

Fit for Europe News n° 6 – April 2006

**Meet the buyer through the
Fit for Europe Project**

Fit for Europe is a project managed by Eurada with the support of the EU Commission through the *Pan-European Business Co-operation Schemes*.

This issue of the *Fit for Europe News* is an overview of the post-event surveys worked out by some partners. It can be considered as a draft events evaluation.

Post-events survey

The aim of the *Fit for Europe* project is to help SMEs from new members States and accessing countries to develop partnerships with EU15 major contractors.

The business model of the *Fit for Europe* project is the "meet-the-buyer" concept, i.e. prearranged meetings based on the assessment of major contractors' needs.

In order to facilitate the interaction between enterprises interested in developing partnerships, 14 events were planned, of which 8 have already taken place.

The aim of this survey is to analyse the outcomes of the events so far held in the framework of the *Fit for Europe* project, on the basis of the reports received from the partners.

In order to collect the necessary data from the enterprises involved in the various events, a questionnaire was conceived in which the results achieved have to be reported.

Each partner is responsible for collecting the feedback from the various enterprises and eventually for sending them to the project leader.

The present survey has to be considered as an interim version of a future complete events evaluation; this draft is based on the questionnaires so far received, namely those sent by the 9 following partners:

- ◆ Awex
- ◆ Centro Sviluppo
- ◆ Epi Centre
- ◆ Info Murcia
- ◆ GOM Limburg
- ◆ Konin
- ◆ Lublin
- ◆ RDA Eic Ostrava
- ◆ RDA West Romania.

Each enterprise had to provide the following data for all the events it was involved in:

- the number of contacts made during the event;
- the number of useful contacts;
- the number of contacts to be followed up after the meeting;
- the number of contracts signed;
- the number of contracts still under negotiation;
- the volume, in euros, of the contracts signed.

One of the partners, Awex, has also provided additional information about the contacts, namely whether the contact was formal or informal, the number of contacts planned before the event and of those that were finally cancelled. Moreover, Awex has specified the nature of the contacts the enterprises were looking for or finally achieved.

As this piece of information seems to be particularly interesting, it is possible that the other partners will be asked to specify in their questionnaires the nature of the contacts made.

At this purpose, a list of possible types of contact was drawn, which includes the 6 following categories:

- A: Commercial cooperation/alliance
- B: Subcontracting
- C: Technology alliance/transfer
- D: Exchange of information
- E: Interregional cooperation
- F: Industrial alliance.

Although it is probably premature to make any consideration about the nature of the contacts generally searched for during the events, it can be noticed that in Awex's report 2 categories of events prevail over the others: category A and D, followed by category C. Category E is, on the contrary, the one that presents less achievements.

In this interim survey, 7 of the 8 events which have been held are taken into consideration, namely those dealt with in the reports so far received:

- The Hannover Fair (Hannover, 13th and 14th April 2005);
- Subcon 2005, (Birmingham, from 24th to 26th May 2005)
- Futurallia 2005, (Louvain-la-Neuve, from 1st 3rd June 2005);
- The Arts and Crafts Fair, (Aachen, 3rd and 4th September 2005);

- The Videoconference Romanian Belgian Business Day (Timisoara, 22nd September 2005);
- The Fine Chemicals, Pharmaceutical and related products BC meeting (Madrid, 2nd and 3rd November 2005).
- The Infomobility Telematics Forum 2005 (Turin, 24th November 2005).

It has also to be considered that initially three post-events survey were foreseen for each event: the first had to report the results achieved immediately after the event, the second one those achieved 2 months after, and the third one 4 months after.

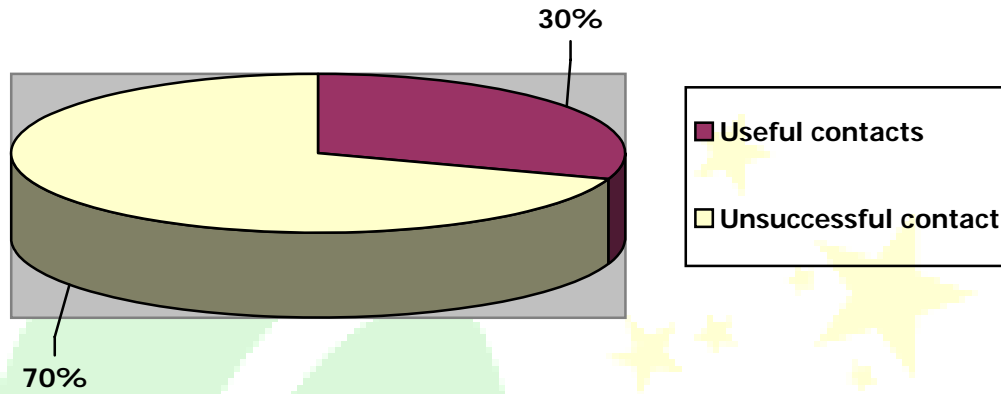
Some of the events dealt with in the reports took place more than 4 months ago. The partners were therefore able to send the three post-events survey. For the other events we have, for the moment, just the one or two surveys.

The data so far collected have nonetheless allowed making some considerations about the outcomes achieved at this stage of the project.

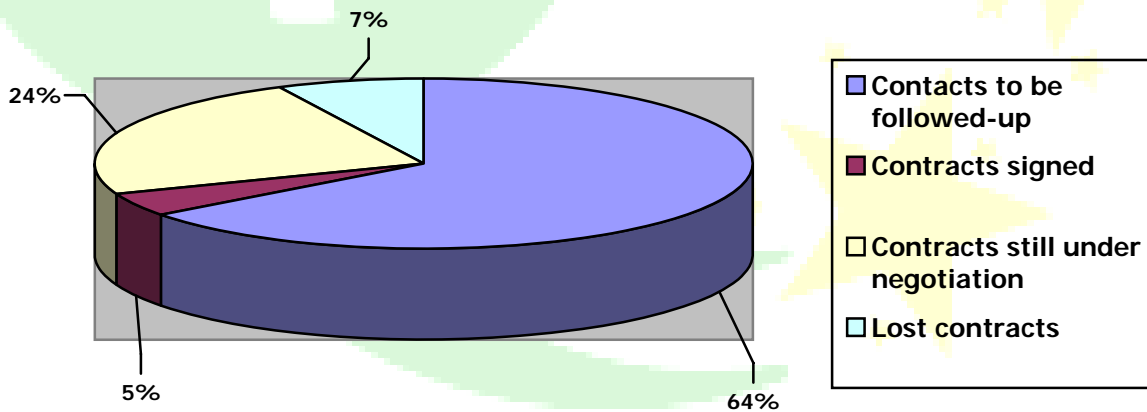
Graphs 1 and 2 present a general overview of the results so far reached.

The first graph shows the percentage of contacts the enterprises considered useful, which is 30% of the total contacts made during the events; nonetheless, not all the useful contacts have finally brought to a contract.

Graph 1. *Post-event survey: percentage of the total useful contacts made during the events*



Graph 2. *Post-event survey: outcomes of the useful contacts*



As graph 2 shows, only 5% of the useful contacts resulted in a formal partnership, while 24% of them brought to negotiations which haven't been concluded yet.

28% of the contacts have to be followed up and the remaining 7% represents the number of contacts that were finally unsuccessful.

In one case a contract was signed between an enterprise and one of its old suppliers. The *Fit for Europe* events can therefore be also a chance to strengthen existing business relationships, along with an occasion to develop new partnerships.

The enterprises have also specified, when possible, the volume of the contracts signed. In some cases their volume is not available yet, though the contract has been signed.

Apart from a symbolic contract of 25 € (!), the volumes vary from 5.000 to 1.000.000 € and reach a total amount of approximately 2.500.000 €.

NEXT EVENTS

The 5 following events have been planned in the framework of the *Fit for Europe* events:

- 1) **DATE:** 20-21 April 2006
ORGANISER: ALMI Blekinge (S)
SECTOR: Metal and wood processing
Sub-contracting
CITY: Karlskrona (S)
- 2) **DATE:** 10-13 May 2006
ORGANISER: ADE Inversiones y Servicios (E)
SECTOR: Natural stone
CITY: Madrid (E)
- 3) **DATE:** 12 May 2006
ORGANISER: Boulogne-Développement (F)
SECTOR: Fishing industries
CITY: Boulogne (F)
- 4) **DATE:** 28 June 2006
ORGANISER: Ecoplus (A)
SECTOR: Wood industry
Food industry
Metalworking
Environment engineering
Synthetics
CITY: Vienna (A)
- 5) **DATE:** 21-25 September 2006
ORGANISER: Lange, Monferrato e Roero (I)
SECTOR: Food processing equipment
Packaging sector
CITY: Canelli (I)

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