chile (3rd – 7th April), the first BBB event in South America focused on small and medium enterprises (SMEs) and clusters in the aerospace, defence and security sectors. Over the course of FIDAE, BBB facilitated over 451 matchmaking meetings booked between more than 275 companies representing 37 countries.

As [highlighted by the Head of the EU Delegation to the Republic of Chile, Ambassador Stella Zervoudaki](#), it also marked the first time that *“the EU has a united B2B meeting space [at FIDAE], proving the importance the EU gives to the aerospace industry”*. The EU Ambassador also met with the Chilean Undersecretary of Telecommunications, Pamela Gidi, at the BBB stand in the EU Pavilion.

BBB is a European Commission-funded initiative which helps EU businesses to expand regionally and globally. By facilitating a series of Business-to-Business (B2B), Cluster-to-Cluster (C2C), and Business-to-Cluster (B2C) matchmaking events at the top international trade fairs around the world, the aim of the initiative is for new international business partnerships to be formed and deals to be brokered.

Besides the BBB one-to-one matchmaking sessions at the trade fair’s European Pavilion, SMEs and clusters also had the opportunity to participate in technical sessions and workshops on EU space programmes; research and innovation international cooperation; IP protection; business and technology transfer in Latin America. Other BBB-supported activities included informal networking sessions co-organised by the SME Instrument’s Oversea Trade Fairs Programme, and the BBB Social Media Competition, which sought to help participating companies increase their visibility online.

Israel Pons Mora of Space Structures GmbH, Germany said the BBB matchmaking sessions provided added-value for his company at FIDAE: *“It’s our first time in South America, and we very much look forward to doing some business here. We had promising conversations with potential partners through the BBB matchmaking sessions, so we’re very hopeful.”*

Likewise, Alvaro Ruffat of TFM Group, Chile praised the practicality of having BBB meetings at such a large trade fair: *“Everyone should make use of this opportunity to further their business plans. This is easier, more comfortable, we can meet up potential business partners in a private space instead of going around the stands of such a big trade fair - it’s very helpful for us. I’ve met people*



*who would have been very difficult to reach otherwise – we can help out people from all parts of the aerospace sector, and from all across the globe.”*

The next two BBB matchmaking events will take place on 15<sup>th</sup>-17<sup>th</sup> May at CeBIT Australia, and on 26<sup>th</sup>-29<sup>th</sup> June at AMB Iran; and will be aimed at companies operating in the business technology and metal-cutting technology industries, respectively.

To find out more about how European businesses can benefit from this opportunity to grow across borders with a complete package of professional support, visit the Business Beyond Borders website at [www.businessbeyondborders.info](http://www.businessbeyondborders.info)

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

**NOTES TO EDITORS:**

## FIDAE 2018

A promotional banner for the FIDAE 2018 event. The background is light blue with a dark blue silhouette of a jet airplane flying to the right. The text "Aerospace, Defence and Security" is in dark blue, and "International Matchmaking Event" is in red. The "Business Beyond Borders" logo is in the top right. The "FIDAE 2018" logo is in the bottom left, with "3-8 April 2018, Santiago - Chile" below it. In the bottom right, there are logos for the European Union, Enterprise Europe Network, and Eurochile.

Created in 1980, FIDAE is the leading aerospace and defence fair in Latin America, and one of the most important and well-known around the world. An all-embracing business centre, FIDAE is famous for its customised service and state-of-the-art facilities, which allows exhibitors and visitors to satisfy all kinds of commercial requirements. With more than 35 years of history, FIDAE is the go-to fair for the most important companies in the aerospace and defence industry.

Every year, FIDAE hosts over 600 exhibitors from 43 countries, and multiple national pavilions. It welcomes more than 130.000 visitors, out of which 40.000 are professional trade visitors.

### **Future BBB events**

FIDAE 2018 was the sixth of ten BBB events planned for 2017-18. The previous events took place at Madrid (GENERA), Cape Town (African Utility Week), Paris (Texworld), Milan (HOSTMilano), and Cannes (TRUSTECH). The next BBB events will take place at CeBIT Australia (Sydney) on 15<sup>th</sup>-17<sup>th</sup> May 2018; and at AMB Iran (Teheran) on 26<sup>th</sup>-29<sup>th</sup> June 2018.

For the full list of future events, please visit: <http://www.businessbeyondborders.info/events/>

### **The Business Beyond Borders Consortium manages the programme on behalf of the European Commission. It comprises:**

- **[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.

For more information visit the website [www.businessbeyondborders.info](http://www.businessbeyondborders.info)