

# International Brokerage Event „Meet & Match“ (6-8th March 2019)

at the International Tourism Boerse Berlin (ITB)



## The Background

Attractive holiday offers, exciting project or development ideas or cooperations seldom emerge in a quiet room and certainly not on their own. For this reason, the tourism industry works closely together, but also with other sectors such as the health industry and the information/communication sector.

International trade fairs such as ITB Berlin are ideal platforms for an exchange with potential cooperation partners - also from other countries or sectors. The Enterprise Europe Network Berlin-Brandenburg (EEN) and the Tourism Cluster Management of TMB Tourismus-Marketing Brandenburg GmbH want to boost this exchange within the framework of a "Brokerage Event" at ITB 2019 (Hall 12, Stand 101/01). The organisers are part of a broad network with international and regional contacts and invite all interested parties to participate in the cooperation exchange **free of charge**.

## The Target Group

The International Brokerage Event addresses all tourism professionals (holiday and business tourism) and industry representatives who would like to talk to tourism professionals. In 2019, we will again focus on health tourism and the trend topic of digitisation.

Representatives from the following sectors will be invited to participate by our cooperation partners:

- all tourism players
- actors in the healthcare industry and in the IT and communications sectors related to tourism

## International Brokerage Event „Meet & Match“

The brokerage event offers the opportunity to meet exciting companies and institutions in pre-booked discussions, to inform themselves, to exchange information and to identify joint project approaches.

With the brokerage event, we promote:

- international networking, and
- thematic exchanges.

With the help of the Enterprise Europe Network, you can create a meaningful cooperation profile on an online matchmaking portal. The central questions you have to ask are: who am I, what do I offer/make, what/whom am I looking for, what am I interested in, when am I at the trade fair?

As soon as your profile is published, you will be able to submit enquiries to companies and institutions of interest to you from 01 February 2019. Similarly, you will receive requests for meetings from registered participants of the brokerage event by e-mail. In this way, a target-oriented agenda will be developed in advance of the trade fair, taking into account your time preferences as well as your concrete cooperation ideas.

The meetings will take place at the brokerage event stand in Hall 12 (stand Berlin-Brandenburg).

The brokerage event is therefore not only a useful supplement for exhibitors, but also a valuable instrument for trade visitors without a stand to establish international and regional contacts.

## Registration

Participation in the brokerage event „Meet & Match“ is free of charge for you.

The platform will be largely bilingual. If you had already created a profile last year, this can simply be reactivated. In this case, you should already have been contacted directly via an invitation e-mail. If you have not yet created a profile, you must register and create a new profile.

Free registration under <https://itb2019.b2match.io/>

## Important Dates

Registration: from now on - 28.02.2019

Meeting requests: 01.02. – 04.03.2019

## Your contact for questions:

Enterprise Europe Network Berlin-Brandenburg  
@Wirtschaftsförderung Land Brandenburg GmbH

Immo Böke  
Project Manager  
T. +49 (0)331 730 61-317  
E. [immo.boeke@wfb.de](mailto:immo.boeke@wfb.de)



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