**ONLINE B2B MATCHMAKING SESSION FOCUSING ON ROMANIA AND POLAND**

**TRADE MISSION BACKGROUND:**

The project is organized by EBRD under the EU4Business initiative “Ukraine: Consolidation of SME export potential and facilitation of access to foreign markets.”

**Trade mission sector:** Agri Machinery

**Dates:** December 2020

**Countries:** Romania and Poland

**Trade mission participants description:** up to 8 Ukrainian SME’s.

**Trade mission goal:** to provide opportunities for export ready SME’s to rise/start export.

**Trade mission tools:** individual online B2B meetings, trade mission briefing and seminar (about trade opportunities for Ukrainian producers and b2b negotiations skills, individual consulting with industry expert, individual consulting regarding marketing materials and web pages

**BUSINESS CONSULTANT TERMS OF REFERENCES**

1. **Market Intelligence material preparation about industry in each market:**

Country profile creation; Market segmentation, market trends; Consumer preferences; Key challenges; Import duties, import restrictions; Key regulatory bodies; Regulations specific; Major industry events

1. **Online B2B meeting ORGANIZATION:**

2.1 Creation of marketing material with information profiles about the producers and the online event;

2.2 Potential partner and client definition;

2.3 Qualitative selection of potential partners to be invited for the online events – 15-20 company selection in each country for each Ukrainian producer according to profile of potential partner and such criteria as geographical location, specialization, turnover, size:

- Buyers, importers, distributors

- Buyer associations,

- Large corporations and Other (e.g. producers and agriculture companies etc.)

2.4 Coordination of potential partner list with Client;

2.5. Contacting selected companies, introducing them with suitable Ukrainian companies and presenting their products, finding more information about their interest in potential cooperation and personally inviting for a meeting during the event.

2.6. The companies’ feedback will be analyzed and summarized in a Final report format. Short market overview will be presented.

2.7. Organizing online B2B meetings with companies that have showed interest in potential cooperation with Client. Meetings would take place during a match-making event.

2.8. Organize at least 3 meetings per Ukrainian participant company from each country.

2.9. Assisting during the online meetings.

2.10. Follow up with attendees and feedback reporting to the Client.

1. **Pre-event briefing and seminar for participants.**
2. **Industry expert + online individual consulting 1 hour per participant**

**5. Individual consulting regarding marketing materials and web pages per each participant.**