

THE "B2FAIR" AT HANNOVER MESSE 2007 (16-20 APRIL 2007)

For the third year, the Hannover Messe hosted the "b2fair – Business to fairs" meetings which were created to help small and medium sized manufacturing firms to find partners and markets abroad.

Central to the "b2fair" concept is the mix of international fairs and cooperation exchanges where participants can choose their partners beforehand. Due to the global renown of the Hannover fair, the Euro Info Centres of the European Commission and several professional organisations chose again to offer a tailor-made business meeting service.

The event was also given the Luxembourg government's backing, with the visit on 17th April of Economy and Foreign Trade

Minister Jeannot Krecké. Distance and languages are often the barrier and the fair plays an important role in overcoming these. 240 participants held over 1,500 meetings with businesses coming from as far away as Peru, the USA, Montenegro and Malaysia.

Turkey highlighted

Each year Hannover Messe has a partner country and this year it was Turkey, with nearly 300 stands from that country with over 60 firms participating in the b2fair cooperation exchange. Professional links were also firmed up with the likes of the Istanbul Chamber of Commerce. Japan will be the special guest country in 2008.

First "climate neutral" event

For the first time, an international cooperation exchange was "climate neutral". The emissions generated by the event and its participants were measured and were offset with the purchase of carbon credits.

The b2fair award

Three firms were awarded for having converted b2fair contacts into long-lasting professional contacts, with one of the successful firms being Luxembourg's "Mika Engineering".

This ceremony was followed by a less formal networking event in the evening.

This is a regular feature by the Luxembourg Chamber of Commerce and the Ministry of the Economy and Foreign Trade. Business Review is distributed each month to embassies, honorary consuls and trade delegations in over 150 countries to inform them and potential trade partners of the wide range of opportunities that exist in the Grand Duchy.

GREATER REGION ECONOMIC MISSION IN ROMANIA (20-23 MAY 2007)

Upcoming b2fair events

Five more international, regional and national b2fair matchmaking events are scheduled for the second half of the year:

Denmark – 4-5 September 2007 in Herning, Salon HI Industry – Scandinavia's leading trade fair for industry (automation, electronics, logistics, IT, outsourcing, innovation...)

Czech Republic – 3-4 October 2007 in Brno, MSV Fair – International Engineering Fair (machinery, automation, regulation and control techniques, valves, compressors, electric and electronic engineering...)

Belgium – 24-26 October 2007 in Liège, Salon Initiatives – Entrepreneurs Forum (services sector)

Sweden – 7-8 November 2007 in Jonköping, ELMIA Subcontractor Fair – international trade faire for manufacturing subcontractors

Luxembourg – 20-22 November 2007, Salon Contact – (diverse services, ICT, machines, metal transformation, food products and packaging, construction and construction material)

For more information contact the Euro Info Centre Luxembourg PME/PMI of the Chamber of Commerce – tel. 42 39 39 334, fax 43 83 26, b2fair@cc.lu – contact Sabrina Sagromola / Fabienne Dumortier

Cross border cooperation within the Greater Region around Luxembourg remains an important issue and is becoming in economic and trade terms, an ever more solid concept.

For several years, the Luxembourg Chamber of Commerce with its respective partners in the Greater Region has organised collective stands, accompanied visits as well as economic missions.

This policy continued with a Greater Region economic mission to Romania from 20-23 May, a trip which marked two "firsts". This was the first time business people from the Grand Duchy, Saarland and Rhineland-Palatinate travelled together on an economic mission and the first Greater Region trip to be led by a minister, Hanspeter Georgi, the Saarland Economy and Employment Minister.

Two other economic missions of this type will be organised this year: From 1-5 July Luxembourg Economy and Foreign Trade Minister Jeannot Krecké will lead an official delegation to Vietnam and on 23-28 September Russia will be the destination for a group to be led by his counterpart from Rhineland-Palatinate, Hendrik Hering. The entire Greater Region will also be present at the International Technical Fair in Plovdiv, Bulgaria on 25-29 September – the first time the regions from the four countries will be present together.

Bucharest, Timisoara and Arad: promising contacts

The mission to Romania began in the capital Bucharest on Monday 20th May, almost six months after the country joined the EU. For the 21 firms present (of which three were Luxembourgish), the day began with presentations on the local economy which has generally seen strong growth and much foreign investment in recent years. There is full employment in several regions in particular near Bucharest and Timisoara, both of which were visited. There is evidence of a skills shortage as Romanians appear reluctant to move from areas with higher unemployment – a factor which potential investors should take into account. Wages can thus be as high as in western Europe.

Subsequently, the delegation attended the official signature of a contract between a Romanian and Saarland firm. Minister Georgi then officially opened a day-long contact exchange during which the trade delegation had at least ten meetings organised based on their business interests. The day ended with a reception at the residence of the German Ambassador to Romania (and former Ambassador to Luxembourg) H.E.Lohkamp.

Contacts continued the morning with the delegation which then travelling to Arad and Timisoara, located in the western part of the country near the Hungarian and Serbian borders. This region has had good relations with German speaking countries for many years. For example, they were welcomed by the Contor Group which produces water-related products such as meters. The firm has its origin in Kirkel-Limbach (Saarland) and has been established since 1993. Contor hosted individual meetings with businesses in the Arad region, after which the delegation pursued its business mission to Timisoara on 23 May. This town has seen some of the strongest growth in the country. Each member of the delegation met around ten potential partners in the Timisoara Chamber of Commerce, Manufacturing and Agriculture.

For more information on activities linked to the Greater Region and Romania please contact the International Department of the Chamber of Commerce on tel. 42 39 39 30 or europe@cc.lu



The centre of Timisoara