

European Brokerage Event on Solar Technologies

**9 June 2011, New Munich Trade Fair
Hall A1, conference rooms A11 /A12**



all information are also available online at
www.bayern-innovativ.de/brokerage2011



European Brokerage Event of the Enterprise Europe Network at the Intersolar Europe

- **pre-arranged bilateral meetings to initiate business co-operations for SMEs and research institutes all over Europe**
- **International support by the Enterprise Europe Network**
- **Business Breakfast with Elevator Pitch**
- **EU research meeting point**

Nuremberg / Munich, 1 March 2011 – Intersolar Europe (8- 10 June 2011), the world's largest exhibition for the solar industry, will be taking place already for the 4th time in Munich. This year, the trade fair is going to celebrate its 20th anniversary. It is a contact point for all stakeholders of the solar industry and offers a personal exchange about the international solar markets, product innovations and services of the sector. The spectrum, covering photovoltaic, PV-production engineering and solar thermal, comprises the entire solar technology – a growing market that is nonetheless facing challenges.

The EU Co-operation Unit of Bayern Innovativ - Partner in the Enterprise Europe Network - is organising the **European Brokage Event on Solar Technologies** to find partners all over Europe to support international technology transfer, business co-operations and collaborative research.

The event is taking place in the framework of Intersolar Europe and will be supported by international partners of the Enterprise Europe Network. It is an excellent platform for SMEs and institutes of the solar industry to establish contacts and initiate international business and technology co-operations, such as license agreements, joint ventures, technical co-operations, sales and distribution, and commercial agreements with technical assistance - or European research projects by offering pre-arranged bilateral meetings.

Herausgeber:

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The thematic focus refers to **Photovoltaic and Solar thermal**, both key topics of the Intersolar Europe.

Special focus on funding and financing

Besides the partner search for international technology-transfer, business co-operations and joint research projects, the event especially addresses institutions offering financing and funding services or supporting regional or international projects and cluster initiatives.

Efficient matchmaking

Participants of the brokerage event select in advance interesting profiles from an online catalogue containing competence profiles of all participating organisations and request meetings. If confirmed, the EU Co-operation Unit of Bayern Innovativ schedules **bilateral 30-minute meetings**. All participants receive their individual meeting schedules a few days prior to the event.

Attractive framework programme

In addition to partner search for international technology transfer, business cooperations and joint research projects, the event offers further possibilities for unconventional networking:

During a **Business Breakfast** prior to the the bilateral meetings, selected participating SMEs from Europe may introduce their innovative solutions and products in Elevator pitches. The **EU Research Meeting Point invites interested participants to learn more about European research projects or proposals and find potential project partners**. The framework programme will be rounded off by a **poster exhibition**, the **European Technology market** as well as a closing **get-together** at the Joint Fair Stand of Bayern Innovativ (Hall B3, Stand 230).

The European Brokerage Event is taking place on **9 June 2011** in the conference rooms **A11 and A12 in Hall A1** of the New Munich Trade Fair Centre.

Direct access to the online-registration and further details will be available at http://intersolar2011.b2b-match.com/p_index.php

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EU Co-operation Unit

The Enterprise Europe Network of the European Commission is the largest network in Europe comprising more than 600 organisations in all 27 EU member states and 17 additional partner countries. The goal of the Enterprise Europe Network is to support companies in developing their innovation potential. The EU Co-operation Unit of Bayern Innovativ GmbH is a partner in the Enterprise Europe Network. It assists small- and medium-sized companies as well as research institutions in marketing their technologies in Europe and in finding partners for solving their technological tasks. The range of services for establishing co-operations includes among others: Technology search via the European technology database, project partner search for EU research programs, conception and organisation of technology co-operation exchanges, company missions, joint trade show booths, workshops or information days as well as information and consultancy on the Seventh EU Research Framework Program (FP7), especially in the EU funding program "Research for Small- and Medium-sized Companies" in Bavaria.

Bayern Innovativ GmbH

Bayern Innovativ GmbH is one of the major hubs for innovation and co-operation in Europe. The Nuremberg-based organisation was founded in 1995 by the Bavarian State Government in co-operation with industry and science with the purpose of promoting innovation and knowledge transfer. New developments are triggered by intensifying the interdisciplinary co-operation between companies and by transferring the latest research findings from scientific research institutes. Bayern Innovativ has set up internationally oriented networks in ten technologies and sectors by organising numerous topic-specific conferences, co-operation forums and joint booths on high-tech trade shows supported by a professional multimedia exchange of information and knowledge.

In five of these sectors, Bayern Innovativ GmbH also manages the associated clusters of the Cluster Offensive started in 2006: Automotive, Energy Technology, Logistics, Medical Technology and New Materials. The clusters' objective is to further expand regional networks to generate more added value in Bavaria. The networks of Bayern Innovativ GmbH currently comprise 55,000 companies and 500 institutes in 50 countries.

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