



algarve
natureweek
B2B event



21st April 2018
9.30 am - 12.30 pm
Hotel Vila Galé Lagos

Participants Guide to the **ALGARVE NATURE WEEK 2018 B2B EVENT** *Hotel Vila Galé Lagos*

21st of April 2018 - 9h30 am to 12h30 pm

<http://algarvenatureweek2018.talkb2b.net>

INTRODUCTION

The **Enterprise Europe Network** (EEN) provides assistance and support for SMEs and other economic agents in such areas as regulations, funding, innovation and internationalization. CCDR Algarve is the network partner for the Algarve.

One of the main competencies of the EEN is to support international partnerships on the fields of trade and technology or investigation & development projects. The network has an intense and dynamic portfolio of organized business matchmaking events, primarily integrated in fairs or international summits / conferences (see the event schedule in <http://een.ec.europa.eu> under Events category).

The **Algarve Tourism Board** and the **Algarve Promotion Bureau**, in cooperation with CCDR Algarve, will host the **Business Matchmaking Algarve Nature Week 2018 B2B Event**, with the contribution and added support of several members of the Enterprise Europe Network.

BUSINESS MATCHMAKING EVENT

The B2B will take place at the hotel Vila Galé Lagos – Lagos, on the 21st of April, during the promotional event that is aptly called Algarve Nature Week (<http://algarvenatureweek.pt>) – an event for the recreation and entertainment industry in tourism, as well as a promotional feat exclusively dedicated to Nature Tourism, with special offers on outdoor activities and accommodation units in the Algarve.

It comprises a forum of bilateral matchmaking meetings between the regional companies registered on the official Algarve Nature Week Programme, either as providers of recreational and entertainment services to the tourism industry, including the associates of the Algarve Promotion Bureau and the invited international tour operators. The main objective is to promote the discussion of collaboration proposals and business agreements between the participants.

All those interested, should register their companies on the Algarve Nature Week 2018 B2B Event portal (see instructions below) and then, accordingly to the selected nationality and category of tour



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operators, proceed to request or be invited to meetings by those operators, which will all take place on the designated date.

During the B2B event, participants will have the technical support of the Enterprise Europe Network staff, as well as from other members of the organization, on any issue regarding contacts and meetings.

HOW TO REGISTER

The Algarve Nature Week 2018 B2B Event portal is available at the following [link](#).

Start your registration by clicking **Register** on the right top corner of the homepage. A simple form box will then be available, where participants should submit data regarding the company name and representative. There are mandatory fields marked with an *; nevertheless, please consider filling them in with as much information as possible, in order to facilitate future contacts.

REGISTRATION WILL BE AVAILABLE UNTIL THE 16th APRIL!

Some useful information and recommendations regarding the registration process:

- The company website is important, as allows potential partners a first glimpse over the activities and services provided. It is also important to remember that it is an international meeting, so be sure to have all sensible information on the website in English language;
- The representative should state his or her position at the company (CEO, manager, marketing director, others) and be an English speaker (or have assistance from one who is), as meetings will be held in that language;
- The field Description of the Organization should fully describe the company activities, in English, in a concise, clear and objective manner, and in a maximum of 5 or 6 sentences. Information about the main activity (and significant secondary), key products and services, your positioning both on the domestic and international markets, near future projects and other relevant information should also be included. Promotional and subjective information is not advisable. Information about areas of cooperation and preferential partners will be inserted in the Cooperation Profile area;
- It is advisable to include an individual photo of the participant in **Personal Image**, as a facilitator during the meetings and networking;
- The password chosen during this step will be valid throughout the whole process of scheduling meetings and managing the company's profile;



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- Clicking on **We want to participate at B2B matchmaking sessions** will prompt an options box, corresponding to each of the 2 periods of matchmaking meetings. Each participant must select the periods of availability to schedule meetings. Considering the existing time and the duration of each meeting (max. 15 minutes), any individual company may schedule up to 10 formal meetings (with official timetable and assigned desks). During the session breaks and free time, informal meetings may be scheduled without interfering with the official timetable.

COOPERATION PROFILE

The registration comprises the Cooperation Profile form, where you should provide a description of the company's featured products and services or those requested from the other participants.

The information provided here must be objective and carefully structured, therefore increasing the possibilities of being invited for meetings and that these are within the scope of your participation.

You can add as much cooperation profiles as different individual partnership proposals you are interested in discuss with the participants. Please remind that a registration has a single meeting schedule.

Tips on adding a Cooperation Profile:

- The title should be short and clear about the request / offer of cooperation, e.g. "Guesthouse located in a surf resort is looking for European tour operators". Often titles determine if a profile is chosen or rejected;
- The profile description defines the quality and pertinence of scheduled meetings. Please, consider the following topics on text redaction:
 - Introduction (avoid repeating the activity description already inserted on the Registration);
 - Products or services offered or requested;
 - Innovative or differential characteristics and advantages about your service (including international experience and certifications);
 - Pretended category of cooperation (e.g. dealings or commercial agreement) and competencies and type of partners;
 - Other sensible information as market segments and particular niche markets or countries intended.



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The profile should be as forthcoming as possible in order to avoid being early rejected.

UPDATING REGISTRATION INFORMATION

Once registered, the participant may login with the chosen e-mail account and password.

In the Organization Data, you may add the company logo and an image of your unit or service within the Cooperation Profiles. You may also add a flyer or brochure of your activity, as well as your social media network contacts from Facebook, LinkedIn or Twitter.

AFTER REGISTRATION?

The following step, to Schedule Meetings, will be available between the 2nd of April and the 16th of April. This process will take place within the portal, through each participant individual account. During this period, participants will be granted access to a messenger service enabling them to prepare meetings and get acquainted themselves. This is not an automatic process; participants must search and analyse profiles and submit corresponding invitations and, of course, accept or reject incoming invitations.

IMPORTANT: Meetings scheduled through the portal will be exclusively between regional companies and the international tour operators. Unofficial bilateral contacts between regional companies must informally take place within the event area or during the programmed show.

Nevertheless, meetings will only be effective if the invited companies accept them, using the B2B portal. After the period of sending, accepting or rejecting meetings, the TalkB2B platform will, automatically, send the individual meeting schedule to each participant. Not all intended meetings will be scheduled, due either to rejection or lack of available time on the partner's agenda.

IMPORTANT: Companies with scheduled meetings and unable to attend are required to cancel those meetings and inform the organization of this fact.



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DURING AND AFTER THE EVENT

Participants in the Business Matchmaking Event must be present at the location and **register at the Welcome Desk** before the appointed period for the meetings. They will then be handed the final version of their individual schedule.

Each participant must be **punctual and respect the appointed scheduled** of meetings, so not to compromise the following meetings. Non-conformant situations must be reported to the organization.

After the event, each participant must follow-up any business contacts and inform the organization, namely the Enterprise Europe Network, of all concluding partnership agreements.

The Enterprise Europe Network provides **other specialized services in support of internationalization** for companies, such as the cooperation profile and search of potential partners within the European database **Partnering Opportunities Database** (POD), available at <http://een.ec.europa.eu>. Please contact your regional EEN partner.

QUESTIONS CONCERNING THE TALKB2B PLATFORM:

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