







International matchmaking event
15-17 May 2018, Sydney





This year CeBIT Australia is providing an exclusive and complementary opportunity to find targeted business relationships. Companies attending the fair will be able to schedule **one-to-one meetings** thanks to the advance software available for all exhibitors and visitors attending the event and to the exclusive collaboration with **Business Beyond Borders (BBB)**, an initiative supported by the European Commission and implemented by a consortium lead by EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, together with EMECA, the European Major Exhibition Centres Association, UFI the Union of International Fairs and LOWEurope, a strategic communications consultancy based in Brussels.



During 2017, BBB has collaborated in 5 international trade fairs and managed to facilitate targeted meetings between 1087 companies coming from 106 countries. With a satisfaction rate above 90%, 154 companies already involved in a concrete deal, 291 companies with an agreement on their way, the success of the initiative has been confirmed by all the parties involved.



This unique opportunity is in line with the strong, dynamic and continuously evolving **EU-Australia relationship** which, especially on **Science and Technology (S&T)** started over 24 years ago when Australia was the first country to sign an S&T agreement with the EU. Since then, collaboration has been continually growing and EU-Australia relationship are now taking a next step as Prime Minister Malcolm Turnbull, the President of the European Council Donald Tusk and President of the European Commission Jean Claude Juncker agreed

to start the process towards the launch of negotiations for an ambitious **Free Trade Agreement**.

That's why the Business Beyond Borders initiative is timely approaching CeBIT Australia to **increase the opportunities of collaboration between European and Australian Businesses**.

The matchmaking activities will be complemented with an exclusive **European Night** to increase the networking opportunities for the EU-Australian Businesses.

For more information, check the **BBB website** on www.businessbeyondborders.info or contact us at info@businessbeyondborders.info