

INTERNATIONAL BUSINESS SQUARE

new business - new networks

The International Business Square
@ the largest business event in
the Northern Netherlands

2 - 3 November 2010

Martiniplaza - Groningen

International Business Square

@ the 'Promotional Days'

*New business,
new networks!*
1200 EXHIBITORS
30.000 ATTENDEES

- *Expand your business opportunities*
- *Partner up with innovative companies from Northeastern Europe*
- *Meet new business partners*



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Beat the competition!

Join the International Business Square!



The International Business Square at the largest trade fair in the Northern Netherlands

provides international companies with the opportunity to present themselves to a wide range of interesting businesses from the Northern Netherlands and Northeastern Europe.

30.000 company representatives attend the

famous trade fair, and they are on the lookout for new business opportunities. **1200 exhibitors** from all branches and sizes present their companies in an effort to meet new business partners. **You could be one of them!**

Foreign companies increasingly find their way to the Promotional Days in the Northern Netherlands. The acquired business contacts as a result from exhibiting here have proven to be valuable assets to their networks. Participation at the International Business Square provides foreign companies with the opportunity to stand out **and beat the competition!**

Over the past years, the trade fair Promotional Days has been pleased to welcome participants from Germany, Sweden, the Czech Republic, the United States and China, among others.

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Present your company at the International Business Square!

Expo 4, 675 m2, will be exclusively reserved for companies from Northeastern Europe. The International Business Square is divided into country exhibition stands and a central networking area (90 m2).

- 24 m2 per country, 4 m2 per company.
- Companies and intermediary organizations from Scandinavia, the Baltics, Russia, Poland and Germany.
- Seminar programme at the networking area
- Meeting place with bar and restaurant

Your investment

We offer foreign companies a special package deal which includes:

- Exhibition space (4 m2) in the stand of your country
- Per country stand two flat screens for audio-visual presentation material
- The stand will be completely furnished (including carpet, truss construction, lighting, electricity, furniture , a brochure rack, etc.)
- Internet connection
- Use of central networking area with catering facilities
- Free participation in seminar programme including Meet & Greet, workshops, presentations, etc.
- Free participation in two network events.
- Publicity before, during and after the Promotional Days in regional and local off- and online media.

The costs for participation in the International Business Square are EUR 825,- (excluding VAT). Travel and hotel is not included.

Optional: matchmaking services.

We strongly advise you to have matchmaking arranged for you to make your stay as efficient as possible. Please consult with your local agent or check the website.

Extra! Special seminar programme

In English for our valued international guests!

Check the website for updates!



Experiences from participants in 2009

Hans van Koningsbrugge, Netherlands Russia Centre
"The Netherlands Russia Centre stimulates and facilitates business contact between Russia and the Netherlands.

In our experience the International Business Square has proven to be a great way to develop a large number of useful contacts in a very short time. In many cases we have witnessed these brief contacts being turned into actual long term cooperation."

Lina van Kesteren, Dutch-Lithuania Businessconnect

"Lithuania and the north of the Netherlands are getting to know each other quite well. A large part of this is due to our presentations on the International Business Square. However, there is still a lot of untapped potential. So this year The International Business Square will once again be used to generate as much new contacts as possible."

Lukas Joel, Swedish Chamber of Commerce

"Keeping a sharp eye on the foreign interests of the Swedish trade and industry is one of our main tasks. The International Business Square provides us with an opportunity to present ourselves to a large number of entrepreneurs in the Northern Netherlands. The past two years we were surprised by the number of beneficial relations that resulted from the fair."

Participants of the International Business Square 2009:

Estonia:

- Enterprise Estonia
- Estonian Ministry of Foreign Affairs
- Estonian Chamber of Commerce and Industry

Denmark:

- Copenhagen Capacity
- Sørensen Connecting Markets

Finland:

- Market Link Scandinavia

Germany:

- Centers of Competence e.V.
- Eems-Dollard Region
- Netherlands Business Support Office Hamburg

Lithuania:

- Dutch-Lithuania Businessconnect

Norway:

- The Oslo Chamber of Commerce
- The Kristiansand Chamber of Commerce

Poland:

- Polish Embassy Trade and Investment Promotion Section
- Walbrzych Special Economic Zone "Invest-Park" Ltd

Russia:

- Russia Europe Consult
- Netherlands Russia Centre
- Netherlands Russia Council for Trade Promotion

Sweden:

- Swedish Chamber of Commerce
- Swedish Embassy
- Exportrådet Swedish Trade Council
- Invest in Sweden Agency
- Visit Sweden
- Dutch Chamber of Commerce in Sweden



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The International Business Square at
the Promotional Days for the Business
Community Northern Netherlands

Groningen - Martiniplaza
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Nordconnect is a project bureau of the three provinces in the Northern Netherlands. We aim to create networks in Northeastern Europe and stimulate cooperation between governments, companies and knowledge institutions. Check www.nordconnect.eu for more information.



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