



Study Tour and Matchmaking at ZOW in Bad Salzuflen-Germany

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About SIPPO

The Swiss Import Promotion Programme (SIPPO) is a well-established mandate of the Swiss State Secretariat for Economic Affairs (SECO) within the framework of its economic development cooperation. As for the new mandate (2017-2020), SIPPO is carried out by Swisscontact, a business-oriented Swiss foundation for international development cooperation. The focus is on strengthening the capacities of Business Support Organizations (BSOs) across 11 countries worldwide. SIPPO is oriented towards enabling the BSOs to deliver export promotion services to an increasing number of enterprises. SIPPO's areas of intervention include: market intelligence, matchmaking, knowledge transfer and exchange and performance measurement.

Wood-based technical products in the Balkan region

Proximity to the EU market, high quality wood, and knowledge and tradition in wood processing, make the technical wood sector one of the important export sectors in the Balkan region. Apart from its long and rich tradition, this sector is featured by high quality products that are recognizable in the EU markets. Customers from the foreign markets are familiar with the wood products made by the producers from the Balkan region. The recent insights from the sector show that EU markets are one of the most significant markets for exporting technical wood products from the region, followed by Russian and Belarus market. The technical wood products, such as wood boards and panels, joinery, parquet and flooring are highly demanded and the companies from the sector can meet the buyers' requirements from the international markets.

ZOW in Bad Salzuflen

ZOW in Bad Salzuflen is a key platform for the furniture and interior design industries. Trade show ZOW in Bad Salzuflen, provides manufacturers and their suppliers with an effective network and an important platform for establishing contacts, exchanging ideas, initiating orders and setting up cooperation projects. The three-day ZOW 2018 will present know-how, innovations and business opportunities. From 6th to 8th February 2018, ZOW trade fair will welcome 260 exhibitors and more than 6000 professional visitors from 79 countries coming to Germany's East Westphalia-Lippe region to find out about the trends and new products for the upcoming season.

Study Tour

The main purpose of the study tour is:

- To provide the opportunity for the Foreign Trade Chamber of BiH and the companies to visit the targeted fair and with the support of SIPPO's international consultants and become familiar with the trade fair concept, application procedure, visitors and exhibitors.
- The study tour is the most cost-effective way to assess the targeted trade fair and to evaluate whether it is a suitable matchmaking platform for exhibiting the companies' products.
- Visit to the trade fair also provides insights and information about the trends in the wood processing industry and the target markets.
- The BSOs and the companies will have B2B meetings with potential buyers.



Study Tour concept and support

The study tour consists of specially customized content for the representatives of the Business Support Organizations (BSOs) and their members from the Balkan region. SIPPO and its international consultants will support the BSOs in developing the programme of the study tour, schedule meetings and accompany the participants during the study tour.

Draft Agenda (version 14.12.2017)

5 February 2018	Arrival in Bad Salzuflen
6 February 2018	Guided tour and introduction to the trade fair by SIPPO international consultants Workshop with the study tour participants on the following topics: <ul style="list-style-type: none">• Characteristics of the German market and why exhibiting at ZOW• Meeting with a Koelnmesse representative; Application procedure for exhibitors
7 February 2018	Trade Fair Visit and B2B meetings Company visits in the region Joint dinner for the participants (Host: SIPPO)
8 February 2018	Departure (and/or individual visits to the trade fair)

Language of the Study Tour: English

Participants

- 1 participant per BSO – FTC and CCIRS from Bosnia and Herzegovina
- 5 companies from BiH

Support provided by SIPPO:

- Preparation of the programme of the Study Tour
- Guided tour at the fair by SIPPO international consultants
- Workshop with the study tour participants on the relevant topics related to the German market and fair characteristics
- Arranging B2B meetings for the companies
- Joint dinner for all participants

Support provided by the Foreign Trade Chamber:

- Sourcing and selection of companies – participants in the study tour
- Preparation of companies for participation at the study tour and the matchmaking
- Assistance in scheduling meetings for the companies
- Logistic support to the companies – assistance in travel arrangements (hotel, flights, etc.)
- Accompany the companies during the study tour and matchmaking
- Follow-up of the Study Tour and the matchmaking

Costs

Please note that **the companies will cover their travel costs (incl. international flights), accommodation, local transport, personal insurance, meals, other personal expenses and the entry tickets for the fair.**

Companies: The Foreign Trade Chamber, in cooperation with Chamber of Commerce and Industry of RS and SIPPO, will select up to 5 companies, based on the following criteria:

- Companies that are ready for the international market with some export experience
- Companies that are suppliers to the furniture industry, making solid wood board, edge glued panels, furniture parts and components
- Pro-active and interested in further business connections
- Local ownership



VANJSKOTRGOVINSKA KOMORA BOSNE I HERCEGOVINE
СПОЉНОТРГОВИНСКА КОМОРА БОСНЕ И ХЕРЦЕГОВИНЕ
FOREIGN TRADE CHAMBER OF BOSNIA AND HERZEGOVINA



Registration (tickets): Entrance ticket for the fair is free of charge for the participants who do online registration via ZOW website: http://english.zow.de/ZOW/fuer_besucher/Ticket/index.php

Arrival: All participants should arrive at Hannover airport.

- Please send to Lejla Međedović, lejla.mededovic@komorabih.ba, the **Company Profile form** duly filled out, until **10th January , 2018**

Contact

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