



## **Business Beyond Borders maximizes EU presence in FIDAE fair to support SMEs in the aerospace sector**

### **EU Ambassador welcomes European presence at FIDAE to support internationalisation of SMEs in the aerospace sector**

*Brussels, 29 March of 2018.- For the first time since the beginning of operations of the International Air and Space fair (FIDAE 2018) in Santiago, the EU will be participating with a dedicated stand arranged by the Business Beyond Borders (BBB) programme of the European Union, with the objective to open new opportunities for the internationalisation of small and medium enterprises specialised in the space sector, by enabling approximately 500 "Business-to-Business" meetings between companies.*

An [opening conference](#) on the space policy of the EU and the role of the SMEs therein will also be organised. The EU presence will thus complement the presence of seven member states which will have stands presenting leading companies in the field.

Ahead of the EU event at FIDAE, Ambassador Stella Zervoudaki, Head of the European Union's Delegation to Chile, said: *"The European Union is present at FIDAE for the first time to support the internationalisation of small & medium enterprises in the aerospace sector.*

*The presence of the European Union at FIDAE 2018 testifies the importance the EU attaches to the aerospace industry as a motor for innovation, technology transfer and creation of high-knowledge, qualified jobs.*

*The EU aspires to contribute to these developments through comprehensive bilateral and regional agreements, as well as with agreements on specific EU programmes such as Copernicus and Galileo".*

Similarly, FIDAE's CEO, Colonel Jaime Reyes, stressed the importance of having an international matchmaking event at the trade fair: *"Business Beyond Borders is a great opportunity, not only for them but also for us as FIDAE. This is an occasion to know the perspective from small and medium-sized enterprises (SME) from the European Community present in the fair; discuss relevant issues; and using FIDAE as a window to reach different countries from Latin America present in the event, as well as exhibitors. This is, thus, a way to expand horizons on future business opportunities for companies visiting FIDAE, as well as companies from Europe."*

### **Background**

The Industrial Policy of the European Union focusses, among other aspects, on the development of global value-chains and the support of European SMEs when entering hi-tech and international markets.

To increase their opportunities to engage into business and technology-transfer arrangements with companies



from all over the world, the EU has launched two specific programmes:

- The '**Business Beyond Borders**' (BBB) initiative puts at the disposal of companies a platform to find partners in specific sectors. BBB has already organised five successful international events in 2017 (in Madrid, Cape Town, Paris, Milan and Cannes), enabling more than 250 business partnerships between European and international SMEs in the energy, utilities, textile & clothing, hospitality & tourism, and ICT sectors.

At FIDAE 2018, the BBB initiative is organising matchmaking sessions between EU and potential partners in the aviation, defence and security sectors. BBB will be present at the trade fair's EU pavilion, facilitating meetings between 240 companies from 30 countries.

- The '**Overseas Trade Fairs**' (OTF) is a programme which enables hi-tech, innovative SMEs, to enter markets outside the EU, to support the expansion of hi-quality European R&D and innovation.

At FIDAE 2018, OTF is supporting the participation of EU Member States hi-tech companies from the aerospace sector.

Starting in 2017, *Business Beyond Borders* helps businesses, especially SMEs and clusters, to trade across borders and explore third markets. During FIDAE, companies attending the BBB matchmaking sessions will be able to benefit from a unique package:

- Business meetings perfectly matched to each BBB delegate's needs and preferences, taking place in a convenient matchmaking area at the heart of the trade fair;
- Access to BBB technical sessions on space programmes & applications; and case studies of EU companies in Chile;
- Access to an international and well-placed worldwide network, including several EU-funded support schemes;
- Access to the networking lunch, organised in collaboration with the Overseas Fairs Trade Programme;
- Professional assistance on the spot and after the event to tailor participation to the needs of each BBB delegate.

Previous BBB events acted as an accelerator for business deals and partnerships between companies in the different sectors, with participants stating that they had found "the right international business partner for their company's current needs" through the services provided by this initiative.

Registration is now open at <https://www.b2match.eu/fidae2018>. More than 200 companies are expected to attend the B2B Meetings in the dedicated BBB area.

*Business Beyond Borders, maximising your business matchmaking experience at FIDAE 2018!*

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