

Brokerage Event 2014

Barcelona, 24-26 February, Fira de Barcelona

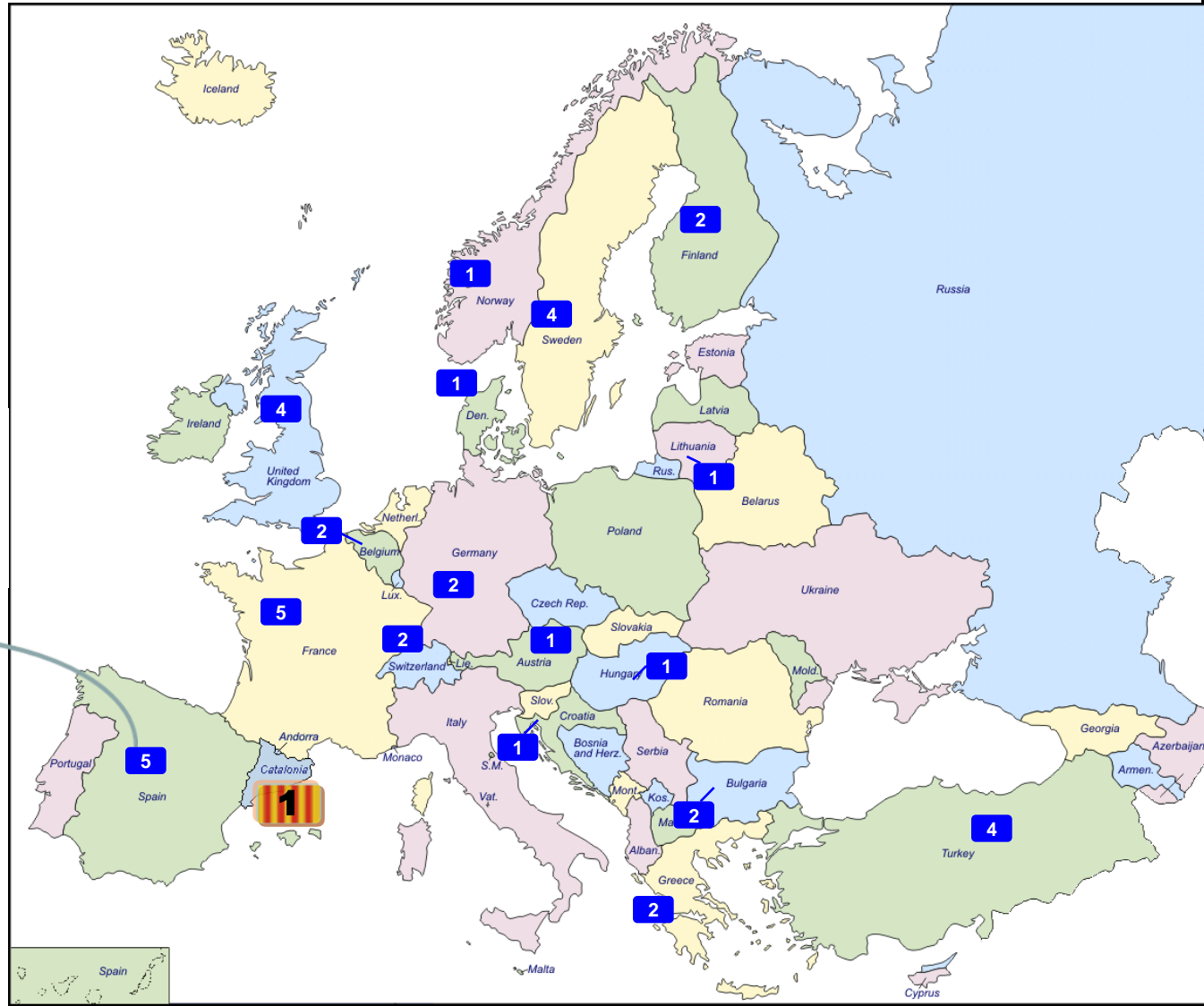
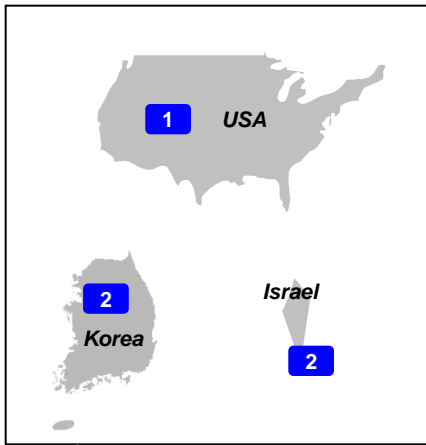


At a Glance

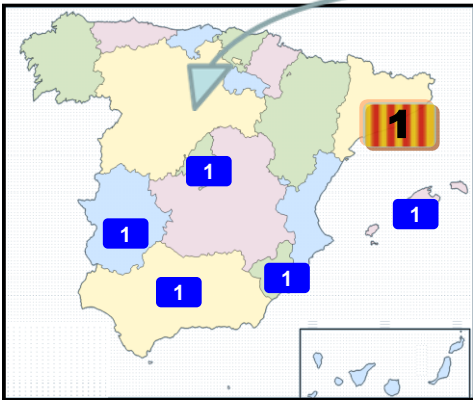


ACCIÓ

 **Generalitat de Catalunya**
Government of Catalonia

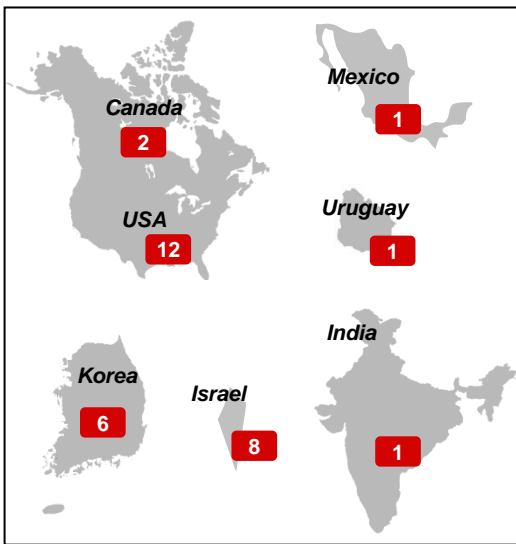


43 EEN partners
2 no EEN promoters(*)
20 countries

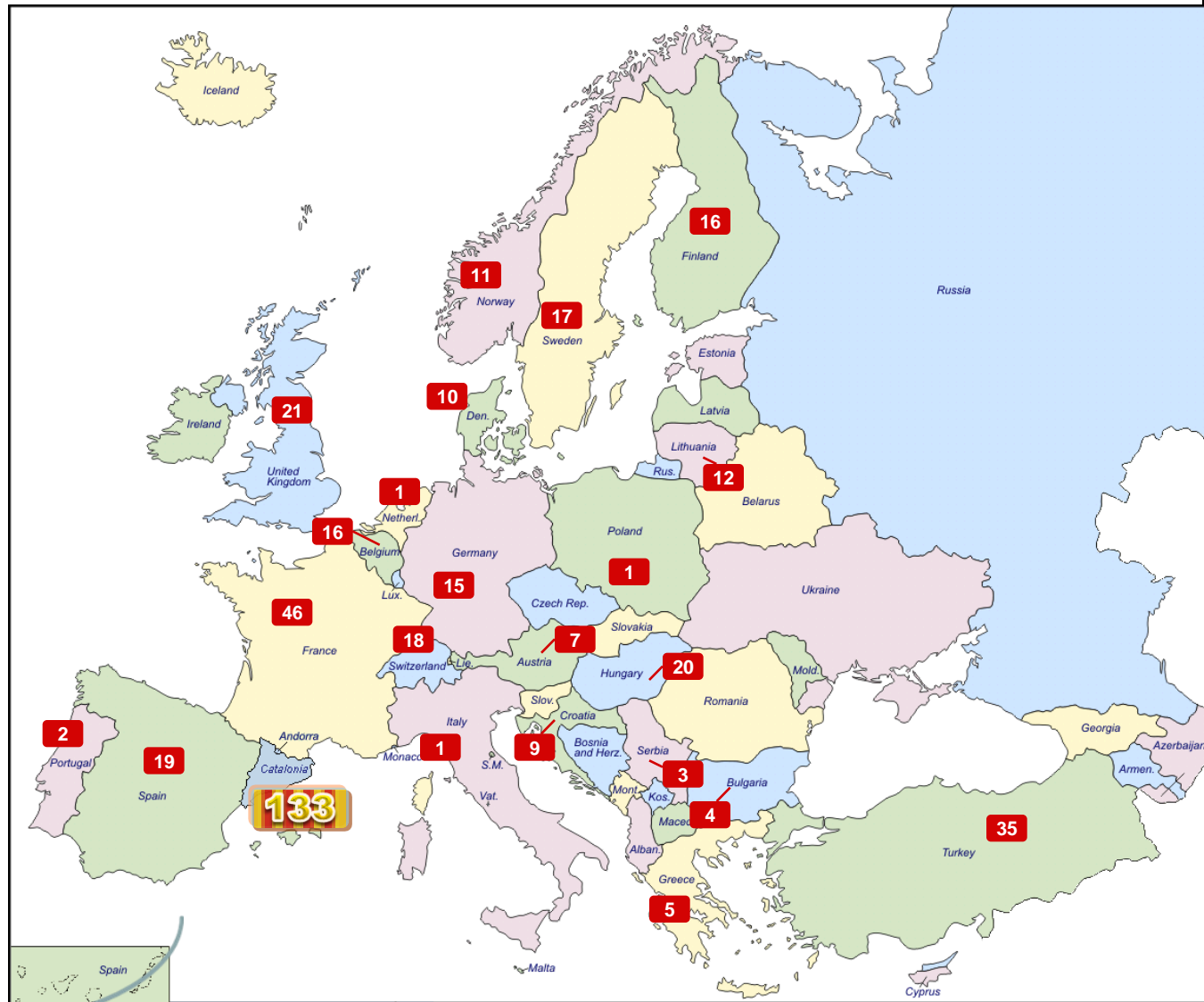
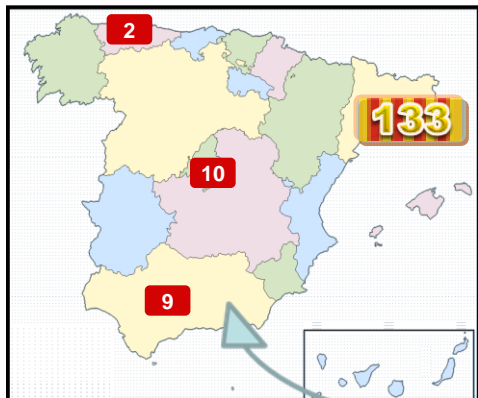


(*) FUNDECYT-PCTEX from Spain and the U.S. Commercial Service (now a partner)



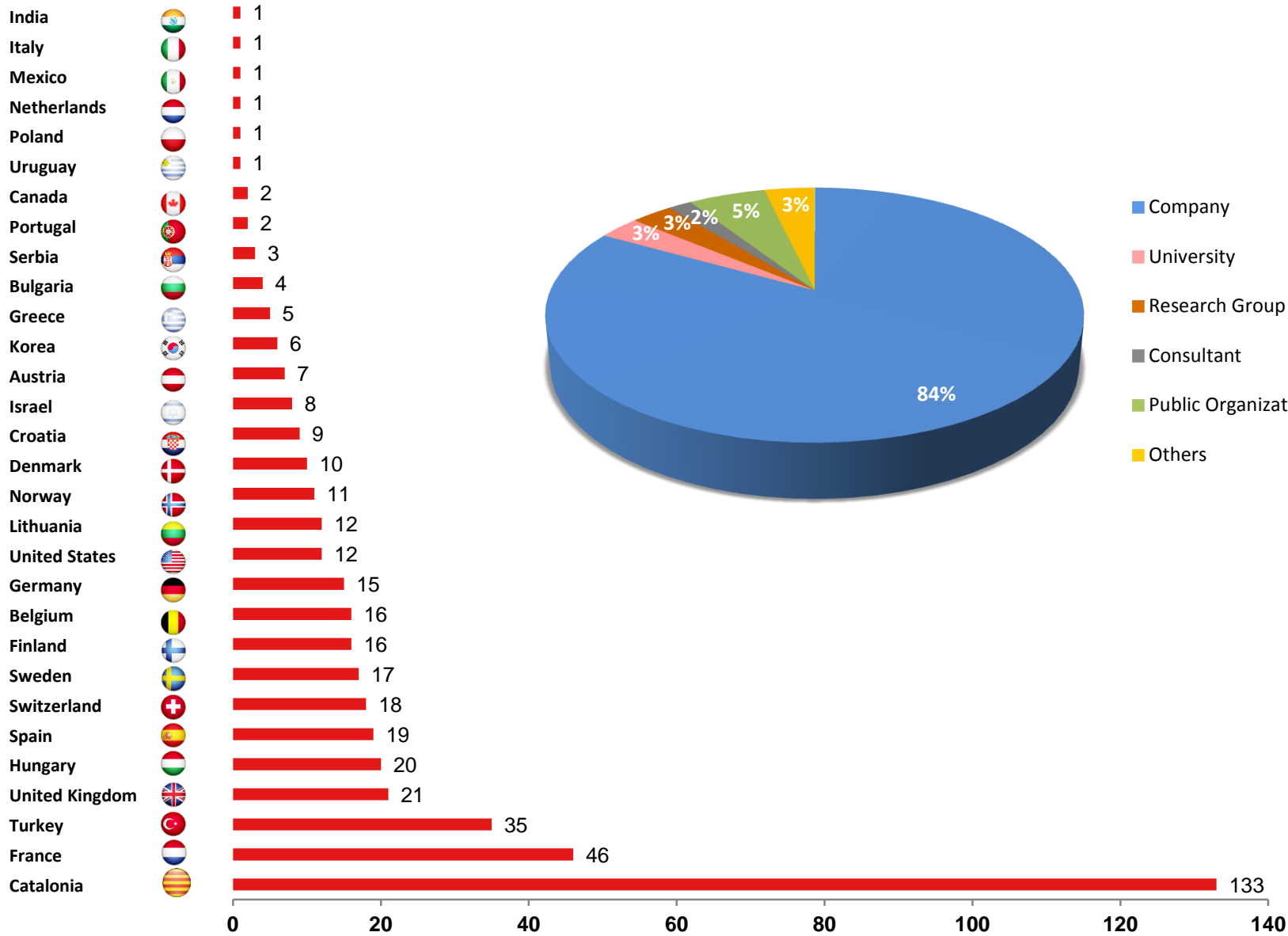


453 participants (*)
from **30** countries

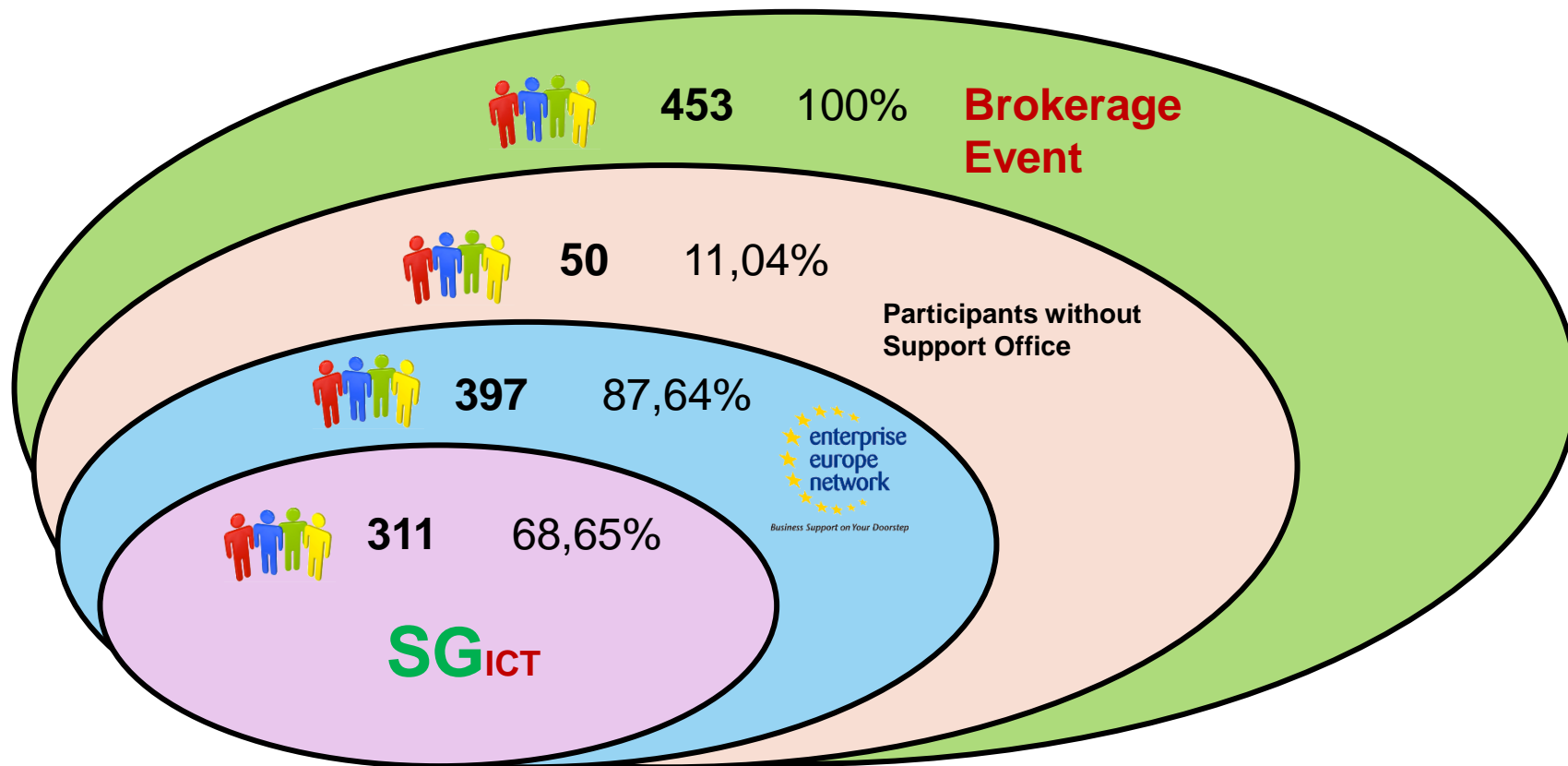


(*) 607 preregistrations from these 30 countries.





Sources of participants



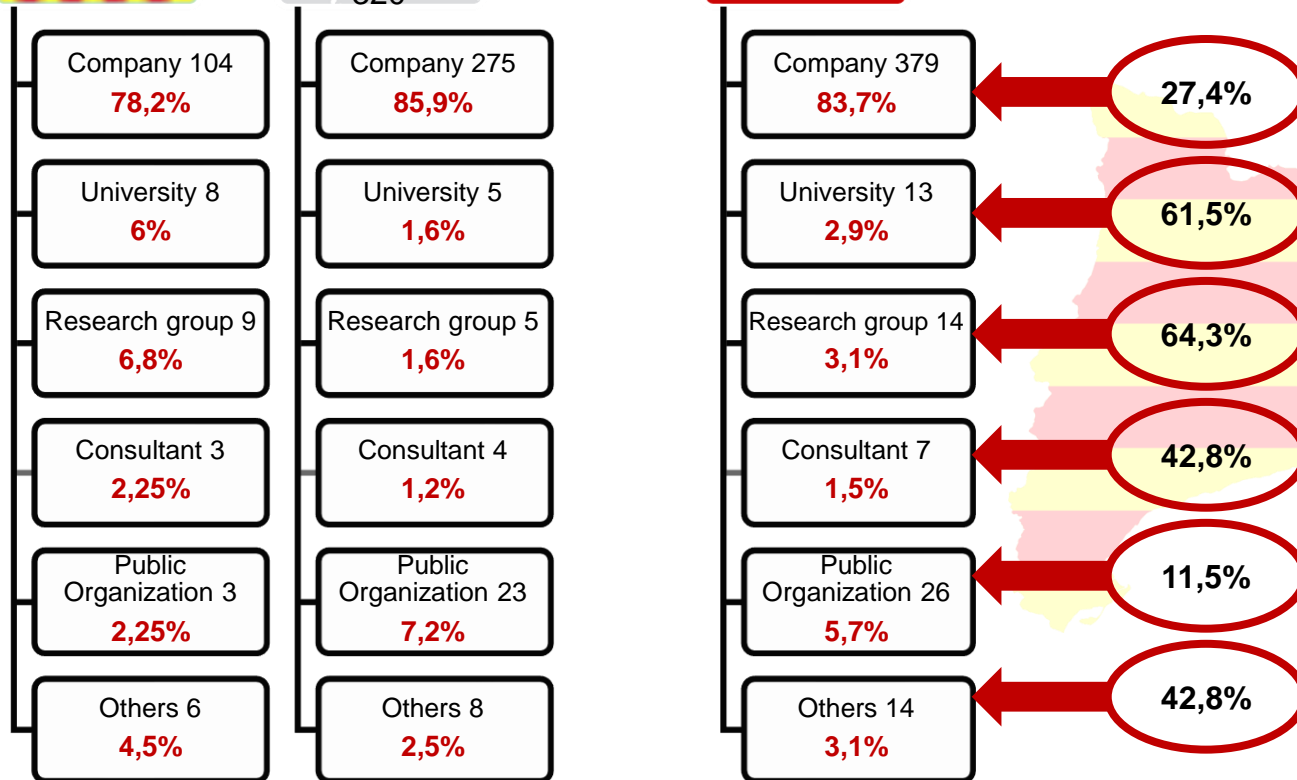


Catalonia
133

Rest of countries
320

TOTAL
453

Catalan representation of the TOTAL



Catalan participation represents **29,35%**



Host Guest																															TOTAL Guest	Parti.	Meeting /Partic
			1			3	2	1		2	1	2									1				5	2	2		2			23	7
		3			16	2	5		5	1	1	2			2	1					1			2	1		2	5			49	16	3,06
			2						1																					3	4	0,75	
				1	2																		1							4	2	2	
	3	24	3	2	174	5	1	4	49	13	5	24		4	4	5	11	3		7	5	1	8	48	5	6	27	15	3	459	133	3,45	
					5	5									1									1			1			13	9	1,44	
		1			7		4			1	1	6			1	2	1			1	1			2	1	1	1	3		2	36	10	3,6
					7	1		2	3	4		4					2		1	1				4	5	6		5	3		48	16	3
	1	11	1	10	24	6	1	4	45	10	2	7	1	1		6	1			1	4		18	11	5	4	9	1	4	188	46	4,09	
	1		1		18	2	1	1	6	1	2	4		1		1	2			1			5	5	2	2	4			60	15	4	
					2				1	2				1							1		1	1			2			11	5	2,2	
		3	1		4	1			5	1		11		1	1	1	1			1				3	1		7	4		46	20	2,3	
									1																					1	1	1	
	1	2			7	2		2	5			2	2	1			1						1				7			33	8	4,12	
							1			1						1								1			1	1		6	1	6	
					4			1	4	1					1		1										3			15	6	2,5	
		2	1		4	1			1			1											1				2			13	12	1,08	
																														0	1	0	
					1		1																							2	1	2	
	1	3			5	7		1				3		1	1	2				2				6	1	1		1	1	36	11	3,27	
						1			1																					2	1	2	
					2				2															1						5	2	2,5	
					1	2		1	2	1	1																1			9	3	3	
	1	1		4	26	2	1		7	3	1	4		2		3	3	3		2			3	5	4		8	4		87	19	4,58	
		2			14	1		1	1	3		7			1		1		1	3	3		6	2	1	2	2	3	1	55	17	3,23	
	1	7			13	1	1		9	1		3			2	3	3	1		1	2		6	1		2	5	4	1	67	18	3,72	
	1	2	2		28	7		3	11	6	5	8		2		5	3			1	2			10	2	3	13	4		118	35	3,37	
	3	3	2		16	1	2	2	6	3	3	2			1	2				3	1		3	2		4	5	4	1	69	21	3,28	
		1			8	2			3	1													3	1	1		2		4	26	12	2,16	
					1																						1			2	1	2	
TOTAL Host	13	66	13	17	392	51	19	22	167	56	22	90	3	14	11	32	34	7	3	24	19	1	75	102	31	29	113	44	16	0	1486	453	3,28
Participant	7	16	4	2	133	9	10	16	46	15	5	20	1	8	1	6	12	1	1	11	1	2	3	19	17	18	35	21	12	1	453		
Meet./Parti	1,86	4,12	3,3	8,5	2,95	5,7	1,9	1,4	3,6	3,7	4,4	4,5	3	1,7	11	5,3	2,8	7	3	2,2	19	0,5	25	5,4	1,8	1,6	3,23	2,1	1,33	0	3,28		

1486 meetings + 94 on the spot

Cooperation profiles

Offer → 358

Request → 272

TOTAL 630



TOTAL MEETINGS				
TOTAL Guest	RANKING GUEST	TOTAL Host	RANKING HOST	RANKING TOTAL ACTIVITY
23	16	13	24	16
49	9	66	7	7
3	25	13	23	25
4	24	17	17	23
459	1	392	1	1
13	19	51	9	13
36	12	19	15	15
48	10	22	21	12
188	2	167	2	2
60	7	56	8	6
11	20	22	20	21
46	11	90	5	5
1	29	3	28	29
33	14	14	22	19
6	22	11	25	24
15	17	32	12	20
13	18	34	11	17
0	30	7	26	26
2	26	3	27	28
36	13	24	19	14
2	27	19	16	22
5	23	1	29	27
9	21	75	6	11
87	4	102	4	4
55	8	31	13	10
67	6	29	14	9
118	3	113	3	3
69	5	44	10	8
26	15	16	18	18
2	28	0	30	30

 Austria 
 Belgium 
 Bulgaria 
 Canada 
 Catalonia 
 Croatia 
 Denmark 
 Finland 
 France 
 Germany 
 Greece 
 Hungary 
 India 
 Israel 
 Italy 
 Korea 
 Lithuania 
 Mexico 
 Netherlands 
 Norway 
 Poland 
 Portugal 
 Serbia 
 Spain 
 Sweden 
 Switzerland 
 Turkey 
 US 
 UK 
 Uruguay 

MEETINGS PER PARTICIPANT				
RANKING TOTAL ACTIVITY PER PARTICIPANT	TOTAL Guest/ Partcip.	RANKING GUEST PER PARTIC.	TOTAL Host/ particip.	RANKING HOST PER PARTICIP.
21	3,28	10	1,86	23
9	3,06	14	4,12	11
25	0,75	29	3,25	14
4	2	22	8,5	4
15	3,45	8	2,95	18
10	1,44	26	5,67	6
17	3,6	7	1,9	22
24	3	15	1,37	27
8	4,09	4	3,63	13
7	4	5	3,73	12
13	2,2	20	4,4	10
12	2,3	19	4,5	9
26	1	28	3	16
16	4,12	3	1,75	25
3	6	1	11	3
6	2,5	17	5,33	8
27	1,08	27	2,83	19
11	0	30	7	5
23	2	23	3	17
18	3,27	12	2,18	20
2	2	24	19	2
29	2,5	18	0,5	29
1	3	16	25	1
5	4,58	2	5,37	7
22	3,23	13	1,82	24
20	3,72	6	1,61	26
14	3,37	9	3,23	15
19	3,28	11	2,1	21
28	2,16	21	1,33	28
30	2	25	0	30

Did the event meet your expectations?



79,65%



19,05%



1,3%

50,9 % participants (231)

81,3 % rated meetings (1,208)

Question	Excellent	Good	Average	Fair	Poor
Assistance during the event	115	100	10	5	4
Meeting duration	71	106	41	12	0
Location	68	118	32	10	4
Quality of profiles	40	124	55	9	3
General organization	68	138	18	4	4

Would you like to participate again?



96,96%



3,04%

Question	Meetings
Less Interesting	11,06 %
Very informative	23,75 %
Further contact planned	24,5 %
Cooperation considered	17,99 %
Cooperation fixed	3,2 %

PARTNERS

REQUIREMENTS AND TASKS:

- To recruit a minimum of 5 participants (Please, try to catch the attention of major carriers from your clients portfolio)
- To give assistance in writing and validating participants' profiles (Commercial, Technological, H2020, Partner Search)
- Being present during the Event (if possible) in order to assure your clients' attendance and give them support when needed

ADVANTAGES:

- Logo in presentations, website, etc
- Administrator rights using the tool (edit your companies profiles, direct data export, payment status, bookings..)
- **1 invitation entry ticket to the MWC.**

In case of being interested in being a Partner,



Special Attention:

Send an e-mail to mwc.accio@gencat.cat and also indicate the number of participants that you would expect under the conditions presented here.

PARTICIPANTS

REQUIREMENTS:

- Companies have to register, insert their technology profiles, indicate their availability and requests meetings before the deadlines in the new WEB
- All these profiles must be validated by the supporting partner EEN/ organiser administrator.
- **Every company will pay 310€ when registering using visa/paypal.**
- Meeting requests are confirmed/accepted by default using the new tool B2match. If the participant does not wish to accept it, he has to reject it to avoid being scheduled automatically.
- A maximum number of meetings/duration will be fixed per participant when closing registration in accordance with brokerage capacity and organiser pavilion space.
- A minimum of 2 confirmed meetings are required to qualify as a MWC brokerage participant and receive our MWC visitor invitation to access our pavilion.
- Meetings attendance is required following EEN code of conduct. Cancellations at any time will be charged with a 10% management fee. No refunds will be done after meeting schedules are confirmed, even if meetings are not attended.

PARTICIPANTS

ADVANTAGES:

- 1 free invitation visitor pass to the MWC brokerage event/exhibition
- A few days before the event participants will receive a personal meeting schedule (furthermore it can constantly be checked meeting schedule online). This meeting schedule gives information about the time, the number of the table and who participants are going to meet.
- Assistance prior and during the event by the organization/country partner.
- 2014 edition offered up to 30 tables for meetings simultaneously at the Catalan Government Pavilion.
- More coming soon ...

Contact Information

Itziar Narbaiza Goikoetxea & Naomi Nakamoto

mwc.accio@gencat.cat

+34 93 567 69 47 / + 34 93 567 49 30



ACCIÓ

