



SME2B
The Networking and Trade Platform for SMEs

by European Entrepreneurs CEA-PME

SIGN UP

***Communication and Promotion Strategy for
<https://sme2b.european-entrepreneurs.org>***



What is SME2B?

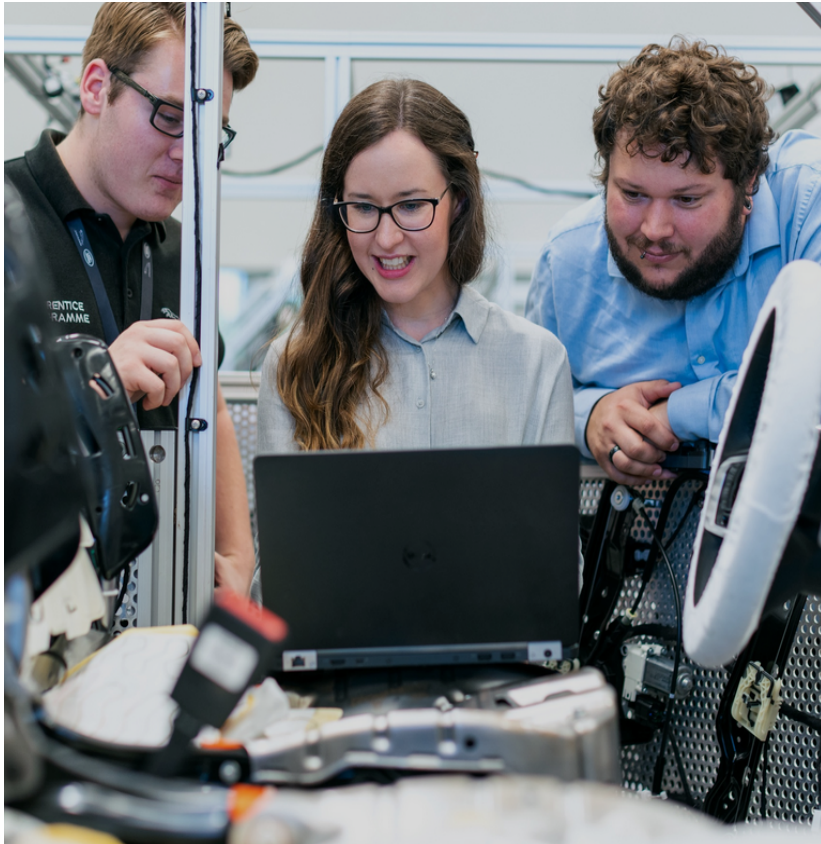
SME2B is a business-to-business platform that enables SMEs in Europe and beyond to find new commercial partners across the continent, so to make the best of the European Single Market and neighbouring countries

The platform has been created and managed by European Entrepreneurs CEA-PME





Why SME2B?



On the platform, with a few clicks, you can

- create a **full company profile**
- **join the marketplace** where you can showcase your services and products also with photos and videos
- easily **find business partners** in each possible sector, and for every purpose
- **message and meet online** other members **inside the platform** with video-calls
- **network** with other companies and organisations on different issues, and
- **promote your own events** or
- **register for events of others.**
- The menu and all search categories are available in **14 European languages.**



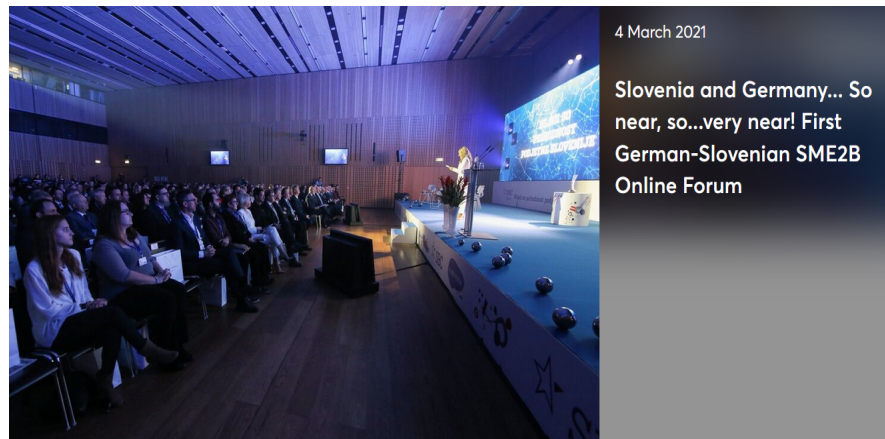
Your Opportunities on SME2B

As Members of our confederation, SME2B can provide you with some unique opportunities:

- **You can host informative or networking webinars** for your members, with enhanced visibility due to our campaign

- **You can Host bilateral events with another Member** on specific topics (energy, industry, etc.). It will showcase the extent of your international network.

- **You will be able to create and manage groups** for users dedicated to specific topics (start-ups, public tenders, etc.)





Key Messages/USPs

- **A new platform to find business and trade opportunities all over Europe and beyond**
- **Present services and products, with photos, logos and videos in an interactive marketplace.**
- **Search, filter and find a business partner quickly and easily**
- **Meet potential business partners directly through video meetings of up to 6 participants**
- **SME2B is free of charge for 2021**
- **100 trade fairs in one platform: easy, fast and direct**
- **No disturbing advertisement and blabla, just business and networking**



Framing Messages - Examples

- The COVID-19 crisis is hitting your business hard? Find new channels to push your products and services. Our platform SME2B is here offering a space. [\(COVID-19/free of charge\)](#)
- As a business in Europe or bordering to, you have access to thousands of business opportunities abroad. Join our platform SME2B - it will help you find them. [\(Europe/Single Market/Foreign Trade\)](#)
- With just a few clicks you can find new clients, partners, providers and establish personal contacts. How? On our platform SME2B [\(Easy to Use/Direct/Personal\)](#)



Your Events

Your Events on SME2B

One of the most effective ways to populate the platform is to organize webinars and events that offer the possibility of B2B meetings - with SME2B it's free, easy and effective.

Propose themes that are also good for companies abroad, and we promote and host your events!

Your Other Events

Briefly mentioning SME2B, even with one slide, in your upcoming events can really help the visibility.



Your Events

Advantages and opportunities for your Events on SME2B:

- More interactive
- Far reaching
- Permanent database of participants after the event
- Bilateral B2Bs, e.g. “SME2B Online Forum”
- Sectoral B2Bs
- Linguistic B2Bs
- Thematic (es. Matchmaking for Green Deal by COTEC)
- B2B added on to thematic issues
- with discount 5% on b2match dedicated event platforms



Examples of Snippet



Looking for a way to do more businesses in Europe?

Join our platform.
It's **Free, Quick and Easy!**



<https://sme2b.european-entrepreneurs.org/>

Twitter sized

Facebook sized

SME2B
The Networking and Trade Platform for SMEs

- ✓ **Present services and products** in an interactive marketplace.
- ✓ **Search, filter and find business partners** fastly and easily.
- ✓ **Meet them directly** through virtual meeting spaces.

<https://sme2b.european-entrepreneurs.org/>



*Thank you very much for your
attention!*