

The logo for Enterprise Europe Network features a stylized globe with a grid of white lines and a pattern of small blue dots. The words "enterprise europe" are written in white lowercase letters across the center of the globe. The background is a solid blue color.

enterprise europe

Future Match Report 2014

ICT-Brokerage Event at CeBIT

10 – 14 March 2014

www.futurematch.cebit.de

CeBIT
future match



Business Support on Your Doorstep

Future Match at CeBIT 2014

- Organised for the 16th time by Leibniz University Hannover (LUH), Enterprise Europe Network Lower Saxony, Germany
- Since 1999 Future Match has enabled enterprises and research organisations to find partners for international cooperation
 - For example: sales and licence agreements, joint ventures, subcontracting, technology transfer or research & development projects
- Support by the Ministry of Culture and Science of Lower Saxony and the German Fair (DMAG)

Future Match 2014 at CeBIT

- 10th - 14th March 2014 at information and communication technology (ICT) fair CeBIT in Hannover, Germany
- CeBIT 2014: the digital industry's biggest and most international event
 - 210.000 visitors
 - 3,400 companies from 70 nations (55% international)
- Future Match as integral part of the CeBIT Research and Development Hall 9:
 - Platform primarily aimed at research organisations, universities, spin-offs and industrial R&D departments

Highlights of Future Match 2014

- Cooperation with other EU programs was broadened
 - Advisory Services on European ICT Research Funding by Ideal-ist
 - Advisory Services on Intellectual Property Right (IPR) by the IPR-Helpdesk
 - Going beyond Europe: Advisory services by “IPR Helpdesk Mercosur” and the “EU-Japan Centre for Industrial Cooperation” were established
- Potential buyers, users or cooperation partners from sectors other than ICT looking for ICT related products, services or know-how were invited to participate in the event FREE of costs

Future Match 2014 in Numbers

- Supported by 67 EEN Co-Organisers and the ICT Sector Group
 - <http://www.b2match.eu/futurematch2014/contact>
- Among the 286 (266 with meetings) participants were:
 - 230 companies,
 - 27 universities,
 - 8 R&D organisations,
 - 21 networks, clusters or other associations

Future Match 2014 in Numbers

- 582 cooperation profiles submitted
 - 323 Business Cooperations
 - 158 Technology Offers
 - 29 Technology Requests
 - 72 R&D Projects
- 1263 bilateral meetings scheduled
- 31 countries represented, most clients came from Germany (65), followed by Poland (62), Italy (19), Hungary (13) and Brazil (12)

Origin of Participants



Company Missions at CeBIT 2014

- 3 thematic guided tours to exhibitors of the regions of Lower Saxony and Bremen
 - Giving comprehensive overview of the ICT research landscape in the region
- Detailed information on the exhibitions available to the participants
- Exhibitors informed about the visit in advance and received catalogue with the cooperation profiles of the participants
- Business card exchanges and follow-up talk

Company Missions at CeBIT 2014

Overview of Guided Tours

Tour	Date	Title	Exbititors
1	11/03	Mobile Assistance in Public Health	4 Lower Saxony, 1 Bremen
2	12/03	IT-based Professional Training	6 Lower Saxony, 1 Bremen
3	13/03	IT solutions for safe and economic transportation	4 Lower Saxony, 1 Bremen

Company Missions at CeBIT 2014

Number of participants and EOIs

Tour	Enrolled participants	Participants	EOIs
1	23	22	29
2	24	29	58
3	27	7	15

Follow up and reporting

- All involved EEN partners are responsible for the follow up activities, but LUH requests general feedback
 - Co-organisers and validators can download a list of scheduled meetings as well as the meetings and event feedback results of their clients directly from the website
- If partnership agreements are reached, please inform the main organizer and state Leibniz University Hanover as the third party assisting and indicate Future Match as the PA source
- For further information on Future Match 2014 please view:
www.futurematch.cebit.de
- Next Future Match edition at CeBIT 2015:
 - 15 to 20 March 2015

What the clients said

- “Cebit and Future Match where incredible experiences and I will do everything I can to participate next year” (*Luis Roberto Cuellar, Softtek, Mexico*)
- CeBIT was great and we were able to establish interesting contacts. The B2Match meetings had a very good quality and all the participants were very motivated to make new contacts. I will definitely try to participate again! (*Marius von Wenzlawowicz, Polybytes, Germany*)
- It was very good for my company. I am glad I was there. I manage to attend all the meetings scheduled for me and also an extra meeting that wasn't schedule at first (my open agenda days didn't match). (*Daniel Krás, FacilitaWeb, Brazil*)
- We participated to get the latest information about ICT trends and innovations, promote investment offer, find partners to cooperate, discuss new ideas and projects possible to implement. (*Marcin Przybylski, Bydgoszcz Regional Development Agency Ltd., Poland*)



Future Match 2014

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