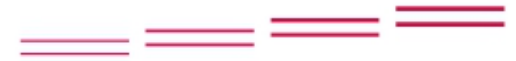


Off Line international On Line business cooperation

Matchmaking Nordic e-tailers





Scope of collaboration

The scope of the project is exploring the potentials for exchanging and strengthening knowledge, cross border collaboration and international business opportunities for Baltic SME E-tailers.

Most e-tailer need greater professionalization
The increased international competition fosters a need for specific insights in
customer behaviour
market dynamics.

The objective is
to share e-business best practices across the Baltic region.

Denmark will host the first session, presenting insights from local e-business frontrunners among SMEs and stakeholders.

To identify the participating SMEs and to determine the final program a matchmaking meet-up in each country will take place as a part of the preparation for the fieldtrips.

Swedish, Norwegian, Finish and Danish SME E-tailers, researchers and cluster professionals will be participating. 20-40 from Denmark. 10-20 from each of the other countries.

The aim of the activities is

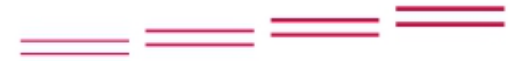
- to explore common ground for market investigations
- seek collaboration on specific market activities.



Tasks for the host country (FDIH DK)

- Meeting with the Service Platform about detailed program for the day 3-5 months before event.
- Suggest theme for and honour Inspirational Keynote 1 (Service Platform scouts and books)
- Conduct – with support - keynote 2 (Facts and figures see programme later)
- Suggest 3-4 e-trading cases from your country. (see examples later)
- Recruitment of 20-40 participating companies. The companies should all be e-traders with an interest in connecting with e-traders from the other nordic countries.
- Assure that participating companies enter relevant data for matchmaking prior to the conference.
- Host a suitable venue, including AV-equipment, Nametags, optional goodie-bags.
- Host a light lunch both days and networking dinner first day
- Preferably arrange a certain level of PR
- Set-up discounted rates on local hotel, flight and other possible sponsoring.
- Welcome speech.





Tasks for the non-host country (3 times)

- Recruitment of 10-20 participating companies. The companies should all be e-traders with an interest in connecting with e-traders from the other nordic countries.
- Assure that participating companies enter relevant data for matchmaking prior to the conference.
- Optionally assist in collecting promotional material from participating companies for exhibition. (See program under lunch)
- Preferably arrange a certain level of PR
- Assist in set-up discounted rates on flight and other possible sponsoring.



Program Template Day 1- seminar

Time	Activity	Example
10:30	Registration	Coffee Served, Round tables, fixed seating
11:00	Welcome	Host Country, Service Platform
11:15	Inspirational Keynote 1	Rethinking e-tail. Focus on m-trade, cross channel, customer experience, payments. Pointer to roles of Amazon and Google etc. Empowerment for Guerrilla marketing. Session conducted in manner of frequent short dialogues within tables (Take 2 min to discuss)
12:30	Lunch	Exhibition, either case companies or small posters from all participants
13:15	Case 1	Logistic Innovations, Sourcing networks, Payment innovations, special focus on structure of host country
13:35	Case 2	Loyalty, Gamification, Social Marketing special focus on culture of host country
13:55	Case 3	Cross media, Retail experiences, Outdoor, TV, Radio Focus on innovative affiliations.
14:15	Coffee Break	
14:30	Informative Keynote 2	Market statistics, Sales progressions, Research highlights from recent reports. Session conducted in manner of dialogue as Keynote 1. Pinpoint main challenges and opportunities. By Host Country.
15:30	Table sum-up	Groups are asked via a facilitated process to find 3 most important take-homes of the day
15:45	Plenum sum-up	Every group (10) has 2 min to explain a single point of the 3 to emphasize from the day. The ten points are noted down to highlight next day.
16:15	Round-up	Instructions for the evenings networking dinner (and cocktail?) Thank You to all.
19:00	Network dinner	Consider possible advantage of serving dinner at or close to hotel, for participants to be encouraged to stay for as long as possible.

Program Template Day 2 - Matchmaking

Time	Activity	Example
9:00	Welcome	Video of the previous day, highlights from seminar, instructions for the matchmaking
9:30	Matchmaking session	Matchmaking facilitated by Service Platform
12:00	Lunch	Exhibition, either case companies or small posters from all participants
13:00	Matchmaking session	Matchmaking facilitated by Service Platform
15:00	Round-up	Instructions for the planned follow up, and airport transportation. Thank You to all.

