

BALKAN TRADE BRIDGE 2014

/4 DECEMBER 2014. SOFIA. BULGARIA/

Balkan Trade Bridge 2014 is first of its kind event in Bulgaria which will be held on 4th December 2014 in Sofia. The event will be organized within Bulgaria Economic Forum.

Date: Wednesday, December 4, 2014

Time: 09.30 – 19.00 ч.

Venue: Sofia

Format: round table + Reverse trade show (B2B meetings)

Official language: English

About the event

Individual pre-arranged business meetings between "Purchasing Managers" from companies from Bulgaria and the region (buyers) with their potential suppliers, producers of products and services in Bulgaria and the region (suppliers). This event will be organized according to the "reverse trade show" model, which is opposite to the traditional trade events. In this format buyers are "exhibitors" and from the other side pre-scheduled suppliers will attend the meeting.

Buyers' benefits

Balkan Trade Bridge 2014 provides an opportunity for companies to meet a large number of potential suppliers of products or services that they need. Benefits for these companies are that they will be able to optimize their time and to improve their supply chain as well as to find new suppliers and products at competitive prices. For the majority of buyers the Organizer will meet the travel and accommodation costs.

Suppliers' benefits

Balkan Trade Bridge 2014 offers to producers of products and services from Bulgaria and the region the opportunity to increase their sales by helping them create successful business contacts with potential buyers of their products or services.

How is the event organized

A list of selected and confirmed representatives of buyers is presented to the suppliers prior the event. Choosing among the listed companies the suppliers could pre-set one-to-one business meetings with them during the event. Beside the arranged meetings, participants will have the opportunity to create additional business contacts during the social part of the event - business lunch and cocktail.