

PRESS RELEASE



AFTER SUCCESSFUL RESULTS IN PARIS AND MILAN, EUROPEAN COMMISSION MATCHMAKING SCHEME FOR SMES GOES TO CANNES DURING TRUSTECH

The European Commission matchmaking scheme for Small and Medium Enterprises (SMEs) and Clusters "*Business Beyond Borders*" (BBB) will hold its next event on 28-30 November at Trustech in Cannes, France.

A remarkable number of business partnerships have been struck between European and international SMEs at previous matchmaking events – among which Genera (Madrid), African Utility Week (Cape Town), Texworld (Paris) and HOSTMilano (Milan). BBB now turns its attention to companies operating in the ICT and digital services sector.

Previous BBB events acted as an accelerator for business deals and partnerships between companies in the energy, utilities, textile and hospitality sectors, with participants stating that they had found "*the right international business partner for their company's current needs*" through this initiative.

BBB continues to help businesses, especially SMEs and Clusters, to trade across borders and explore third markets. Companies attending the BBB matchmaking sessions will be able to benefit from a unique package, including:

- Business meetings perfectly matched to each BBB delegate's needs and preferences, taking place in a convenient matchmaking area at the heart of the trade fair;
- Access to the Innovation Stage during which interesting topics will be discussed on how to finance innovation project with European funds, on knowing the latest about the European Cybersecurity Industry Market and understanding how the PACA Region manage the problems related to ICT security;
- Access to an international and well-placed worldwide network, including several EU-funded support schemes;
- Participation in the BBB Social Media Competition for a chance to further promote your business online.

Besides the BBB matchmaking event, TRUSTECH 2017 edition will also feature high-profile European and international speakers and key players in the ICT industry, including representatives from Uber, Google and PayPal.

The registration is now open at <https://www.b2match.eu/trustech2017>. More than 200 companies are expected to attend the B2B Meetings in the dedicated BBB area.

Business Beyond Borders, maximising your business matchmaking experience at TRUSTECH 2017!

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NOTES TO EDITORS:

Business Beyond Borders (BBB): BBB is a European Commission initiative to help EU businesses, especially Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe. A series of matchmaking events are being organised at HOST to bring together SMEs and representatives from relevant clusters, with potential trading partners from Europe and abroad with the aim of assisting businesses to access new international markets.

The Business Beyond Borders Consortium is represented by:

- **EUROCHAMBRES:** The Association of European Chambers of Commerce and Industry represents over 20 million businesses in Europe – 98% of which are SMEs – through members in 43 countries and a network of 1700 regional and local Chambers.
- **EMECA:** The European Major Exhibition Centres Association unites 22 leading exhibition venues in Europe. They provide businesses with an excellent infrastructure and outstanding information networks. The 22 EMECA Members organise and host 1,769 exhibitions a year, both in Europe and all over the globe, with more than 350,000 exhibitors and over 41,5 million visitors.
- **UFI:** The leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations. UFI represents 700 member organisations in 83 countries around the world. Over 900 international trade fairs bear the UFI quality label.
- **LOW:** A strategic communications consultancy based in Brussels, with a network of associates across Europe. We specialise in creating policy-rich events; managing complex programmes; PR and all types of marketing communications; and EU related public affairs.

For more information visit the website www.businessbeyondborders.info

TRUSTECH CANNES: Formerly known as Cartes Secure Connexions and held in Paris, TRUSTECH was created 30 years ago and is currently held at the Palais des Festival in Cannes. TRUSTECH presents itself as a high-level hub for the international ICT and digital services community, and seeks to help market players define future strategies, develop the way technologies are used and generate business opportunities. It is supported by the Sophia Antipolis Science Park and the Côte d'Azur high tech ecosystem, as well by the world class SCS (Secured Communicating Solutions) Competitiveness Cluster, which was founded in 2005. It brings together more than 300 players, from industry world leaders and research organisations to start-ups and SMEs (220). Acting as an economic growth booster, the SCS Cluster helps small and medium companies on their expansion and growth efforts through added value services.

The main sectors covered by Trustech are ICT and Digital Services. The last edition welcomed 1.800 CEOs, 400+ exhibitors and sponsors, 18.000 attendees and 250 speakers.