



**BUSINESS FORUM / 4th Edition**  
7-8 September 2015  
Bologna - Italy

 **ORGANIZER**

Unindustria Bologna is an industrial association, established in 2007 to gather, represents the concerns and interests of entrepreneurs of Bologna. **The total companies joining Unindustria Bologna generate an average annual turnover of €18 billion and manage over 97,000 employees.** It forms a manufacturing system, which consists mainly of medium, small and micro enterprises. The majority of the member companies belong to the manufacturing sector. And over 40% work in different fields of the metal and mechanical engineering industry. Unindustria Bologna protects the interests of local companies by offering services and tools to boost its members' economic growth. Unindustria Bologna is a part of the Confederation of Italian Enterprises (Confindustria Italia).

 **INITIATIVE**

***'From e-mail to handshake'***

***'From virtual contact to real business opportunities'***

With this initiative Farete business forum was launched in 2012, gathering hundreds of Italian companies in one place in Bologna for a two days event full of networking activities, conferences and new business opportunities.

 **HISTORY**

Farete was created in 2009 as a social network, just to connect companies on the web, and to facilitate the meeting of supply and demand.

In 2012, Unindustria decided to transform this network to a larger scale by creating an annual business forum that brings Italian companies in one place. A new initiative was born 'From e-mail to handshake' 'From virtual contact to real business opportunities' and new business achievements were done.

To create the right business environment with new business opportunities for Italian companies a set of activities are organized every year:

- Dedicated mentoring for Start-ups
- B2B meetings
- Conferences
- Workshops
- A large exhibition area

 **WHAT IS REQUIRED TO BUYERS:**

- a concrete interest to find new Italian partners with the objective of evaluating new business opportunities;
- the direct participation at the two days of work. NB: the arrival of buyers is planned for the evening of September 06<sup>th</sup> or at least 07<sup>th</sup> in the morning;
- compilation of the application form, in order to obtain a schedule of meetings as more targeted as possible.

 **WHAT IS OFFERED TO EACH BUYER:**

- real opportunities to develop trade relations after the event;
- meetings with producers of good quality, selected on the basis of product quality, reliability and diversity of supply;
- free entry to the event (cover the costs of moving to Italy, accommodation and meals for one representative per company);
- detailed and personalized program of business meetings planned, which will be sent to each buyer before the event.
- Interpreter support will be available for the meetings (on request).