

NBI EXPO

Nation Branding & Investment



Nation Branding & Investment Expo 2013

16 - 18 April 2013 - Beursgebouw Eindhoven - The Netherlands

More information? Contact our NBI agent for the Caribbean Peter Oerlemans





From 16 until 18 April 2013, the city of Eindhoven (The Netherlands) forms the global meeting place for the international trade community looking for economical development opportunities.

The second edition of the international 'Nation Branding & Investment Expo' is a high level nation-to-business event, which forms a dynamic platform for the promotion of investment and trade by governmental institutions and leading enterprises from countries worldwide.

All nations are engaged in a competition to attract foreign investment, and export their products. Nation branding is about providing interested investors and

business a differentiated offering, a core idea that highlights your countries' selling points.

The NBI EXPO is designed to develop new selling areas, global public private partnership projects and matchmaking between international companies for cooperation, coproduction and cofinancing.

During this multilateral event the diversity of the exhibitors and visitors generates cross-pollination between the participants and enlarges the opportunities for international matching and networking on the floor. The floor officially is situated in the Netherlands, however the whole world will be at your availability.

NBI Expo Matching Program

Unique features of the NBI Expo are the excellent network opportunities offered through the online matchmaking program. Through this program participants have the opportunity to directly request meetings with the visiting companies as well as other participating parties. During the first edition of the NBI Expo 2012 we were able to facilitate more than 2800 high quality matches.

The visitors of the NBI Expo 2012 see this Matching program as a top service, which provides a strong incentive to return next year.

Ms. Petra Benes, Top Latin Export; *"The matching program has provided me as a visitor with a lot interesting leads. At most events and congresses, as a visitor you are able to get in touch with the exhibitors, but*

not with other visiting companies. Too many times it is a one way street, whereas the NBI Expo 2012 creates a win-win situation. I will definitely be there again next edition!"

Ambassadors Speeddating Program

As an extra service for the ambassadors and trade officials of the countries represented in The Hague and Brussels we organize the 'Ambassadors Speeddating program'.

Each day of the NBI Expo 20 different countries represented by the embassies and trade offices will take part in the Country Speeddating Program. Visiting companies that are interested in a specific country can sign up for a meeting of 30 minutes with the representative of their choice.

Participation

The major actors in the Nation Branding process for economical development will be invited to participate in the Expo together. These are initially the country representatives who are responsible for the country's marketing and the promotion of export as well as inward investment.

Secondly, regional and local governmental actors and businesses with an important role in the trade and investment dynamics of the country are able to participate such as; the chambers of commerce, regional promotion bureaus, city marketing agencies, financial institutions, leading enterprises, industry developers, and producers of key national products.

Stand Space

At the Expo diverse stand and country pavilions will be created with a business look that can be tailored to reflect the countries', regional or city brand.

Participating with a stand in the Expo provides you with the opportunity to be explicitly present and visualize your investment and business opportunities to the visiting companies, as well as to maximize profit from the possibilities the event has on offer.

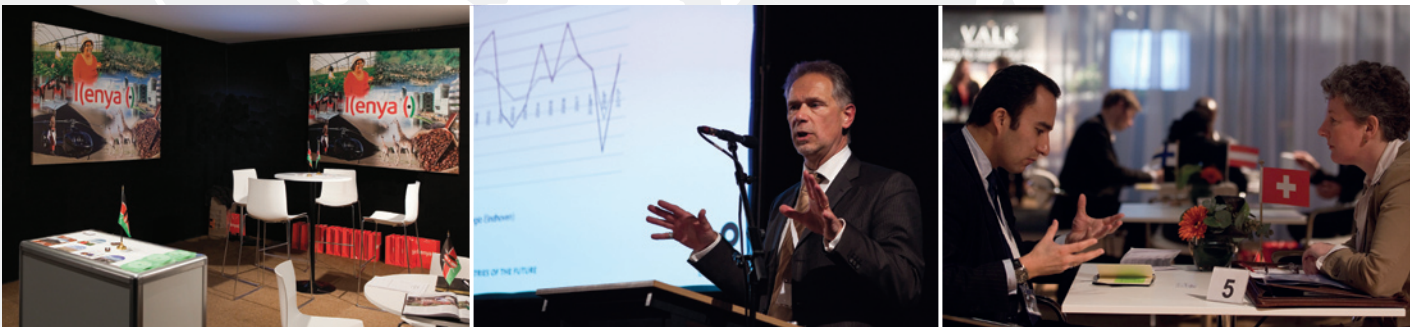
Presentation Room

For exhibitors the possibility to hold a presentation of their investment projects and business opportunities is included in the stand space packages. During the first edition these presentations clearly added value to the participation as it provided a vital tool for information dissemination to an interested audience.

The multimedia presentation rooms are situated on the Expo floor. The presentation timeslots are available per hour. The facility is fully equipped and we will provide all the technical and communication support needed.

Extra Option: Guaranteed Matchmaking Program

Exclusively for participants with a stand we offer the extra option of the guaranteed matchmaking program. Choosing for this program guarantees six quality business meetings with high level executives from sectors of your choice arranged before the Expo by our organization. Please note that the matchmaking can only be guaranteed if you provide us with the sectors well in advance.



Participation packages

▶ PACKAGE I*

- 15 sqm, including standbuilding
- Presentation
- Matching program
- 1 x Branding sign (2m x 1.4m)
- Furniture set basic
 - 1 x Table + 1 x 4 chairs
 - 1 x Documentation rack
 - 1 x Plant

▶ PACKAGE II*

- 25 sqm, including standbuilding
- Presentation
- Matching program
- 2 x Branding sign (2m x 1.4m)
- Furniture set Luxe
 - 1 x table + 1 x 4 chairs
 - 1 x Documentation rack
 - 1 x High table + 4 chairs
 - 1 x Desk
 - 1 x Plant

▶ PACKAGE III*

- 50 sqm, including standbuilding
- Presentation
- Matching program
- 2 x Branding sign (3m x 1.4m)
- Furniture set Extra Luxe
 - 1 x Table + 1 x 4 Chairs
 - 1 x Documentation rack
 - 2 x High table + 2 x 4 chairs
 - 2 x Desk
 - 2 x Plant
 - 1 x Audio visual

* Price on request.

Visitors

Visitors groups and sectors

We distinguish 3 visitors target groups:

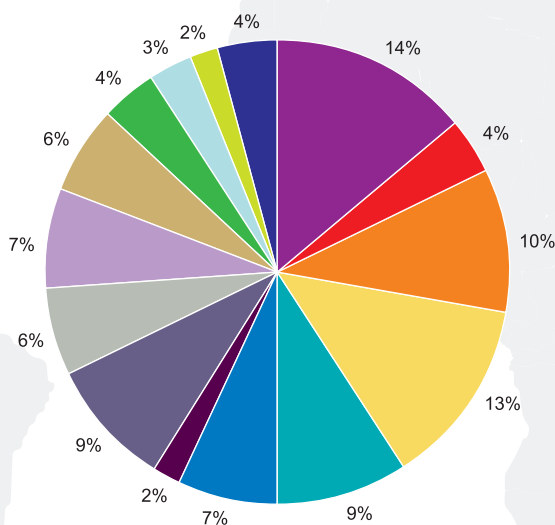
- Within the visitor invitation program we are placing special focus on industrialists with large capital. This group of visitors can be attracted for investing in PPP construction, Out en insourcing, and co-production / co-financing with high potential companies.
- Companies with international aspirations in search of co-operation through coproduction, cofinancing or possibilities for investment.

- Individual visitors who are interested in visiting the country, establishing in the country, company start up, finding trade possibilities (import-export companies).

Agro, food & ingredients

The Agro, Food & Ingredients sector has been chosen as a special focus sector within the program of the 2013 edition of the NBI Expo.

Large international trade and governmental delegations within this area are invited to participate in a specific networking event together with companies and branch organizations in Europe.



Visitors sectors NBI Expo 2012

- 14% Agriculture, Food & Ingredients
- 4% Biotechnology, Chemical & Synthetic
- 10% Governmental, Foreign Governments & International Affairs
- 13% Energy, Green Technology & Sustainability
- 9% Tourism & Marketing
- 7% Automotive, Transport & logistics
- 2% Aerospace
- 9% Industry
- 6% Construction & Infrastructure
- 7% Machine Industry, Material, Metalwork Machinery & Equipment
- 6% ICT & Electronics
- 4% Creative industry
- 3% Water management
- 2% Medical & Pharmacological
- 4% Outsourcing

Organisation

NBI International

NBI International specializes in the organization of trade events focusing on the promotion of countries for the development of international trade relations.

Organization

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Opening hours NBI Expo 2013

Tuesday 16 April 2013: 10:00-17:00h.
Wednesday 17 April 2013: 10:00-17:00h.
Thursday 18 April 2013: 10:00-17:00h.

Further information

For more information or if you wish to receive the brochure and participation form digitally, please send an e-mail to: info@nbiexpo.com

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Contact

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