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Rostock und
Umgebung
e.V.

UV

Fair Evaluation

Entrepreneurs Association Rostock and Area

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In the framework of the SEBco project the most important fairs in the Baltic Sea Region were analysed and some were attended by client companies of the SEBco partners:

In the framework of a SEBco WP4 project meeting from 7th to 11th of February 2007 in Rostock 7 companies from the partner regions participated in the Baltic Sea Fair. The event and its results were subsequently evaluated.

During the SEBco WP4 project meeting from 19th and 20th of April 2007 the overview of fairs was jointly evaluated by all partners. Details about the most important fairs in the Baltic Sea Regions could be noted down and thus made available for SMEs around the BSR.

A very successful event was then the "Baltic Business Forum", which took place on 10th August 2007 in Rostock. During this Baltic Business Forum the importance and evaluation of fairs were discussed in international lectures and thus the list of fairs could be finalised for the time being.

The fairs shown in the following table were rated by the partners as the most important and beneficial for Small and Medium Sized Enterprises especially for the sectors chosen by the SEBco project partners in all participating countries. The **method of evaluation** was to select those fairs, which rated highest in the opinion and experience of the respective local project partner. In the following a summary of evaluation is attached. A further detailed evaluation is available in the office of the Entrepreneurs Association in Rostock.

It has been decided by the SEBco WP 4 project partner that the pool of fairs, which are beneficial for the SEBco partner regions, will be updated continuously also beyond the actual project duration, in order to secure the sustainability of efforts.

The overview and subsequent qualified assessment of the various fairs around the Baltic Sea region is an important contribution to the WP 4 goals: Fairs are still an important way of getting in contact with potential business partners from other regions. However, the participation in fairs not only as exhibitors (but also visitors) is expensive especially for SMEs. Thus it is important that they receive a qualified recommendation on which trade fair to attend in case they want to enter into contacts with a new market. Such kind of qualified opinion/recommendation is difficult for local SME support organisations to provide as they have not been to the fairs themselves. The SEBco WP4 partner

network was of great help in this way as each local partner could evaluate the fairs in their own region (which they know very well).

Selected fairs in the Baltic Sea Region - especially for SME's in the project SEBco and evaluation in relation to its economic effects

Country	Time	Fair	Content	Evaluation
Germany	annually February	Rostock	Baltic Sea Fair / SME's	Customer fair for winning end-consumers, very recommendable for innovative products produced for final-consumers, a lot of visitors
Germany	annually November	Rostock	GASTRO-Fair Gastronomie/Hotel	The fair is traditionally well known in the branch, very good to get in contact with economic partners.
Germany	annually September	RoBau Fair	– Building/Architecture , Equipment for buildings	A very well established event for innovations and new economic relations in the field of building in the north of Germany.
Germany	April	Hannover Fair	– Capital equipment	remains the world's leading showcase for industrial technology, especially innovative businesses; the most important in the European Union in this context, very recommendable
Germany	June	Nürnberg	ELTEC Branche fair for building and light technic, escapment technic and industrial control	Traditional fair with a lot of contacts to young and innovative developers. Very recommendable for finding innovative partners.
Germany	September	Husum	Congress und branche messe for Energy economy, services and windmill-powered plants	A new coming fair with a lot of patents and innovations in the field of new energies. Very successful and increasing participants and visitors, very advisable, especially for the Baltic Sea Room.
Germany	annually Oktober	Berlin	ITB Tourism	Most important and biggest fair in the field of tourism in Germany; very good possibilities compilation for B2B, excellent service for exhibitors and their needs
Poland	April	Kattowitz	BUDMA Construction fair	The exhibitions will feature companies that offer construction services, financial consultancies, associations, chambers and organisations, publications from the sector and entities that offer IT and economic promotion services. Very recommendable because of one of the most important in EU in this field.
Poland	June	Posen	Mach-Tool / Machine Tools Exhibition	Industrial Fair for businesses and research institutes promoted by the governmental authorities, recommendable for finding innovative partners

				in the field of innovation – machines- technologies
Poland	June	Posen	Metalforum/ Exhibition of Metallurgical and Foundry Engineering	Perfect event because of the pool of innovative participants and the services of the fair in possibilities in B2B
Poland	annually September	Szczecin	Ship building and Ship building component supplier	Recommandable fair in one of the most important and developed ship building areas in Europe, a very established and successful fair.
Poland	March	Szczecin	Construction fair	Advisable fair, especially for the partners in SEBco, the central location in Europe and the excellent fair options are the causes for the success.
Poland	March	Olsztyn	Construction fair	Fair is a bridge to the region of Kaliningrad for all SEBco partners and should be used so because of its exquisite conditions.
Poland	November	Posen	Environment fair	Very innovative and orientated in new technologies, highly recommendable for the branch related businesses.
Sweden	March	Jönköping	QUALITEC - Fair for quality management	International Trade Fair for Quality Assurance, recommendable
Sweden	March	Jönköping	Branche fair for Food	Especially for the SEBco partners with in cooperation interested businesses in food branch (fish production) it is very advisable.
Sweden	March	Göteborg	Tourism and travel fair	One of the most important and greatest fairs in the field of tourism, some interested businesses from project partners SEBco should use it for their relations because of high quality and conditions of this fair
Sweden	November	Jönköping	Branche fair for supporters	Basic and important event for the logistic and relations of suppliers, successful and established, especially for enlargements in Scandinavia
Latvia	November	Riga	Environment energy Ecology	Very innovative and technology-orientated event for the sector with mostly young businesses, fine possibility to get in first contact with businesses from the Baltic states.
Estland	November	Tallin	Refining, instruments, industry fair, industry technics	Central innovative and very good established fair in the Baltic Sea Room, good conditions for visitors and exhibitors, excellent possibilities for B2B
Dänemark	April	Viborg	Biomass, Bioenergy fair, service and consulting	Innovative and groundbraking fair with a lot of new patents and possibilities for business relations, very advisable for the branche

Russland	annually spring	Kaliningrad	Polexport/ investment/financing	Very recommendable for finding cooperation partners in the field of business relations with Russia, important for future orientated businesses
Russland	annually Sommer	Kaliningrad	Yantour / tourism fair	One of the most important and biggest fairs in the Kaliningrad region, effective for business relations to Russia