



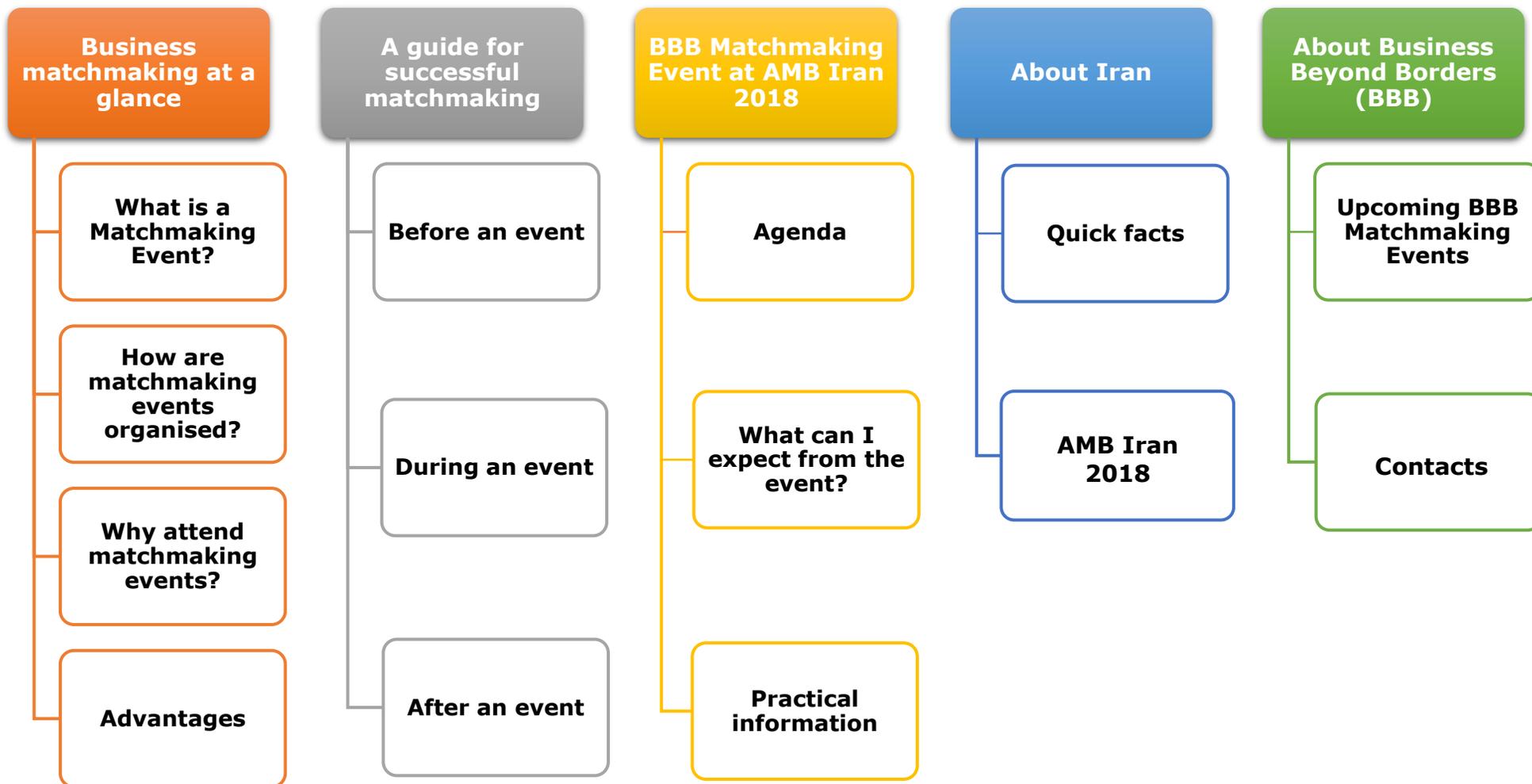
# Basic Information Guide

**BBB Matchmaking Event at AMB Iran 2018**

**26 – 29 June 2018**

**Tehran, Iran**





# Business matchmaking at a glance

## What is a Matchmaking Event?



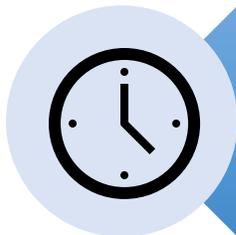
An event where organisations interested in the same industry and offer different skills, products and services come together to network and find the perfect match for their organisation.



Allows organisations to present and sell their products/services showing what they do and why they believe they are the perfect match for whatever it is you are looking for.



A great method to bring together organisations across the globe and research units enabling them to collaborate and come up with ideas that will work well for various projects.



A faster method of networking having all interested parties together in one place as opposed to find them one by one.

## How are matchmaking events organised?

Participants wear name tags and are assigned to different tables where they conduct face-to-face meetings. A stopwatch is used to give everyone a chance to speak to other participants and present their products and services.

Organisations that are interested in participating have to submit their cooperation profile beforehand on a matchmaking platform. The cooperation profile has information on what their organisation is all about and what it is they are really looking for. This profile is then made available to potential participants so they know if there is something for them at this event. Based on this, meetings are then set up between companies before the actual event and they are either accepted or rejected by the other participants.

## Why attend matchmaking events?

The brokerage event is a genius system. It helps organisations succeed and work together with others to advance the commercial industry throughout the world. It also helps organisations save money and time by assisting companies to grow their networks and meet new stakeholders all at the same time. Responses can be given quickly instead of having too much time and money spent on going back and forth from boardrooms.

### Why participate?

- Quick entry to new markets
- Outsourcing
- Development of joint projects/new products and services
- Diversification of suppliers
- Enlargement of client base
- Better knowledge about countries and industries

## Advantages

### Advantages for exhibiting companies

If you are an exhibiting company, the matchmaking event offers you, apart from making your exhibition booth more visible, a complementary opportunity to find targeted business relationships. The matchmaking event provides you with an original and unique formula to optimise your investment as an exhibitor. The possibility to plan professional and prearranged business meetings beforehand makes your participation in the trade fair more efficient.

### Advantages for visiting companies

As a visiting company, the matchmaking event will allow you to optimise your participation in the event benefiting from professional and targeted business meetings carefully selected and arranged in advance. Hence, with a low investment in time and money, you will be able, in a short period of time, to maximise your results and outputs.

### Advantages

- The opportunity to meet a maximum of potential business partners on the spot and within a short period of time
- Information about the meetings in advance and possibility to prepare for the meeting in due time
- Knowledge exchange of international markets

# A guide for successful matchmaking

## Before an event

Productive meetings do not happen by accident. Indeed, 80% of meetings' success depends on the preparation beforehand. There are three key points to take into consideration before a matchmaking event:

### Before an event

- Prepare high quality company and cooperation profile
- Book your meetings with relevant candidates in advance/virtual pre-meetings
- Prepare your business pitch

## Prepare high quality company and cooperation profile

Your profile is a representation of your company. High quality and clearly formulated profile is a key to success. Try to make your profile as attractive as possible by including your logo for more visibility, using appealing language for potential partners and checking for grammar mistakes.

Register online and submit your company and cooperation profile. In your profile you can state what kind of technology/product/expertise you are offering, what kind of cooperation you are looking for and which ideas you would like to discuss with potential collaboration partners. All company and cooperation profiles are published online and will be for everyone to see.

All published profiles will be extensively promoted by the organisers of the event. Furthermore, all participants of the event will view your cooperation profile. High quality profiles are visited about 50 to 150 times before the event and will still be viewed after the event so take your time to include your information as this increases your chances of successful meetings!

## Book your meetings with relevant candidates in advance/virtual pre-meetings

Check which cooperation profiles are most promising and relevant for your company. Intelligent search options on the platform allow a quick identification of the most suitable participants/cooperation profiles. Within a few minutes you should be able to identify future potential business partners.

Once you have found the most promising business partners you can select them for bilateral meetings. Be aware that the bookings are managed on the principle "first come - first served", therefore make sure that you book meetings with the companies of interest in advance. You can book meetings, but you can also be booked for bilateral talks by other participants.

To make the most out of your meeting at the trade fair it is advisable to arrange pre-virtual meetings. Setting up pre-virtual meetings allows you to discuss business and sort out key issues in advance, so when you are face-to-face you can hit the ground and have a better chance to conclude a business agreement.

## Prepare your business pitch

Once you have confirmed your appointment and identified which companies you will be meeting with, learn as much as you can about them. Have a pitch prepared including:

- **Core competencies:** your main expertise and how it specifically relates to the services that you are providing;
- **Past performance:** instances of similar work and for whom it was done;
- **Differentiators:** clarification of what sets your company apart from your competitors and why your company is well-suited for the match.

Consider the specific types of opportunities these corporations have available. Be prepared to clearly and concisely explain how you can provide the best solution. Practice your pitch out loud and often before meeting a potential client. Remember you only have 25 minutes to make a memorable impression.

## During an event

- **Be organized.** Make sure you always have your meeting schedule with you to avoid a confusion and delay.
- **Be present.** With constant technological demands from social media to phone calls from clients to emails from the office, the urge to multi-task can be strong. However, it's a waste of time not focusing on the person in front of you.
- **Have a goal.** You should know what you want to get out of the event before you attend; brainstorm at least one or two outcomes you hope to achieve at the event. By knowing what you hope to accomplish ahead of time, you can stay focused on the day of the event.
- **Share your expertise.** Both buyers and sellers want to associate with a person who knows what sort of value they add to a partnership. Show your skills on topics you're familiar with and be confident in your abilities.
- **Listen as much as you talk.** By being attentive to the person in front of you, you're more likely to both get the information you need and ask thoughtful questions. Showing interest and sincerity in the other person's conversation goes a long way in establishing partnership. When it's your turn to share, be concrete by explaining what you need quickly and concisely.
- **Take notes.** It's difficult to remember every single important detail about every single conversation with every single person you have talked to, which is why it pays to use external memory. All you need is to note down a few quick points after each meeting before talking to a new person. This will help you greatly when it comes to the follow-up.
- **Exchange contact information.** Make sure to exchange contact information before you leave as well as to arrange a follow-up meeting.

## After an event

- **Follow-up after the event.** The main reason for networking events is to connect with others and grow your established contact base. While participation in the event itself is important, following up afterwards is priceless. Nurturing those brief moments spent connecting with network contacts is important.

- **Keep in touch with meetings organizers** who can provide you guidance and assistance in the follow-up of your business contacts to establish partnership agreements.
- **Share the experience.** You can expand your networking bubble out to other professionals in your field by sharing what you learned from the event. Generate a blog post, write a series of social media posts, or find some other innovative way of getting the word out.

## BBB Matchmaking Event at AMB Iran 2018

This year, at AMB Iran 2018 companies and clusters can benefit from the additional support provided by the EU funded programme – Business Beyond Borders (BBB).

BBB helps companies, in particular Small and Medium Enterprises (SMEs) and Clusters, to create connections with businesses from all over the world and to foster opportunities for international collaborations.

At AMB Iran, the BBB team will be located in the **Matchmaking area** located in **A5-B15**.

### Agenda

| <b>Tuesday, 26 June 2018</b> |   |
|------------------------------|---|
| <b>10.00 -<br/>11.00</b>     | <b>Ribbon Cutting Ceremony and walk through the stands</b>  |
| <b>11.00 -<br/>12.00</b>     | <b>Official Opening Conference</b>  |
|                              | <p>Master of Ceremony: Ms. Ziba Shahram, Chief Operation Officer, IRSA</p> <ul style="list-style-type: none"> <li>▪ Mr. Ulrich Kromer, CEO, Messe Stuttgart</li> <li>▪ Mr. Christo Stefanov Polendakov, Head of Mission, Bulgarian Embassy in Iran</li> <li>▪ Eng. Mohsen Salehinia, Deputy of Industries Affairs, Iranian Minister of Industry, Mine and Trade (MIMT)</li> <li>▪ Mr. Eric Mamer, Director, DG GROW, European Commission</li> <li>▪ Dr. Pedram Soltani, First vice president, ICCIMA</li> <li>▪ Dr. Wilfried Schäfer, CEO, VDM - German Machine Tool Builders' Association</li> </ul> |
| <b>14.30 -<br/>16.30</b>     | <b>EU-Iran Forum</b>  |
|                              | <p>Moderator: Mr. Bernhard Müller, Vice President &amp; Member of the Board of Management, Messe Stuttgart International</p> <ul style="list-style-type: none"> <li>▪ Mr. Eric Ligthart, Financial Counselor, Embassy of the Kingdom of the Netherlands in Iran</li> <li>▪ Mr. Luca Miraglia, Managing Director, Quarkup Group</li> <li>▪ Dr. Alireza Kolahi, CEO, Abhar Cable and Wire</li> <li>▪ Q&amp;A</li> </ul>   |

|                              |   |
|------------------------------|---|
| <b>Tuesday, 26 June 2018</b> |   |
| <b>14.30 - 16.30</b>         | <b>(In parallel) Bilateral Meetings   Afternoon Session</b> |

**Wednesday, 27 June 2018**

|                      |   |
|----------------------|---|
| <b>10.30 - 13.00</b> | <b>Bilateral Meetings   Morning Session</b>   |
| <b>14.00 - 16.30</b> | <b>Bilateral Meetings   Afternoon Session</b> |

**Thursday, 28 June 2018**

|                      |   |
|----------------------|---|
| <b>10.30 - 13.00</b> | <b>Bilateral Meetings   Morning Session</b>   |
| <b>14.00 - 16.30</b> | <b>Bilateral Meetings   Afternoon Session</b> |

**Friday, 29 June 2018**

|                      |   |
|----------------------|---|
| <b>10.30 - 13.00</b> | <b>Bilateral Meetings   Morning Session</b>   |
| <b>14.00 - 16.30</b> | <b>Bilateral Meetings   Afternoon Session</b> |

## What can I expect from the event?

- **Business matchmaking** between exhibitors, visitors and delegates. This is the matchmaking platform which aims to help exhibitors to meet visitors/delegates through the pre-scheduled meetings. You can still register and book your meetings here <http://amb-iran2018.talkb2b.net/>.
- **Official Opening Ceremony** featuring high level speakers from EU and Iran.
- **EU-Iran Forum** where the latest developments on the EU-Iran relation will be discussed
- **Social Media Activities**, interviews and networking coffees.

- Access to **an international and well-placed worldwide network**, including several EU-funded support schemes.

## Practical information

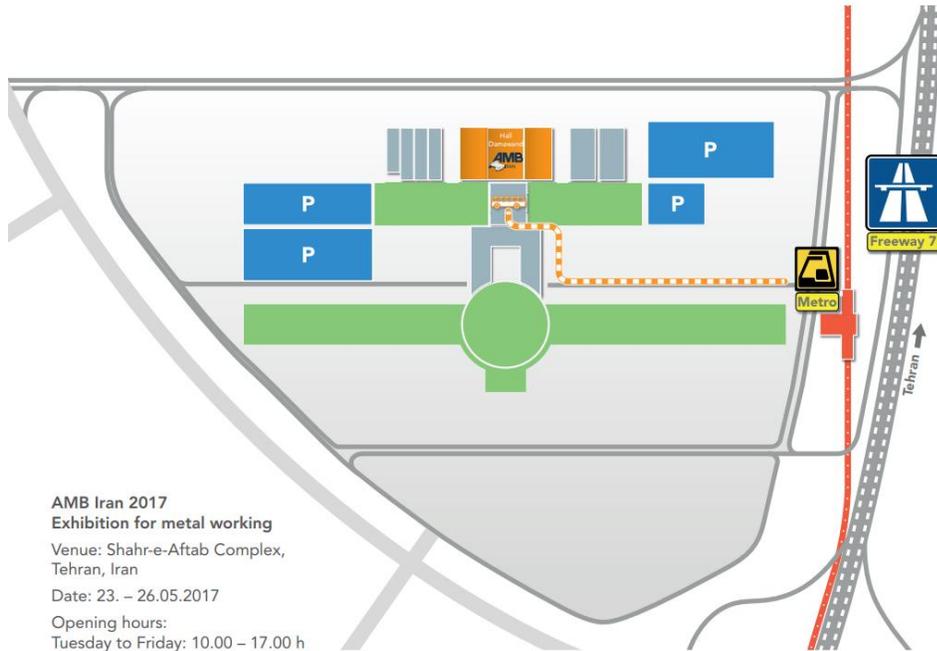
### Entrance to the fair

Register in advance - easy, simple and **free of charge**. Trade fair visitors can register online for AMB Iran exhibition by filling the [following form](#) or by the telegram robot. Please see more information [here](#).

### Bilateral meetings schedule

A few days before the event we will email you your personal meetings schedule with the names of your matchmaking meeting partners and other details.

### The floorplan



**AMB IRAN**  
Exhibition for metal working  
23. - 26.05.2017 | Tehran  
organised by Messe Stuttgart and VDW

**Exhibition areas**

1. Metal cutting machine tools  
ماشین ابزار برش فلز
2. Special purpose machines  
ماشین آلات برای اهداف خاص
3. Other machines  
دیگر ماشین آلات
4. Metal forming machines and components  
ماشین آلات حالت دهی فلز و قطعات تشکیل دهنده
5. Precision tools  
ابزار آلات ماشین کاری دقیق
6. Used/retrofitted machinery  
ماشین آلات دست دوم / تغییر کاربری داده شده
7. Other manufacturing technology and equipment  
فن آوری و تجهیزات بیشتر در زمینه تولید
8. Joining and fastening technology  
فن آوری اتصال و نگهداری
9. Measuring systems and quality assurance  
دستگاه های اندازه گیری و کیفیت اطمینان
10. Automation and motion  
اتوماسیون و حرکت
11. Software, computer systems and peripherals  
نرم افزار، سیستم های کامپیوتری، و موارد جانبی
12. Parts, components and accessories  
قطعات، قطعات جانبی، و متعلقات
13. Services, organizations, publishers  
خدمات، سازمان ها، ناشرین

AMB Iran 2017  
Exhibition for metal working  
Venue: Shahr-e-Aftab Complex,  
Tehran, Iran  
Date: 23. - 26.05.2017  
Opening hours:  
Tuesday to Friday: 10.00 - 17.00 h

### Opening hours

Tuesday 26/06 to Friday 29/06: 10.00 - 17.00

## Address of the venue

EXHIBIRAN INTERNATIONAL Venue  
Shahr-e-Aftab Complex  
Khalij-e-Fars Highway  
Tehran, Iran

## How to get there?

Due to its ideal location close to the airport, and most important highways or the subway, it is very convenient to get to the venue for exhibitors and visitors.

### By metro:

The Exhibition centre is directly accessible via the metro **line 8** and the **metro Station Shahr-e Aftab**. Line 8 connects Tehran to Imam Khomeini International Airport. It is the only metro line in Tehran that is completely open 24 hours a day in order to accommodate passengers from late night and early morning flights.



### By taxi:

The Exhibition centre is located mid-way between Tehran City centre and the Imam Khomeini International Airport.  
20 KM southern from the city centre  
40 KM northern from the international airport.

## Accommodation

For information about accommodation please contact:  
Héloïse Laporte  
Messe Stuttgart International  
[heloise.laporte@messe-stuttgart.de](mailto:heloise.laporte@messe-stuttgart.de)

## About Iran

Iran is a Middle Eastern country sharing a land border with Turkey, Armenia, Azerbaijan, Turkmenistan, Afghanistan, and Pakistan. Its coastal borders open to the Caspian Sea in the North, and the Persian Gulf and Gulf of Oman in the South.

**Official name** Islamic Republic of Iran (Jomhuri-ye Eslami-ye Iran)

|                           |   |
|---------------------------|---|
| <b>Political system</b>   | Theocratic republic   |
| <b>Head of state</b>      | Supreme Leader Ayatollah Ali Khamenei   |
| <b>Head of Government</b> | Hassan Rouhani  |
| <b>Capital</b>            | Tehran  |
| <b>Official languages</b> | Persian is the official language, others include Azeri Turkic and Turkic dialects, Kurdish, Gilaki and Mazandarani, Luri, Balochi, and Arabic             |
| <b>GDP, PPP</b>           | USD 1.359 trillion (2014, World Bank latest, 1.185 trillion EUR)  |
| - Per capita, PPP         | USD 16,507 (2014, World Bank latest, 14,397 EUR)  |
| - Trend                   | Following sustained growth in both indicators from 2005, Iran experienced a dip in GDP and GDP per capita from 2011 – 2013, with a rebound from 2013-2014 |

To avoid cultural misunderstandings, it is advisable to take into account the following information on the attitude to adopt when doing business in Iran.

#### DO:

- ✓ Take time to know your colleagues and business associates on a personal level, this is a key area for doing business in Iran.
- ✓ Greet associates using a formal handshake. Men should wait for a woman to extend her hand before making the gesture. A simple nod of the head and smile will suffice if not offered.
- ✓ Address colleagues using the correct terms. For males 'agha' followed by their surname. For females 'Khanoom' followed by their surname.
- ✓ Arrive on time to create a good impression, although be prepared for delays.
- ✓ Do consider ta'arof when accepting hospitality. Ta'arof is an offer out of politeness best not to accept right away, though do agree if they insist.

#### DON'T:

- Instigate conversations regarding politics or Islam. It is also best to avoid asking about relatives of any colleagues.
- Criticise your Iranian counterparts in front of other colleagues as this may cause a loss of face.
- Give the 'thumbs up' sign while in Iranian as this is considered to be an offensive gesture.
- Display affectionate behaviour to people of the opposite gender. However it is not rare to see two men holding hands or kissing each other on the cheeks.
- Confuse Iranian culture or ethnicity (especially language) with Arab culture. This is a common mistake and one Iranians are most offended by.

## Quick Facts

### The People

Islam is practised by the majority of Iranians and influences both their social and business lives. Ta'arof is a core element of this social culture, it is a system of politeness where Iranians protest compliments and belittle themselves to appear humble. In Iran, a great respect is shown for elders and extended family, this has shaped how business is conducted today. You will find no business deal will be conducted without an important level of trust and friendship between the two partners. With a population of 80 million, increasing every year, and over 70 per cent of this number living in urban areas, the F&B market is a sector of growing demand in Iran.

### Meeting and Greeting

- ✓ The universal Islamic phrase when greeting people is salaam.
- ✓ Address your Iranian associates by their title and their surname.
- ✓ Age is highly respected in society, you are expected to greet the oldest people first.
- ✓ A handshake is the usual greeting gesture in a business setting. It is polite to wait for the eldest in the room to extend their hand. However bear in mind physical contact between opposite sexes should be avoided.
- ✓ It is common practice to introduce the younger person to the older person, not the other way round.
- ✓ In an informal setting Iranians kiss three times on each cheek.
- ✓ You should arrive at meetings on time, although it is an accepted custom to keep foreigners waiting.
- ✓ If possible avoid arranging meetings during Ramadan as the need to fast would negate any associates from offering hospitality.
- ✓ The first business meeting is often about getting to know your associates. The business discussions will begin in the following meetings.

### Language

- ✓ The official language of Iran is Persian (Farsi in Iranian). However in business English is widely spoken throughout.
- ✓ Although many Iranians will speak English in business, it is polite to arrange for your own interpreter to make business easier.
- ✓ It is considered polite to stand up when someone enters the room, especially someone of importance and an older person.
- ✓ A downward gaze is seen as a sign of respect rather than looking disinterested.
- ✓ It is considered rude to look at your watch during business and social meetings.
- ✓ If a handshake is declined a simple smile and nod of the head will suffice.

## Corporate Culture

- ✓ Appointments are necessary and should be made 3-4 weeks in advance.
- ✓ There is a large emphasis placed on relationships and connections, therefore business can occur at a slower pace. It is prudent to wait for your associate to change the discussions to business matters.
- ✓ Business hours are usually 8:00 am to 16:00 pm with the six day working week running from Saturday to Thursday. Some offices may close on Thursday or work reduced hours.
- ✓ Patience is important in Iran, pressuring or rushing the business process won't be welcome.
- ✓ Business cards are usually only exchanged between senior level people. If you are going to exchange business cards ensure one side is translated in Farsi and it has your current position.
- ✓ During the holy month of Ramadan, Muslims are only permitted to work 6 hours a day.
- ✓ Nepotism is common in the business environment due the value placed on trust and friendships.

## Banking Systems

- ✓ Although most financial sanctions on Iran were lifted in 2016 there are certain sanctions which remain in place and it is important to review the person/entity before doing business.
- ✓ Banking relations with EU banks are slowly resuming in Iran, although some may be hesitant about performing transactions because of US sanctions which are still imposed.
- ✓ Internet and mobile banking is common with the main Iranian banks (Bank Melli, Bank Tejarat, Pasargad and Bank Mellat).
- ✓ Although the main currency in Iran is Rials, in practice most people speak in Tomans which is 10 Rials.
- ✓ Discussions are ongoing in an attempt to unite the country's official and open market exchange rates, currently they can differ by up to 18 per cent.

## Dining and Entertainment

- ✓ It is considered rude to leave food on your plate. The best way to avoid causing offence is to try a little from all the dishes if communally served or ensure you do not order too much.
- ✓ A general rule is that the person who organises the meal will pay for the meal.
- ✓ When a guest at a local house, you should wait for the host to serve you the food.

- ✓ Meals are considered to be formal in Iran, you are best to wait to be told where to sit.

### **Business Holidays**

- ✓ The main holiday is Norooz (Persian New Year) starting on March 21<sup>st</sup> until March 24<sup>th</sup>. Many offices usually close for 2-3 weeks over this period.
- ✓ There are 22 other national holidays which are observed throughout the year.

### **Dress**

- ✓ Business attire for men consists of a suit, although ties are not necessary. In a social setting it best to avoid wearing shorts.
- ✓ Women are required to wear conservative clothing that covers their arms, legs and hair. The clothing should also be loose fitting.
- ✓ Dark conservative colours should be worn.

### **Gifts**

- ✓ When greeting associates for the first time it is traditional to exchange gifts. Apologise for inadequacy of your gifts abiding by ta'arof.
- ✓ In general, gifts are not to be opened when received.

### **Helpful Hints**

- ✓ During Ramadan although expatriates don't have to fast, they must not eat, drink, smoke or chew gum in public.
- ✓ In adherence with ta'arof, if you are offered hospitality first decline it to appear humble, you can accept when they insist again.

## **AMB Iran 2018**

AMB Iran is the first internationally recognized trade fair for metal cutting that is taking place in Iran after the sanctions' lifting. The aim of Messe Stuttgart and the German Machine Tool Builders' Association (VDW), the two partners, is to establish an international platform for manufacturing technology for the Iranian market and neighbouring countries.

AMB Iran is an offspring of AMB, the international exhibition for metalworking, one of the top 5 trade fairs worldwide for metal-cutting technology. AMB Iran 2017 has surpassed all expectations. 5,736 specialist visitors crowded around the stands of the 202 exhibitors from 17 countries; the crowds of visitors and intensive discussions bodes very well for the near future.

## About Business Beyond Borders (BBB)

Business Beyond Borders (BBB - [www.businessbeyondborders.info](http://www.businessbeyondborders.info)) is a new European Commission initiative to help businesses, in particular 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 will be organised 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.

If you wish to receive more information on Business Beyond Borders, feel free to contact us at [info@businessbeyondborders.info](mailto:info@businessbeyondborders.info)

For all press and media enquiries, please contact us at: [press@businessbeyondborders.info](mailto:press@businessbeyondborders.info)

### Upcoming BBB Matchmaking Events



#### **Renewable Energy India**

- 18-20 September 2018
- Greater Noida (India)
- Renewable Energy



#### **VISION Stuttgart**

- 6-8 November 2018
- Stuttgart (Germany)
- Machine vision components

## Contacts

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