

Making the most of brokerage events

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Open Horizon 2020 Societal Challenge 2 Info Day
09/04/2019, Kiev

1. Introduction to matchmaking opportunities
2. Preparation for your brokerage event participation
3. Using the b2match system
4. Participation in the brokerage event
5. Follow-up activities
6. Further information

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What is a brokerage event?

- Partnering/matchmaking event
 - Series of pre-arranged face-to-face meetings
 - Organised at a single venue
 - For international stakeholders (Horizon 2020: focus on Europe)
 - Aim: finding suitable partners
-
- Video from the BioHorizon SC2 and KET-B Brokerage Event 2018:
<https://youtu.be/sb7oY7W8Jx8>

Why should I attend?

- Possible **funding** opportunities in Horizon 2020
- Broader **networking** opportunities beyond your usual network
- **Pre-arranged meetings** with previously selected partners → higher quality and efficiency
- In conjunction with **Horizon 2020 Info Day on Societal Challenge 2** calls for proposals of 2020 of the European Commission on 4th July 2019
(<https://ec.europa.eu/programmes/horizon2020/en/news/horizon-2020-info-day-societal-challenge-2-calls-proposals-2020>)

What do I need to do?

- Invest time in preparing your profile
- Invest time in the selection of potential meeting partners
- Invest time in preparing a pitch
- Follow up on your meetings after the event

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What to do before the event

- **Register** for the BioHorizon SC2 and KET-B Brokerage Event 2019
- Select the **topics of your interest**
- Create a **meaningful profile** (including at least one topic-specific cooperation profile)
- Select your potential **meeting partners**
- Prepare for **pitching**

Good preparation is crucial for your successful participation!

Phase 1: Profiling

What is a good profile?

Examples

Example profile 1

University of Applied Sciences in Eberswalde has a very distinctive profile dedicated to sustainable economic activity.

The cooperation orientates towards rural areas and regional partners as well as international partners in research and applications.

RURAL RENAISSANCE

LC-RUR-11A-2019: Sustainable wood value chains. [A] Building with wood (IA)

PROJECT COOPERATION

LC-RUR-11A-2019: Sustainable wood value chains. [A] Building with wood (IA)

We are a core group of material-scientists of various disciplines and timber construction engineers with our focus on bioeconomy.

Together we develop construction components for a modular building concept which have the required technical-mechanical properties, but also consist of environmentally friendly and harmless building materials.

For our consortium we are searching the following expertises:

1. Urban development with focus on enhanced connectivity of rural-urban areas
2. Socioeconomics with focus on consumer perception and SSHs criteria
3. Planning office for buildings with focus on timber-construction
4. Standardization and construction approval authorities with focus on product approval and EU-ROCODE

Type

Consortium/coordinator seeks partner

Example profile 2

The ITA deals with the impacts of new technologies on society, the environment and the economy. It carries out scientific technology assessment (TA) on a variety of topics among others in the area of sustainability and new technologies and information society. The results of this work support policy-makers, administration and the public with regard to issues of technology policy.

SUSTAINABLE FOOD SECURITY

SFS-37-2019: Integrated approaches to food safety controls across the food chain (RIA)

CE-SFS-24-2019: Innovative and citizen-driven food system approaches in cities (IA)

RURAL RENAISSANCE

RUR-01C-2019: Building modern rural policies on long-term visions and societal engagement. [C] Building resilient mountain value chains delivering private and public goods (RIA)

RUR-16-2019: Fuelling the potential of advisors for innovation (CSA)

PROJECT COOPERATION

CE-SFS-24-2019: Innovative and citizen-driven food system approaches in cities (IA) **Evaluation of innovative food security solutions for SD**

This research should focus on a framework for evaluation of technical solutions for food security towards a sustainable development. ITA has experiences with assessment of technical solutions in their societal context.

Type

Partner seeks consortium/coordinator

Example profile 3

Economic analysis and social media analytics:

Books are available on amazon.de:

- Der verratene Kontinent
- Die Widergeburt des Populismus

https://www.amazon.de/s/ref=nb_sb_noss_2?__mk_de_DE=%C3%85M%C3%85%C5%BD%C3%95%C3%91&url=search-alias%3Daps&field-keywords=adrian+drockur

SUSTAINABLE FOOD SECURITY

SFS-23-2019: Integrated water management in small agricultural catchments (RIA)

BLUE GROWTH

BG-07A-2019: The Future of Seas and Oceans Flagship Initiative. [A] Blue Cloud services (IA)

BG-08B-2019: All Atlantic Ocean Research Alliance Flagship. [B] Assessing the status of Atlantic marine ecosystems (RIA)

RURAL RENAISSANCE

RUR-16-2019: Fuelling the potential of advisors for innovation (CSA)

PROJECT COOPERATION

Project Manager / Water and Security

Safeguarding of water supply to guaranty: harvest security, food security, harmony in society, prosperity and finally democracy

Type

Consortium/coordinator seeks partner

What you should not expect

- Find customers for your products
- Immediate funding
- Surefire ways to receive European funding

Key points for a good profile


- Clear and meaningful description of **your organization**
- Clear and meaningful description of **your cooperation wish** (What can you offer? / What do you request?)
- **Right quality and quantity** of information
- **Logo and website** of your organization
- Participant **picture**

Invest time to create an attractive profile!

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Your organization description

BioHorizon SC2 and KET-B Brokerage Event
26 June 2018 / Brussels, Belgium

Home Participants Marketplace Agenda  Michaela



Michaela

You are signed in as Michaela Pöter. [Logout](#)



Michaela Pöter

NCP Bioeconomy at Forschungszentrum
Jülich GmbH, Project Management Jülich,
National Contact Point Bioeconomy

Bonn, Germany

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NCP

**Forschungszentrum Jülich GmbH, Project
Management Jülich, National Contact
Point Bioeconomy**



As an independent organizational unit of Forschungszentrum Jülich GmbH, Project Management Jülich (PtJ) covers with around 1100 employees a broad range of topics and services in the area of research and innovation management. It combines scientific and structural expertise with administrative competence in a neutral manner independent of its own economic interests. PtJ supports its clients in the German Federal Government as well as the European Commission in implementing their research policy goals with a focus on project funding.

Furthermore, PtJ coordinates the implementation of European research programmes at the national level and cooperates with research funding programmes of other member states in ERA-NETs, JPIs, EIP and Art. 185 Initiatives. For over 20 years, the National Contact Points managed by PtJ have supported the EU programmes. In the areas of biotechnology/life sciences, energy, materials and environment of the EU research programmes, it is also in charge of programme coordination.

MARKETPLACE OPPORTUNITIES



Project Cooperation

Add a cooperation wish if you are looking for a cooperation partner for you project.

Event organiser

Help




Your organization description

- Describe your core business
- Present your main activities
- Indicate your experience
- Specify your sectors of interest

**Invest time to create an informative
organization description!**

Your cooperation profile

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MARKETPLACE OPPORTUNITIES



Project Cooperation

Add a cooperation wish if you are looking for a cooperation partner for you project.

Event organiser

Help



Your cooperation profile

Indicate one of the selected
BUSINESS FIELDS



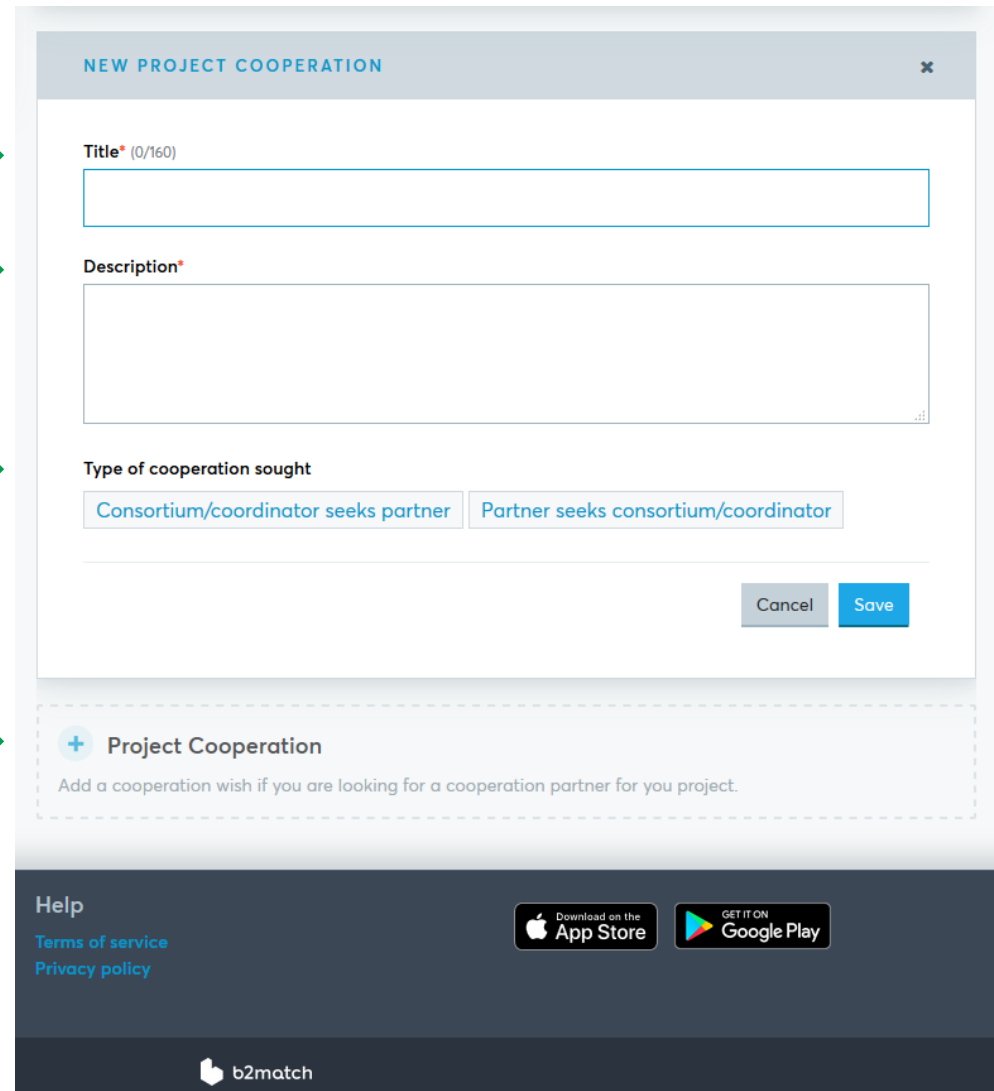
Describe your cooperation
wish



Select whether you search
for a coordinator or a partner



Add up to 5 cooperation
profiles

A screenshot of a web form titled 'NEW PROJECT COOPERATION' with a close button (X) in the top right corner. The form contains the following fields and sections: 1. 'Title*' (0/160) with a text input field. 2. 'Description*' with a larger text area. 3. 'Type of cooperation sought' with two radio button options: 'Consortium/coordinator seeks partner' and 'Partner seeks consortium/coordinator'. 4. 'Cancel' and 'Save' buttons at the bottom right of the form area. Below the form is a dashed box containing a '+ Project Cooperation' section with the text 'Add a cooperation wish if you are looking for a cooperation partner for you project.' The footer of the page includes 'Help', 'Terms of service', 'Privacy policy', 'Download on the App Store', 'GET IT ON Google Play', and the 'b2match' logo.

Your cooperation profile

- Indicate one of the **BUSINESS FIELDS** you have selected during the registration process
- Describe your **offer / request** without confidential information
- Highlight why you are **the right partner** instead of others
- Indicate **what kind of partner** you are looking for (e.g. technological / commercial / communication / SSH)

Invest time to create a clear offer / request! Your cooperation profile leads you to the right partner!

Meeting selection

Search



Filter



BioHorizon SC2 and KET-B Brokerage Event
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Registration closed

View
Person Organization
Sort Relevance

88 Participants found

Search

☐ COUNTRIES

☐ ORGANIZATION TYPES

☒ BUSINESS FIELD
Clear


SUSTAINABLE FOOD SECURITY

- ☒ LC-SFS-17-2019: Alternative proteins for food and feed (IA) (88)
- ☐ SFS-37-2019: Integrated approaches to food safety controls across the food chain (RIA) (30)
- ☐ CE-SFS-24-2019: Innovative and citizen-driven food system approaches in cities (IA) (27)
- ☐ SFS-11B-2019: Anti-microbials and animal production. [B] Alternatives to anti-microbials (RIA) (26)


[Show more \(14\)](#)

BLUE GROWTH


- ☐ DT-BG-04-2019: Sustainable European aquaculture 4.0: nutrition and breeding (IA) (28)
- ☐ CE-BG-06-2019: Sustainable solutions for bio-based plastics on land and sea (IA) (25)




sandrine regiec
International Science Project Specialist at INSTITUTE OF ...
WARSAW, POLAND




Elsa Giakoumaki
Research Scientist at CRETA FARMS S.A.
RETHIMNO, GREECE




Sara Sarkar
Senior Analyst, International Engagement at Agriculture a...
GUELPH, CANADA



Nebojsa Ilic
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NOVI SAD, SERBIA



Patrick Murray
Head of Research and Technology Transfer at Shannon A...
LIMERICK, IRELAND



Martina Amorosi
project manager at Cluster Agrifood Marche
ANCONA, ITALY

PROFILE



Maria João FERNANDES

H2020 National Contact Point & Expert at **FCT**
Fundação para a Ciência e a Tecnologia

Lisbon, Portugal

Authority/Government

FCT Fundação para a Ciência e a Tecnologia

Fundação para a Ciência e a Tecnologia (FCT) is the national funding agency that supports science, technology and innovation, in all scientific domains, under responsibility of the Ministry for Science, Technology and Higher Education.

FCT's mission consists in continuously promoting the advancement of scientific and technological knowledge in Portugal, exploring opportunities that become available in any scientific or technological domain to attain the highest international standards in the creation of knowledge, and to stimulate their diffusion and contribution to improve education, health, environment, and the quality of life and wellbeing of the general public. FCT ensures Portugal's participation in international scientific organisations, fosters the participation of the scientific community in international projects and promotes knowledge transfer between R&D centres and industry.

FCT is responsible for the coordination of the activities of the Portuguese Delegations in the Programme Committees (H2020), European Technological Platforms (ETPs), Joint Programming Initiatives (JPIs), Joint Technological Initiatives (JTIs) and National Contact Points (NCPs).

SUSTAINABLE FOOD SECURITY

SFS-05-2019: New and emerging risks to plant health (RIA)

LC-SFS-17-2019: Alternative proteins for food and feed (IA)

SFS-23-2019: Integrated water management in small agricultural catchments (RIA)

SFS-37-2019: Integrated approaches to food safety controls across the food chain (RIA)

LC-SFS-34-2019: Food Systems Africa (RIA)

Meeting selection

- Organization and cooperation profiles of all other event participants will be visible for you
- Use all information available for meeting selection (also company website)
- Few weeks before the event you can **book meetings with other participants**
- You can **reject meetings** other participants have booked you for in advance
- Before the event you will receive a personal event programme with your **scheduled bilateral meetings**

Intellectual Property Rights

- With participation in a matchmaking event you are preparing for a collaboration
- For a collaboration you will need to disclose your know how and confidential information

**Secure your sensitive business information
before sharing!**

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Event programme (1)

BioHorizon SC2 and KET-B Brokerage Event
26 June 2018 / Brussels, Belgium

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Registration closed

The event agenda's time zone is CET.

Agenda

Tue 26 Jun 2018	08:00 – 09:30	Registration and Coffee
	09:30 – 10:45 room 2D	<p>Welcome and Introduction</p> <p>Webstream of the plenary session</p> <ul style="list-style-type: none"> 09:30 - 09:35: Welcome address <i>Bożena Podlaska, BioHorizon Coordinator, IPPT PAN</i> 09:35 - 09:55: Keynote speakers <i>Jyrki Suominen, Deputy Head of the Bioeconomy Directorate's Strategy Unit, DG Research and Innovation, European Commission;</i> <i>Czesław Siekierski, MEP, Chair of the Committee on Agriculture and Rural Development</i> 09:55 - 10:30: Evaluator's presentation <i>Myrsini Christou, Center For Renewable Energy Sources, Greece</i> 10:30 - 10:45: Introduction to bilateral meetings <i>Katerina Papadouli, Bio-NCP, FORTH, Greece</i> Social Sciences and Humanities (SSH) opportunities in SC2 <i>Net4Society</i>
	10:45 – 11:10	Coffee Break

Event programme (2)



11:10 – 12:10 room 2B	Flash session: Blue Growth + KET Biotechnology Webstream of the session on Blue Growth + KET Biotechnology	Parallel Sessions
11:10 – 12:10 room 2C	Flash session: Rural Renaissance Webstream of the session on Rural Renaissance	Parallel Sessions
11:10 – 12:10 room 2D	Flash session: Sustainable Food Security Webstream of the session on Sustainable Food Security	Parallel Sessions
12:10 – 13:00	Networking Lunch Break	
13:00 – 15:00	Bilateral Meeting Session 1	Matchmaking
15:00 – 15:30	Coffee Break	
15:30 – 17:30	Bilateral Meeting Session 2	Matchmaking
17:30 – 19:00	Networking cocktail	
19:00 – 19:00	End of Brokerage Event	

Bilateral meetings

- Scheduled bilateral meetings with duration of **20 min**
- Up to 12 scheduled bilateral meetings in **2 meeting sessions**

Be proactive!
Use the breaks for more meetings!

The art of pitching

- We aware of **who you meet and why** → Send the right person
- **Prepare the meetings** as host or guest
- **Know your project idea** and what you are looking for very well
- Bring a laptop / tablet with your **loaded presentation**
- Bring **printouts** of your presentation just in case
- As host you should set the stage and **concentrate on the essentials** in your presentation
- **Listen** to your counterpart and get a first impression of the collaboration potential

Practice pitching

- When you are **familiar** and comfortable with your pitch you will be able to pitch most effectively
- Imagine a little man on your shoulder asking “**So what?**” → The **significance** of what you are saying is not always self-evident, much less awe-inspiring
- **Adapt your pitch**, style and wording according to your counterpart

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After the event

- Follow-up activities are important
- You invested time and money
- Your reason for the event participation was to find a partner
- You should not miss an opportunity to establish a collaboration

Objective

iFishIENCi will deliver breakthrough innovations supporting sustainable aquaculture, based on enabling technologies and circular principles, thereby providing the European aquaculture industry with the competitive advantage and growth stimulation needed to be a mover in revolutionizing global efficiency in fish production and meet society's needs for food from the ocean. This ambitious task will be achieved by providing to the market the iFishIENCi Biology Online Steering System (iBOSS) that significantly improves production control and management for all fish aquaculture systems. iBOSS will maximise feed utilisation through smart feeding, provide continuous monitoring of fish behaviour, health and welfare and reduce response times to aberrations. iFishIENCi will target circular principles and zero waste by qualifying new and sustainable organic value chains for feeds, and valorisation of by-products. iFishIENCi's innovations will provide important new assets to the consortiums SMEs, fish-farmers, feed producers and technology providers in the aquaculture sector, leading to market growth and job creation. Assets will be maximized through a comprehensive sustainability assessment and engagements with the sector, regulators and consumers. 11 European companies (SMEs and larger companies) and 7 research & Innovation expert groups are joining effort to achieve this innovation leap towards the implementation of smart feeding and smart breeding into the fish farming industry.

Programme(s)

H2020-EU.3.2.3.2. - Developing competitive and environmentally-friendly European aquaculture

Topic(s)

DT-BG-04-2018-2019 - Sustainable European aquaculture 4.0: nutrition and breeding

Project information

iFishIENCi

Grant agreement ID: 818036

Status

Ongoing project

Start date

1 November 2018

End date

31 October 2022

Funded under:

H2020-EU.3.2.3.2.

Overall budget:

€ 7 131 140,24

EU contribution
€ 6 032 734,04



Coordinated by:

AQUABIOTECH LIMITED

✚ Malta

4 partner institutions participated in the BioHorizon brokerage event

[HOME](#)[THE PROJECT](#)[OUR RESEARCH](#)[WORK PACKAGES](#)[PUBLICATIONS](#)[MEDIA](#)[PARTNERS](#)[CONTACTS](#)

Intelligent Fish feeding through Integration of Enabling technologies and Circular principles



The Project

iFishIENCI is an EU Horizon 2020 project bringing together 16 partners in a trans-disciplinary effort aimed at making genuine improvements to aquaculture management and practices. The overall goal of the iFishIENCI project is to provide new intelligent feeding technologies to support ambitious, but sustainable growth for the European aquaculture industry.

[READ MORE](#)

Our Research

The project uses advanced digital information technology to monitor all aspects of fish and their environment. This cutting-edge research is being combined with a holistic understanding of how these new technologies will interact with society and stakeholders in terms of economy, politics, social welfare, animal welfare and ethics.

[READ MORE](#)

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Profiles

General information about the archived profiles

One of BioHorizon's main objectives is to simplify access to Horizon 2020 calls under the Societal Challenge 2 and the Key Enabling Technology Biotechnology, to widen participation in those fields, and to stimulate international research cooperation. To this end, a series of three international brokerage events based in Brussels and two decentralized, regional events dedicated to specific thematic areas will be organized.

2nd International Brokerage Event (28.06.2016)

You can find the **profiles** of all validated registrants here: <https://www.b2match.eu/foodbrokerage2016/participants>

All **flash presentations** are accessible here: <https://www.b2match.eu/foodbrokerage2016/pages/13006-flash-presentations>



3rd International Brokerage Event (15.11.2017)

You can find the **profiles** of all validated registrants here: <https://www.b2match.eu/foodbrokerage2017/participants>

All **flash presentations** are accessible here: <https://www.b2match.eu/foodbrokerage2017/pages/20584-flash-presentations>



4th International Brokerage Event (26.06.2018)

You can find the **profiles** of all validated registrants here: <https://foodbrokerage2018.b2match.io/participants>

All **flash presentations** are accessible here: <https://foodbrokerage2018.b2match.io/page-701>



Further information

- Recording and presentation of the BioHorizon **webinar on matchmaking opportunities**:

<https://www.b2match.eu/foodbrokerage2017>

Webinar 'How to maximize your matchmaking opportunities'

Matchmaking events offer participants the opportunity to expand their network, find potential collaboration partners with the right expertise, and establish new project consortia. However, newcomers to this kind of events that are not well aware of the rules of the game of networking are often not able to utilize their full potential.

With this webinar, Ms Elena Angiolini from the BioHorizon NCP network explained how to make best use of matchmaking events and provided attendees with some do's and don'ts and valuable tips how to maximise the event's outcome. All steps, from the creation of cooperation profiles before the event to the pitching during an event and the follow-up afterwards have been addressed.

The training took place on 28th September 2017. Here you can [watch the recording of the webinar](#) and [download the presentation in PDF format](#).

- **Registration** for the BioHorizon brokerage event opens early May: <https://foodbrokerage2019.b2match.io/>
- Your **contacts** for the BioHorizon brokerage event 2019:
 - Event information: Nada Koníčková (konickova@tc.cz)
 - Support for profiles: Frédéric Suche (fsuche@hub.brussels)

Take home messages

- **Good preparation** is crucial for your successful participation in a brokerage event!
- Invest time to create an **attractive profile** (including organization description and cooperation profile)!
- Invest time in the **selection of your meeting partners**!
- Prepare your **pitch** before the event and practice!
- Enjoy the brokerage event and use the whole day for **networking** (not only scheduled bilateral meetings)!
- Ensure **follow-up** activities!

See you at the BioHorizon brokerage event on 3rd July 2019 in Brussels!

Dr. Michaela Pöter, m.poeter@fz-juelich.de



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