



# Handbook for B2B Events

Pilot service for B2B



Project co-financed by the European  
Regional Development Fund



**Contractor:**  
**SERDA**

**Project:**  
**Green Mind**

# **Handbook for B2B Events**

**Pilot service for B2B**

**Developed by:**  
**Westport Consulting d.o.o. Sarajevo**

**Authors:**

Osman Lindov

Haris Hadžialić

Boran Pikula

Hamid Mehinović

Hamdija Mujezin

## Contents

About the project .....	1
Networking supports the growth and development of businesses .....	2
Key information about B2B events .....	5
List of Selected B2B Events.....	7
National events .....	7
Regional events .....	10
Internacional events.....	13
Web access to B2B handbook and input of comments and experiences .....	18

## About the project

The transnational challenge of the Green Mind project is to develop economic competitiveness and innovation in the green & smart mobility industry by strengthening regional and transnational cooperation between businesses, research bodies and authorities.

The green and smart mobility industry is an innovation sector in the MED program (Mediterranean). It is evolving rapidly due to intensified technological development, but also a more stringent environmental policy. Green Mind aims to strengthen the transnational activity of clusters and SMEs support agencies in harnessing the market opportunities of growing demand for green and smart mobile products and services.

"Green mind" is a project involving eight MED territories (Emilia Romagna, Central Macedonia, Andalusia, Occitanie region southern France, Adriatic Croatia, County of Istria, County of Split-Dalmatia, Sarajevo region in Bosnia and Herzegovina, and Eastern Slovenia). The project partners are collaborating on testing new services for SMEs in three areas: Market intelligence services, Public funding screening services, and B2B matchmaking services for SMEs.

The goals of this project are:

- build a portable model of tested services for clusters and agencies (SMEs support organizations),
- establish a transnational innovation network involving government (administration), industry (firms) and university (science and research),
- implement a model transfer program for clusters and agencies to support their transnational activities and
- develop a policy support program for innovation so that the project outcome guidance based on the Smart Specialization Strategy of the regions involved is applicable.

The Green Mind transnational approach lies in joint participation, knowledge sharing and the process of capacity building for innovation in the MED program area. Below in this document, we present to you a handbook for B2B events.

## Networking supports the growth and development of businesses

Small and medium-sized enterprises (SMEs) represent the backbone of each country's development, including Bosnia and Herzegovina. In the SME development segment, Bosnia and Herzegovina needs to do much more in the context of assisting SMEs in their cooperation and development, linking up within the region and the Western Balkans, especially with the European Union (EU) and businesses that have undergone development and which can be of great benefit to SMEs from BiH as best practices.

In cooperation with the Sarajevo Economic Region Development Agency (SERDA) and other institutions, the B2B pilot service within the GreenMind project assists small and medium-sized enterprises in connecting with other companies through visits to fairs, conferences and gatherings to connect and exchange experiences, as well as to improve research and cooperation in the field of green technology and their application in BiH. The service mentioned in this guide, this information is intended and structured initially for small and medium-sized enterprises engaged in the development of innovative solutions, products and services in the field of smart and green mobility, i.e. GSM (Green and Smart Mobility) sector. According to the findings of research and analysis conducted by experts within the Green Mind project, SMEs in the GSM sector are classified into eight groups according to their primary activity:

- **TRANSPORT INFRASTRUCTURE / INFRASTRUCTURE TECHNOLOGIES** are support systems for all types of transportation. The traffic infrastructure of an area consists of all roads, railways, waterways, airports, sea streams, pipelines and telecommunications (Biehl, 1993; in Rietveld and Bruinsma, 1998) and their related services (i.e. telematics systems, detection systems, traffic signals, smart bus stations, ticketing machines and ticketing machines, automated payment machines, tollbooths, electric charging stations, refuelling facilities, etc.).
- **ENVIRONMENTALLY ACCEPTABLE (CLEAN) FUELS** are biofuels, hydrogen, natural gas (LNG, CNG) alternative fuels or environmentally friendly fuels, used as a substitute for fossil fuels (and other greenhouse gas) because they generally produce less pollution (Gupta et al., 2010). They are usually produced from renewable energy sources or from waste treatment, leading to low-carbon footprint.
- **LOW CARBON ECONOMY** refers to various industrial fields such as production, processing, construction, energy and transport, which by their activity do not increase the production of greenhouse gases or contribute to their reduction (European Commission, 2018).
- **GREEN / ECO-FRIENDLY OR CLEAN VEHICLES** are clean fuel vehicles and are therefore more environmentally friendly than vehicles that occupy major production trends (internal combustion engine vehicles). A prominent example is electric vehicles (hybrid electric, with high-capacity electric batteries, long-life electric batteries) (Mazur et al., 2015).



- **INTELLIGENT TRANSPORT SYSTEMs (ITS)** consists of a set of integrated solutions covering a wide range of potential applications of information and computer technologies in road and transport networks, to improve transport efficiency and reduce all dilemmas (automatic traffic management, smart traffic lights, congestion management, ticketing systems, information systems about travellers, etc.).
- **COOPERATIVE ITS (C-ITS)** are intelligent transport systems that „allow traffic users and traffic managers to share information and use it to coordinate their activities" as they improve "communication between vehicles, elements of traffic infrastructure and other road users" and aim at the full integration of the transportation system.
- **MOBILITY AS A SERVICE (MaaS) OR TRANSPORT AS A SERVICE (TaaS)** refers to the transition from privately owned transportation vehicles to integrated, mobility technology services. For example, it could be "a digital platform that integrates travel planning, booking, electronic ticket sales and payment services in all modes of transport," Last mile delivery - "Last mile delivery" and associated systems (Goodall et al., 2017, s. 114).
- **AUTOMATED VEHICLES** are the modern concept of vehicles that, through their own sensor system, observe the environment, manage and make decisions using advanced algorithms, more or less based on artificial intelligence technologies, thus replacing the classic vehicle with the driver. This sector includes the digital sector (interconnected vehicles V2V, etc.), autonomous cars, rolling stock - car pools, and smart driving systems such as passenger car related systems (i.e., smart navigation, smart parking or travel management, etc.).
- **PLANNING AND EDUCATION IN MOBILITY SECTOR** represents the sector of small and medium-sized enterprises (SMEs) engaged in geographic mobility management, urban planning, development of mobility plans and development of GIS digital systems, development of embedded systems and sustainable transport systems, and education in these fields.

Through research and testing conducted within the project, the need for a B2B service was defined, which would relate to the exchange of experience, information, services and investments in the green technology sector, especially green technologies in the field of transport.

Therefore, this guide, and generally the pilot service, aims to assist small and medium-sized enterprises in Bosnia and Herzegovina in the following segments:

- organizing B2B events targeting a specific sector with green and smart mobility,
- participation in a regional / national / international B2B event,
- promoting networking activities with other relevant clusters / networks,
- identification of joint actions / services for setting up a regional network / association / cluster in the green and smart mobility sector.

This kind of B2B service and cooperation and communication between companies helps in the development of business and thinking in the field of cooperation and joint development in the fields of technology and product development, therefore represents one of the necessary first steps in Bosnia and Herzegovina to help and support the development of small and medium enterprises.



We also point out that B2B in the context of this project, in addition, helps SMEs in Bosnia and Herzegovina to establish individual cooperation with regional and EU companies through communication and meetings at national, regional and international levels. Any communication and cooperation, both in the field of research and production in the GSM sector, can give different benefits to the whole society in the context of reducing emissions and improving "clean" business that will be recognized and assisted by EU funds because of the role of everyone in global pollution.

## Key information about B2B events

The types of events presented in this guide and proposed as an initial phase of B2B service to small and medium-sized enterprises in BiH and the region, that is, the MED space are and relate to or extend to the GSM sector are:



Conferences are a public event that brings together different profiles of people for the purpose of discussing important issues or giving a public lecture on one of the key topics for the sector.



Congresses are gatherings of a large number of experts or movement leaders, such as sustainable development movement. Congresses discuss topics and issues and make decisions. Congresses can be international, national or local, and are held at specific intervals (usually 1 to 5 years).



Fairs are a recurring and time-limited economic event, where products, goods and services are exhibited, presented (uncovered) or sold.



Exhibitions are permanent or temporary public events where various innovative and enhanced products are presented to the public eyes.



The information contained in the guide is intended to support SMEs in connecting, collaborating and finding opportunities to co-finance the research and production of the GSM sector. The main objective is to support small and medium-sized enterprises in expanding their production and services at regional and international level (MED) and to connect with other compatible companies from different countries.

The Handbook seeks to facilitate the linking, finding and selection of conferences, fairs and events directly related to research in the GSM field, with a focus on the implementation of environmentally friendly technologies in the GSM sector.

The following information is presented in the list of conferences, trade shows and other events below in this document:

- National / Regional / International fairs, exhibitions, conferences, congresses,
- Web address and contact information,
- Venue information of B2B events,
- Conference and trade show programs and goals,
- Participants' obligations,
- Form of participation and cooperation,
- Financing models,
- Profile of participants (experts, exhibitors, companies, etc.),
- Benefit and relevance,
- Comments and experiences of previous participants.

## List of Selected B2B Events

The list of conferences and fairs at national, regional and international level is a result of conducted market research in the field of green and smart technologies, as well as a reflection on SMEs from Bosnia and Herzegovina actively participating in the Green Mind project. The below list of meetings, fairs and conferences in the field of green technologies and B2B collaboration models is presented in a tabular form.

NATIONAL EVENTS	
NAME OF EVENTS, CONFERENCES, FAIR	RENEXPO BH
CONTACT INFORMATION	REECO GROUP, Petra Drapšina 33, 21000 Novi Sad, Serbia Phone: +381 (0) 21 2101 897; Fax: +381 (0) 21 2101 896; <a href="mailto:info@reeco.rs">info@reeco.rs</a> ; <a href="http://www.reeco.eu">www.reeco.eu</a> Contact person: Dragana Pavlović, PR and Conference manager; <a href="mailto:pavlovic@reeco.eu">pavlovic@reeco.eu</a> ; Tel: +381 21 21 00 152
WEB ADDRESS	<a href="http://www.renexpo-bih.com">http://www.renexpo-bih.com</a>
PROGRAMS AND OBJECTIVES	Fair theme: Mobility The fair program includes expert lectures and panel discussions on the topic of sustainable transport and mobility in BIH, exhibitions and an opportunity to present to potential investors. The aim is to present innovations, products, new regulations, the establishment of new partnerships, acquisitions of partners, clients and open discussions between industry and institutions to improve business conditions.
AREAS OF EVENTS, CONFERENCES, FAIR	RENEXPO® BH is one of the largest platforms that brings together a large number of professionals in various fields, including transportation, mobility and electric vehicles.
INFORMATION ON MAINTENANCE, PLACE OF TERMS	Two-day event, Congress centar Hotel Hills, Butmirska cesta 13, 71000 Sarajevo, Bosna i Hercegovina. Annually, September – October, it is planned for October 23-24, 2019 from 9:00 to 17:00.

<p>REGISTRATION AND FEE</p>	<p>Online application by filling the form on the following web page: <a href="http://www.cloud.dow-media.com/de/freeticket_bih/?&amp;L=0">http://www.cloud.dow-media.com/de/freeticket_bih/?&amp;L=0</a></p> <p>Entrance to the fair is free of charge, registration fee is applicable in case of choosing one of the following options: exhibitor, conference sponsor, start-up zone, group booths, University street, and investment lodge. Depending on the option, the prices of the exhibition space, the fee ranges from 500 KM to 9000 KM. A detailed overview of prices is available on the fair page. The cost of accommodation and transportation is covered by the participant, with the fair offering more favourable accommodation conditions for the Hollywood and Hills hotels. Reservation of accommodation is possible via the link: <a href="http://www.renexpo-bih.com/bs/izglaci/partneri-podrska/partner-za-smestaj/">http://www.renexpo-bih.com/bs/izglaci/partneri-podrska/partner-za-smestaj/</a></p>
<p>FORM OF PARTICIPATION</p>	<ul style="list-style-type: none"> <li>- Visitor</li> <li>- Sponsor</li> <li>- Exhibitor</li> <li>- Start-up participant</li> <li>- Member of participant group (group of companies with shared leased space)</li> <li>- Owner of an investment project</li> </ul>
<p>CO-FINANCING MODEL</p>	<p>Basic participation is free, there are options for exhibitors:</p> <ul style="list-style-type: none"> <li>- requests for co-financing by the local municipality or cantonal Ministry of Economy</li> <li>- requests for co-financing by Chambers of Commerce (provided that the company is a member)</li> <li>- requests for co-financing from international donors, state institutions that sponsor the event</li> </ul> <p>NOTE: The approval and amount of co-financing depends on the donor.</p>
<p>PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)</p>	<ul style="list-style-type: none"> <li>- Over 80 companies will be presented at the trade shows and conferences</li> <li>- Exhibitors come from 25 countries from around the world and across the Western Balkans</li> <li>- Over 2000 expert visitors, project developers, investors will get acquainted with the exhibitors of the fair</li> <li>- Various groups of visitors and participants including representatives of international organizations, investors, representatives of public institutions, entrepreneurs, manufacturers, consultants, experts, industry representatives, media, and others.</li> </ul> <p>Relevant persons: Amir Hujic, Vanjskotrgovinska komora BiH; Bosko Kenjic, Ministarstvo vanjske trgovine i ekonomskih odnosa BiH; Lada Busevac, IFC Međunarodna finansijska korporacija; Martin Gaber, AHK – Predstavništvo njemačke privrede u BiH; Razija Hamidovic, Advantage Austria Sarajevo; Hajrudin Dzafo, JP ELEKTROPRIVREDA BIH dd itd.</p>

BENEFITS	<p>During the two-day fair, participants will have the opportunity to:</p> <ul style="list-style-type: none"> <li>- meet industry leaders from over 20 countries</li> <li>- attend international conferences, roundtables, exhibit forums, meetings and seminars</li> <li>- find out all about new products and services, technologies and solutions</li> <li>- attend investor meetings at the Investor Business Lodge, where investment projects from across the region are presented</li> <li>- participate in professional tours of the fair, attend an official evening reception and other accompanying program</li> </ul>
RELEVANCE	<p>Relevant to the following GSM sectors:</p> <ul style="list-style-type: none"> <li>- Eco friendly (clean) fuels</li> <li>- Low carbon economy (general)</li> <li>- Green, eco-friendly, clean vehicles</li> <li>- Automated vehicles</li> <li>- Infrastructure technologies</li> <li>- Mobility planning and education</li> </ul> <p>It is most relevant for companies engaged in the development of electric and clean / eco vehicles.</p>
COMMENTS / EXPERIENCES	<p>Last year participants' contact information available at <a href="http://www.renexpo-bih.com/bs/sajam/katalog/">http://www.renexpo-bih.com/bs/sajam/katalog/</a></p> <p>Energis' experience: panel discussions are an excellent opportunity for direct communication with decision makers and representatives of competent institutions on obstacles and needs for industry development, while the fair enables meeting new partners and acquiring clients from the region and beyond.</p>



REGIONAL EVENTS	
Event No.1	
NAME OF EVENTS, CONFERENCES, FAIR	Zagreb Auto Show Zagreb
WEB ADDRESS	<a href="https://www.zv.hr/">https://www.zv.hr/</a> <a href="https://www.facebook.com/autoshow/">https://www.facebook.com/autoshow/</a>
CONTACT INFORMATION	Zagreb Fair <a href="#">Address</a> : Avenija Dubrovnik 15, 10000, Zagreb, Croatia Tel: +385 (0)1 6503111, <a href="mailto:autoshow@zv.hr">autoshow@zv.hr</a>
PROGRAMS AND OBJECTIVES	The aim is to introduce new design and technological developments in the auto industry
AREAS OF EVENTS, CONFERENCES, FAIR	International salon of cars, motorcycles, commercial vehicles and related industry with OICA quality standard
INFORMATION ON MAINTENANCE, PLACE OF TERMS	31.03. – 05.04.2020
REGISTRATION AND FEE	Ticket and rental of exhibition space
FORM OF PARTICIPATION	Presentation and showroom
CO-FINANCING MODEL	Potential support from SERDA, Chamber of Economy KS, FBiH, BiH
PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)	463 exhibitors, 34 countries
BENEFITS	Introduction and contact to transportation technology
RELEVANCE	Knowledge of new motor vehicle and green technologies in transport
COMMENTS / EXPERIENCES	For the third year since the relaunch of the Auto Show Zagreb, it has proved to be the largest regional gathering of passenger cars and commercial vehicles and the accompanying auto industry

Event No.2	
NAME OF EVENTS, CONFERENCES, FAIR	International Conference "Towards a Humane City"
WEB ADDRESS	<a href="http://humanecityns.org">http://humanecityns.org</a>
CONTACT INFORMATION	email: conference@humanecityns.org Tel: +381 21 485 2483, +381 21 485 2485 Contact persons: M.Sc Jelena Mitrović Simić, <a href="mailto:mjelena@uns.ac.rs">mjelena@uns.ac.rs</a> and M.Sc Nemanja Garunović, <a href="mailto:garunovic@uns.ac.rs">garunovic@uns.ac.rs</a>
PROGRAMS AND OBJECTIVES	A city of humane living, green technologies and transport, sustainable mobility. Education, capacity building and discovering new potential areas for developing innovative solutions in the GSM sector.
AREAS OF EVENTS, CONFERENCES, FAIR	Environmentally Friendly Mobility: Governance of the smart and sustainable mobility; New mobility services; Advantages and disadvantages of autonomous vehicles; Future mobility data collection and demand modelling; Case studies and assessment of ICT applications; Public transport organization; New perspectives for urban freight and logistics development; Land use to support urban mobility; New pricing measures; The role of walking and cycling in reducing congestion; Environmental impact assessment; Traffic safety
INFORMATION ON MAINTENANCE, PLACE OF TERMS	NOVI SAD December 6 <sup>th</sup> - 7 <sup>th</sup> , 2019. Conference will take place at Plenary Hall of Assembly of the Autonomous Province of Vojvodina in Novi Sad, on December 6 <sup>th</sup> - 7 <sup>th</sup> , 2019.
REGISTRATION AND FEE	Participation fee: - before November 1 <sup>st</sup> , 2019 150 €. - after November 1 <sup>st</sup> , 2019 180 €
FORM OF PARTICIPATION	Participant and presenter of expert paper. Presentation of clean technologies in cities, synergies of sustainable mobility and new technologies
CO-FINANCING MODEL	Potential support from SERDA, Chamber of Economy KS, FBiH, BiH, associations
PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)	Keynote lecturers/speakers from 10 countries from the region and EU. Some lecturers and topics so far: <a href="#">Hanne Terbrack</a> access Berlin – New ways in accessible mobility, <a href="#">Antulio Richetta</a> Fluid Infrastructure, <a href="#">Gradimir Stefanovic</a> Modernization of Tram Systems in Central and Eastern European Countries ; <a href="#">Adam Torok</a> Utility Based Decision Making in Autonomous Vehicles, <a href="#">Andree Woodcock</a> The act of being moved.
BENEFITS	Expertise in Sustainable Urban Development and Urban Mobility
RELEVANCE	Cities of comfortable and safe living in terms of traffic, transport and transportation. Cities for sustainable development and sustainable urban mobility

COMMENTS / EXPERIENCES	<a href="http://humanecityns.org/wp-content/uploads/2019/07/1st-Inf-2019_ENG.pdf">http://humanecityns.org/wp-content/uploads/2019/07/1st-Inf-2019_ENG.pdf</a>
Event No.3	
NAME OF EVENTS, CONFERENCES, FAIR	Green - International Fair of Sustainable Technologies And Green Lifestyle
WEB ADDRESS	<a href="https://10times.com/green-gornjaradgona">https://10times.com/green-gornjaradgona</a> <a href="http://www.pomurski-sejem.si/">http://www.pomurski-sejem.si/</a>
CONTACT INFORMATION	Cesta na Stadion 2, 9250 Gornja Radgona Tel: +386 2 564 21 00
PROGRAMS AND OBJECTIVES	Trade Show; Environment & Waste
AREAS OF EVENTS, CONFERENCES, FAIR	This fair showcases products like vehicles, electronic components, landscape architects, environmentally friendly equipment associated with this field etc. in the Power, Renewable Energy & Energy Conservation, and Environment & Waste Management industries.
INFORMATION ON MAINTENANCE, PLACE OF TERMS	Pomurski sejem - podjetje za organizacijo sejmov, razstav in prireditve d.d., Gornja Radgona, Gornja Radgona, Slovenia 25-28 Mar 2020
REGISTRATION AND FEE	Ticket and rental of exhibition space
FORM OF PARTICIPATION	Presentation and showroom
CO-FINANCING MODEL	Potential support from SERDA, Chamber of Economy KS, FBiH, BiH, associations
PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)	20 - 100 Exhibitors
BENEFITS	Introduction and contact to Sustainable Technologies
RELEVANCE	Knowledge of Sustainable Technologies
COMMENTS / EXPERIENCES	N/A

INTERNACIONAL EVENTS	
Event No.1	
NAME OF EVENTS, CONFERENCES, FAIR	Urban Transit and Sustainable Networks
WEB ADDRESS	<a href="https://www.ierek.com/events/urban-transit-and-sustainable-networks#introduction">https://www.ierek.com/events/urban-transit-and-sustainable-networks#introduction</a>
CONTACT INFORMATION	IEREK Egypt, +2 03 5763828 <a href="mailto:utsn@ierek.com">utsn@ierek.com</a>
PROGRAMS AND OBJECTIVES	Education, capacity building and discovering new potential areas for developing innovative solutions
AREAS OF EVENTS, CONFERENCES, FAIR	Conference is about the importance of urban transit and networking system and how can it affect the environment either positively or adversely. This conference will be aimed to solve and provide technical solutions that will help the non-Eco-friendly cities to change into eco-friendly ones.
INFORMATION ON MAINTENANCE, PLACE OF TERMS	Palermo, Italy
REGISTRATION AND FEE	Registration and fee
FORM OF PARTICIPATION	Participation - Visitor
CO-FINANCING MODEL	Potential support from SERDA, Chamber of Economy KS, FBiH, BiH, associations
PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)	Peter Neri, Director at The Academy S.r.l.Syracuse, Italy, Kyeremeh Stephen, and Entrepreneur at Young entrepreneur's at Lagos, Nigeria. PS Lumumba, Physical Planner at Ministry of Lands and Physical Planning Enschede, Netherlands
BENEFITS	Knowledge about The Urban Transit and Sustainable Networks
RELEVANCE	Innovation of transportation without it negatively affecting and harming the urban environment or the environment, in general.



COMMENTS / EXPERIENCES	N/A
Event No.2	
NAME OF EVENTS, CONFERENCES, FAIR	EXPO Ferroviaria Rho and Milano
WEB ADDRESS	Mack Brooks Exhibitions Ltd <a href="http://www.expoferroviaria.com/">http://www.expoferroviaria.com/</a>
CONTACT INFORMATION	Mack Brooks Exhibitions Ltd ., Via V. Monti, 8 , 20123 Milan, Italy Tel: +39 02 4671 2530 ; expoferroviaria@mackbrooks.com
PROGRAMS AND OBJECTIVES	Rail and traction vehicles for passenger and long-distance freight Vehicles for regional trains, subways and trams Rail vehicle parts, subsystems and interior fittings Track materials, construction and maintenance Signalling and train control communication technology Railway power supply and electrification equipment and services
AREAS OF EVENTS, CONFERENCES, FAIR	In collaboration with Exhibition Partners and leading organizations, the event will provide valuable insight on future trends in terms of policies and technologies.
INFORMATION ON MAINTENANCE, PLACE OF TERMS	<i>October 1-3, 2019. Dates and opening times: Tuesday 1<sup>st</sup> October, 2019 10:00 - 17:00; Wednesday 2<sup>nd</sup> October 2019 10:00 - 17:00; Thursday 3<sup>rd</sup> October 2019 10:00 - 16:00;</i> <a href="http://www.expoferroviaria.com/">http://www.expoferroviaria.com/</a>
REGISTRATION AND FEE	The costs of participation in EXPO Ferroviaria 2019 are: Exhibition space only € 405 per m <sup>2</sup> Mandatory Silver marketing package * € 695 Tracks in the infrastructure area € 405 per m <sup>2</sup> Rail tracks in the external area € 192 per m (up to 50m) € 48 per m, (over 50m)

FORM OF PARTICIPATION	Participation - Visitor
CO-FINANCING MODEL	Potential support from SERDA, Chamber of Economy KS, FBiH, BiH, associations
PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)	Small, medium and large enterprises and industrial leaders
BENEFITS	Introduction to transportation technology
RELEVANCE	Knowledge of new technologies in transport
COMMENTS / EXPERIENCES	N/A
Event No.3	
NAME OF EVENTS, CONFERENCES, FAIR	B2B Expo & Conference for e-commerce service providers
WEB ADDRESS	<a href="https://ecommerceberlin.com/">https://ecommerceberlin.com/</a>
CONTACT INFORMATION	<p>Lucas Business Development Manager; <a href="mailto:lucas@ecommerceberlin.com">lucas@ecommerceberlin.com</a>; +49 157 7254 7327</p> <p>Peter Project Manager; <a href="mailto:peter@ecommerceberlin.com">peter@ecommerceberlin.com</a>; +48 725 945 403</p>
PROGRAMS AND OBJECTIVES	<p>Information and conditions can be viewed at the following links:</p> <p><a href="https://ecommerceberlin.com/legal-visitors">https://ecommerceberlin.com/legal-visitors</a>;</p> <p><a href="https://ecommerceberlin.com/legal-exhibitors">https://ecommerceberlin.com/legal-exhibitors</a>;</p>
AREAS OF EVENTS, CONFERENCES, FAIR	Conference and exhibition, 170 exhibitors, 40 speakers and networking among more than 7000 participants
INFORMATION ON MAINTENANCE, PLACE OF TERMS	February 13 <sup>th</sup> , 2020. STATION Berlin, Luckenwalder Str. 4-6
REGISTRATION AND FEE	Registration free
FORM OF PARTICIPATION	Participation - Visitor
CO-FINANCING MODEL	Potential support from SERDA, Chamber of Economy KS, FBiH, BiH, associations

PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)	170 exhibitors, 40 speakers and networking among more than 7000 participants
BENEFITS	New partnership and placement of products on new markets
RELEVANCE	Electronics, automation, innovation, mobility, ICT services and technologies
COMMENTS / EXPERIENCES	N/A
Event No.4	
NAME OF EVENTS, CONFERENCES, FAIR	Smart City Expo World Congress, Barcelona
WEB ADDRESS	<a href="http://www.smartcityexpo.com/en/home">http://www.smartcityexpo.com/en/home</a>
CONTACT INFORMATION	Tel. (+34) 93 233 20 00; Fax (+34) 932 332 198  <a href="mailto:smartcityexpo.visitors@firabarcelona.com">smartcityexpo.visitors@firabarcelona.com</a> ; <a href="mailto:prensa@firabarcelona.com">prensa@firabarcelona.com</a> ; <a href="mailto:smartcityexpo.sales@firabarcelona.com">smartcityexpo.sales@firabarcelona.com</a> ; <a href="mailto:smartcityexpo.abroads@firabarcelona.com">smartcityexpo.abroads@firabarcelona.com</a>
PROGRAMS AND OBJECTIVES	<p>The event is based around the values of social inclusion, sustainability and empowerment, and is dedicated to promoting awareness, understanding and critical reflection on the smart urban revolution.</p> <p>Leading by example, every year we run the Towards Zero Waste initiative to reduce waste and increase efficient use of resources across the event. The Towards Inclusivity initiative ensures the event is accessible and that everyone has a voice there, and the Smart.City_Lab aims to spread and widen the debate on smart cities.</p>
AREAS OF EVENTS, CONFERENCES, FAIR	In 2019, SCEWC will focus on five main tracks: Digital Transformation, Urban Environment, Mobility, Governance & Finance, and Inclusive & Sharing Cities.
INFORMATION ON MAINTENANCE, PLACE OF TERMS	<a href="http://www.smartcityexpo.com/en/home">http://www.smartcityexpo.com/en/home</a>
REGISTRATION AND FEE	CONGRESS PASS. This pass includes 3-day access to: · All Conferences of Smart City Expo World Congress and Smart Mobility Congress, · Expo Area of Smart City Expo World Congress and Smart Mobility Congress, · World Smart City Awards Ceremony & Smart Party, · Side Events, · District Agoras sessions, · Smart Activities, · The Village and test drive area. Get 10% off

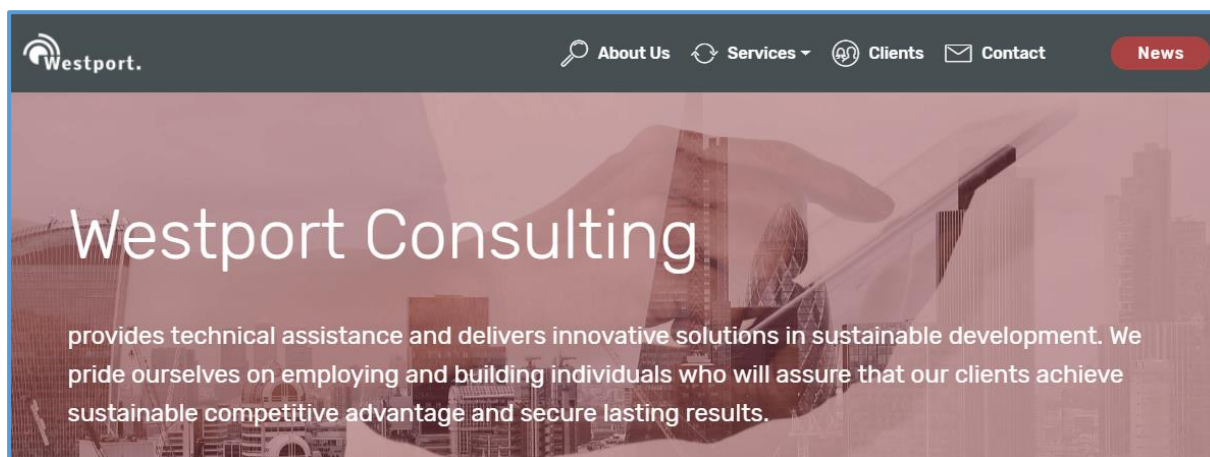
	<p>when you buy 5-10 units or 20% off for 10+ units of one type of pass. This offer can't be combined with any other discounts. 995.00 €</p> <p>EXPO PASS: This pass includes 3-day access to: · Expo Area of Smart City Expo World Congress and Smart Mobility Congress, Side Events, · District Agoras sessions, · Smart Activities, · The Village and test drive area. Get 10% off when you buy 5-10 units or 20% off for 10+ units of one type of pass. This offer can't be combined with any other discounts.</p>
FORM OF PARTICIPATION	Visitor of the Exhibition; A visitor to Congress
CO-FINANCING MODEL	<ul style="list-style-type: none"> <li>- co-financing by a local municipality or cantonal Ministry of Economy</li> <li>- co-financing by chambers of commerce (provided the company is a member)</li> <li>- co-financing by international donors, state institutions that sponsor the event</li> </ul>
PARTICIPANT'S PROFILE (PROFESSIONAL EXHIBITORS, COMPANIES, etc.)	<p>2019 Speakers:</p> <ul style="list-style-type: none"> <li>• Reyna Rueda <i>Mayor</i> City of Managua,</li> <li>• Pénélope Komités <i>Deputy Mayor and Responsible for Green Spaces</i> City of Paris,</li> <li>• Monique List-de-Roos, <i>Vice Mayor</i> City of Eindhoven,</li> <li>• Lacina Koné <i>Director General</i> Smart Africa,</li> <li>• Yu Dong <i>Vice President Enterprise Business Group</i> Huawei,</li> <li>• Jeanne Holm <i>Deputy CIO and Senior Technology Advisor to the Mayor</i> City of Los Angeles and other.</li> </ul>
BENEFITS	Smart City Expo World Congress exists in order to empower cities and collectivize urban innovation across the globe. Through promoting social innovation, establishing partnerships and identifying business opportunities, the event is dedicated to creating a better future for cities and their citizens worldwide. As the world's leading event for cities, Smart City Expo World Congress provides a unique meeting point for the whole smart city ecosystem. Corporate leaders, public representatives, entrepreneurs, experts and academics from all around the globe come together to learn from each other, share experiences, talk about best practices, and open new paths for international collaboration.
RELEVANCE	What goes on at the congress: Their innovative format focuses around 5 main tracks, allowing for in-depth discussion in a wide range of formats. The 3-day congress will be held in the main auditorium, in 5 theme rooms and on 3 open stages called District Agoras. Each track is made up of a range of themes, with dedicated sessions honing in on the most critical issues facing cities today.
COMMENTS / EXPERIENCES	N/A



## Web access to B2B handbook and input of comments and experiences

By clicking on the link below, you will gain access to free download of the B2B handbook, as well as web access to all data and links of recommended national / regional / international events from the GSM Sector.

[www.westport.ba/B2BEventsList](http://www.westport.ba/B2BEventsList)



The web platform will provide free online access and enable users to leave comments and descriptions of experiences of small and medium-sized enterprises from Bosnia and Herzegovina, as well as around the world, arising from visits to these events. The information provided by experienced companies will help other SMEs with an interest in attending the event to gain insight into what the event offers and what they can expect in reality, and make a decision to visit a particular B2B event based on the input provided.

This guide is just a shortened version of all available B2B events that can help with networking and placing of products and services on other markets, and we hope it will help in the first steps towards deciding whether to attend B2B events and engage in networking with the goal of developing production and supporting the growth of your businesses.

We wish you good luck and success in your future work in this field!