

Press release

MBM FOR ARCH 2019

successful international b2b event by the Enterprise Europe Network

matchmaking
business meetings

Seventh edition of the b2b event „Matchmaking business meetings (MBM) FOR ARCH“ was organised on 20th September 2019 in Prague within a framework of the biggest Czech construction fair FOR ARCH 2019.



The b2b event was held by the members of the **Enterprise Europe Network (EEN)**, namely at the Centre for regional development of the Czech Republic and the Chamber of crafts in Dresden, assisted by other EEN members, institutions and stakeholders. Full support was provided by ABF, a.s. that is the main organised of the fair itself.

Newly this year, both the morning and the afternoon sessions began with pitch presentation: three German and seven Czech companies that applied for FOR ARCH Grand Prix competition introduced their innovative products and services. The pitch was trilingual – in Czech, German and English.

However, as every year, the main scope of this event remain b2b meetings. Such meetings are hugely popular among business people: in short, it means pre-arranged B2B meetings that are chosen according business profiles previously published in the catalogue of participants. German EEN members brought to the event 13 of their clients. Interpreters assisted meetings between German and Czech companies.

To MBM FOR ARCH 2019 registered 97 companies (13 more in comparison to 2018), 81 of them found a business partner to meet. Non-Czech companies came mostly from Germany (13) but participants from countries like Serbia, Greece, Italy, Poland, Romania, Russia and Turkey were presented as well. More than 250 formal and many informal meetings were held in one day.

EEN staff was on the spot not only to assist with the meetings: businesses could consult their issues towards posting of workers and provision of cross-border services in construction sector. Or they could have a short conversation with an EEN representative from a country of their particular interest.

Just to name the fields (industries) of activity covered by the b2b participants: masonry, painting, electro installations, wood processing, industrial and home automation, Building 4.0 and smart living, nanotechnologies for construction, heating, saving inner building equipment, lightning solutions, works in heights, architects and

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consultants for constructions. Special place was reserved for those who presented innovative solutions for various situations.

MBM FOR ARCH is open for both exhibitors and visitors. Participants appreciated the organisation and the provided organisational background, service provided by the EEN staff prior and during the event, including interpreting, lovely atmosphere and the variety of presented industries.



According to the survey made just after the event, more than 90 per cent of meetings resulted in "mutual cooperation agreed" or "future cooperation possible". Only a minimum of meetings were indicated as "not interesting".



Selected from the satisfactory questionnaires:

"Very nice friendly atmosphere and very constructive meetings."

"...cooperation with indicated companies is possible, great interpreter."

"The event was very successful and interesting. We would like to participate in such similar events again. Great organisational background."

"First of all I would like to thank you for organising such great events. I was really delighted."

For more about MBM FOR ARCH 2019 and its participants please visit <http://forarch2019.talkb2b.net/>.

The success of the 2019 MBM FOR ARCH edition, close cooperation with ABF, a.s., EEN partners namely at the Chamber of crafts in Dresden, constant interest of business people in b2b meetings just shows, that arranging of such events makes sense.

Looking forward to seeing you in Prague at MBM FOR ARCH 2020!

