

Pitch perfect and boost the European Bio-Economy

Cross-border matchmaking and networking event

7 November 2018, 10am-6pm

Sheraton Brussels Airport Hotel (Belgium)

Matchmaking and networking event enabled by:

Interreg
North-West Europe
BioBase4SME
European Regional Development Fund

Superbio

Pitch perfect and boost the European Bio-Economy

Cross-border pitching, matchmaking and networking event

Date: 07/11/2018 from 9:30 – 18:00

Venue: Sheraton Brussels Airport Hotel, Brussels, Belgium

Organiser: BioBase4SME project (Interreg NWE) and SuperBIO project (Horizon2020)

Partner organisations: Bio Base Europe Pilot Plant, Flanders Biobased Valley, NNFFC and BCNP Consultants.

Participants

Around 140 participants were attending this event (out of 177 registrations). Among these participants there were 44 SME's or (about to) start-ups, 7 investors, 11 RTO's, 11 governmental institutions and 21 innovations service providers.

The attendees were coming from many different European countries and even 1 from Canada. 72 attendees came from the Benelux countries, 36 from Benelux surrounding countries and 31 from further EU countries (Ireland, UK, Denmark, Latvia, Czech Republic, Malta, Poland, Finland, Sweden, Norway, Switzerland).



Programme

We are looking back upon a very successful pitching and networking event! The event started with a plenary opening session, giving an introduction to the SuperBio and BioBase4SME projects, followed by a very well appreciated keynote talk by Capricorn about investing in the Biobased economy. The rest of the day was organized in parallel sessions, with 2 parallel sessions devoted to pitch presentations and 1 parallel session to matchmaking.



- A total of 58 pitches were presented, divided over 6 different categories, being Biobased materials, Bioenergy, Biobased Chemicals, Food/Feed ingredients, Other, Technological and Non-Technological Innovation Services.
- 234 matches were organised on beforehand, with many more being organised ad hoc the day itself.

The event was closed by a plenary closing session with a wrap-up of the day and an outlook for the (future) bio-economy. At the end of the event further collaboration was possible during the Networking drink that was provided.

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Exhibitors

Next to the pitching and matchmaking, there was also a booth area where interested organisations or service providers could present their services to SME's.

13 organisations took the opportunity to offer interested parties an additional discussion place.



Feedback

Overall, the attendees were very enthusiastic about the event.

Although except for the key note lecture, there was no official program for the event, still many stakeholders from all over Europe registered for this event. A possible explanation could be that they were attracted by the possibility to give a pitch, as many of the early registrations applied for a pitch slot. As a result of this, there were more applications than pitch slots available.



The participants made use of the online matchmaking tool quite extensively. The full room for matchmaking, which even extended to the neighbouring catering area and conference area, confirm that the concept was very attractive to SME's and other stakeholders in the Bio based economy.

Also, the very convenient location, next to Brussels airport, undoubtedly contributed to the overall success of the event. As far as we are aware of, there is not such an event anywhere in Europe, so it might be interesting to keep this format in mind for future events.

Impressions

Programme and pitches are available [online](#).

