

Newsletter

Partner Identification and Matchmaking between several European databases.

The success of any biotechnology business requires finding the right partner to develop the project; today's global economy requires the convergence of companies' knowledge and skills to make better and more competitive products in international markets.

Despite the size of the market and the available opportunities it provides, it is often no easy to find a suitable partner to share strategies and risk management. Indeed, it is precisely the size of the market that can overwhelm an entrepreneur, who can dedicate few resources to this matter.

Here will show some easy steps to find a partner, depending of your specific needs and regional scope.

- **Partner matchmaking**

Questions arise such as: What kind of partner do I need to develop my business? Where and how can I find them? How can I contact them? Where can I find information about them? Are they interested in collaborating with other companies? What is their business profile and what skills do they offer?

In order to answer some of those questions here are the best keys to a successful search for a partner:

1. Clusters, development agencies, commerce chambers, technological parks	
Advantages	<ul style="list-style-type: none"> ✓ Easy to contact ✓ They provide contacts in your own country and in your own language. ✓ They act locally, regionally or nationally. ✓ Close to your business area ✓ They can target your needs (biotechnology)
Disadvantages	<ul style="list-style-type: none"> • Their scope can be limited to a very specific sector, such as biotechnology. • Their business area is limited (local, regional or national) • They might not offer European or international contacts.

2. Congress, international meetings, biotechnological events, international workshop.

Advantages

- ✓ Good opportunity to keep up to date in your business area.
- ✓ Good opportunity to show your ideas or projects to a large number of companies.
- ✓ Easy to make business and social contacts face to face.
- ✓ Good place to find investors (business angels, venture capitalists, risk managers)
- ✓ The most important companies of your sector, the biotech sector, will be present
- ✓ Good place to contact European or international companies

Disadvantages

- They only gather companies within a sector, such as biotechnology (you might need companies in other business fields)
- They take place once or twice a year
- They don't offer time enough to have in-depth meetings with the companies you are interested in
- Due to the number of companies gathering in those events it is not easy to find what you need in a short time

3. Web site databases

Advantages

- ✓ Easy to manage
- ✓ Contain links of many companies and various profiles
- ✓ Good link to national and international databases
- ✓ Access to other fields of business

Disadvantages

- Company information might be limited
- Not always up to date

4. Web Social networks

Advantages

- ✓ Easy and cheap access
- ✓ One to one on line contacts
- ✓ Easy to build your business network (e.g. *Linked-in*)
- ✓ Easy to target your search
- ✓ Access to other fields of business

Disadvantages

- Not every company / everyone are linked. They need critical mass to be useful
- Company profiles might not be well described or updated

The European market represents a great opportunity for companies to find suitable partners outside their own national borders to enhance their projects or business ideas. Innovation agencies and international meetings are good ways to make targeted contacts. Internet is the easiest, cheapest and fastest way to show your company profile to the market and another way to find a partner to match your business needs.

Below is a list of web links that may help you to find your business partners:

Name and Link	Partner search in biotech field	Partner search in all business fields	Partner search for EU funded projects
EUROCHAMBRES http://www.eurochambres.eu/content/Default.asp?PageID=23	✓	✓	✓
ENTERPRISE EUROPEAN NETWORK: http://www.enterprise-europe-network.ec.europa.eu/services/technology-market/biotech-pharma-cosmetics	✓	✓	✓
YOUR EUROPE: http://ec.europa.eu/youreurope/business/expanding-business/finding-business-partners/index_en.htm	✓	✓	✓
Baltic cooperation http://www.baltic-cooperation.eu/UNI129950009403620/SES28688851/lang1/doc4158A.html		✓	✓
IDEAL-IST http://www.ideal-ist.net/partner-search			✓
EU CORDIS http://cordis.europa.eu/fp7/partners_en.html			✓
EU Research http://www.eu-research.com/Themes/biotechnology/			✓
B2BLOCO http://www.b2bloco.eu/	✓	✓	✓
Fit for health http://www.fitforhealth.eu/			✓
CEBR http://www.cebr.net/	✓		