

NBI EXPO
Nation Branding & Investment

**Nation Branding &
Investment Expo 2014**

6-8 May 2014 - Beursgebouw
Eindhoven, The Netherlands

Nation Branding & Investment Expo

www.nbiexpo.com

NBI Expo 2014

From 6 until 8 May 2014, the third edition of the NBI Expo (Eindhoven, The Netherlands) forms the global platform for the promotion of investment and trade opportunities by governmental institutions and leading enterprises from countries worldwide. The NBI Expo is designed to develop new selling areas, global public private partnership projects and matchmaking between international companies for cooperation, coproduction and cofinancing. During this multilateral event the diversity of the exhibitors and visitors generates cross-pollination between the participants and enlarges the opportunity for international matching and networking on the floor.

The NBI Expo 2013 welcomed visitors and exhibitors from over 60 countries and facilitate more than 2250 high quality matches. These exhibitors and visitors rated the NBI Expo 2012 as good (over 75%). The unique matchmaking program was seen as a top service, which provides a strong incentive to return next year.

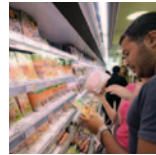


Sectors



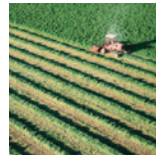
Raw Materials

The program for this sector focuses on innovative solutions and international cooperation for the secure supply of raw materials for High Tech products.



Halal Market Economy

The Halal Market Economy which is experiencing a fastly growing market, in which public and private sectors are acting fairly quickly, should constantly innovate and adapt their strategic planning in benefit of the market.



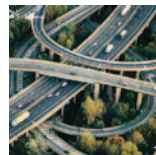
Agro, Food & Ingredients

The Agro(forestry), Food & Ingredients sector within the NBI Expo focuses on connection of nature and technology, encouraging international cooperation for agro development.



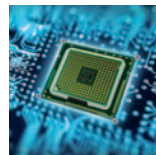
Investment & Finance

Investment is sought by participating countries & enterprises within all sectors. For creation of value chains the involvement of the financial sector is indispensable.



Infrastructure & Construction

Infrastructure and construction is crucial for a countries economy to function. Investment in this sector grants the private sector a solid foundation to conduct business upon.



High Tech

The High Tech industry constantly tries to raise the bar on cutting edge technology and has found it's way in almost every other dominant economic sector.



Energy

Opportunities in the energy sector will be presented by the participating countries in e.g. Petroleum, Gas, Electric Power, Hydroelectric, and alternative fuels.



Automotive

The automotive industry is one of the world's leading economic sectors by revenue, and at the same time one of the most competitive industries in the world.



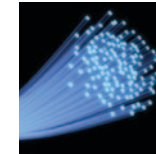
Life Science & Health

Opportunities in lifescience & health, which encompasses pharmaceuticals, health care, biotech and medical diagnostics subsectors.



Manufacturing

The manufacturing industry offers countless opportunities for international coproduction. The industry forms the wealth-producing sector of the global economy.



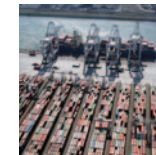
IT & Telecom

Telecommunications and IT Development information is offered to strengthen a worldwide market-driven telecommunications sector.



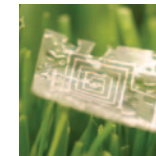
Commodities

The countries' top commodity opportunities are highlighted, while network options for direct trade, setting up supply chains and distribution channels are created on the floor.



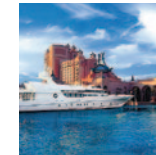
Maritime

Maritime industry opportunities include construction, operation, maintenance, shipyards, dry docks, freight forwarding services, import and export distribution, etc.



Blue & Green Economy

Waste reduction, renewable energy, emissions reduction and biodegradable materials are topics that make this industry play a central role in the new global economy.



Leisure, Tourism & Sports

Investment in this industry relates to recreation, sport & tourism products or services. Upcoming economies in particular have a demand for leisure infrastructure.

Visitor

1. **Visitor:** As a visitor you will pay € 75,- to have one day access to the NBI Expo and you can make use of the Matching facilities.
2. **Premium Visitor:** As a premium visitor you will pay € 150,- to have three day access to the NBI Expo and you can make use of the Matching facilities.

Participant

1. **Matching Table:** With your own table you can facilitate many matches for your embassy, organisation or company for three days. For € 500,- you will get an own table, in the centre of the matching Area, you will be part of the matching system and you will be served with water, coffee and tea.
2. **International Company Booth:** Participation with your international company in a booth of six square meters (3 meter x 2 meter), is possible for € 1.750,-. A booth includes standbuilding, table, chairs, documentation rack, a desk and attribution. There are possibilities for companies to make a country pavilion.
3. **Country Booth:** For the participation of investment or promotion agencies, embassies etc. we created three booth packages:
 - A. 10 sqm. (5 meter x 2 meter) € 3.500,-
 - B. 25 sqm. (5 meter x 5 meter) € 7.500,-
 - C. 50 sqm. (10 meter x 5 meter) € 12.500,-

A booth always includes a furniture package (Table, chairs, high table, high chairs, documentation racks and a desk). Of course the bigger booths have a more luxurious furniture package.

4. **Partnership*:** Participation in the NBI International hospitality unit is a privilege for our partners. In the hospitality unit partners have the possibility to present themselves and to welcome their guests.
5. **Seminar room:** The seminar room is fully equipped (chairs, audio-visual, platform etc.), technical support and water, coffee and tea. The seminar room is available part-time for € 2.500,-

Partnership*

Do you want, as a company or an organization, to actively rotate into our international network? Become Official Partner!

We are offering the possibility to make use and be part of an international network, to promote your product or service international, to offer your customers a new service and to attract new (international)clients.

Privileges of Official Partners:

- Prominently visible in all communication expressions about activities of NBI International (including logo entry on brochures, banners, website, social media and invitations)
- You will receive invitations to all events of NBI International, on both national and international scale
- Exclusive participation in NBI Diplomats Dinner
- Participation in the hospitality unit and the opportunity to give a business presentation (seminar, masterclass) during the 'Nation Branding & Investment Expo'
- NBI International may be asked to make a contribution to a own hosted event
- Partners will, when applicable, offer the possibility of actively participation in NBI International activities.

You will become an official partner for € 10.000,-



Organization

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Opening hours NBI Expo 2014

Tuesday	6 May 2014:	10:00-17:00h.
Wednesday	7 May 2014:	10:00-17:00h.
Thursday	8 May 2014:	10:00-17:00h.

Further information

For more information or if you wish to receive the brochure and participation form digitally, please send an e-mail to:
info@nbiexpo.com

Chris Aelberts
Job Thissen

General Director NBI International
Project Manager



NBI INTERNATIONAL

Nation Branding & Investment



What we do

International Centre for purchasing issues:

- Realizes demand-driven sales processes, based on international procurement questions
- Supports expansion to international markets
- Provides international trade-oriented acquisition
- Provides a platform for international investment opportunities.

Strong network

NBI International can build on an international network within:

- Economic departments of ministries
- Trade Departments and economic diplomats from embassies
- Investment, trade and export promotion agencies
- Private sector: large companies and SMEs.

Working method

On the basis of the analysis of international procurement questions NBI International organizes:

- Industry-oriented analyzes
- Market and industry-specific seminars
- Direct matchmaking events
- International meetings
- NBI International Diplomats Dinner
- Nation Branding & Investment Expo.

Creating International Business

www.nbi-international.com