

## Via Expo Company Profile

### Via Expo Basic Activities:

- I. **On-line B2B meetings** – through this service Via Expo helps foreign companies to expand their network of new clients/partners to the region of SE Europe and Bulgarian market in particular. **Via Expo disposes a rich data base of professional company contacts from different industrial sectors.** The client sends us its key words and branches of the new customers / partners and we inform him about the number of contacts we can reach out. Afterwards, we make an e-mailing campaign and arrange b2b online meetings, responding to the client's targets.

#### Reference:

"Concerning Via Expo job, it was excellent! They found the correct target companies that we asked, organized everything perfectly with constant feed-back about its planned actions. We are so pleased with Via Expo job, that we asked if they could do the same for other countries!"

Rui Salgado, Export Manager, [SOTKON Waste Systems](#)

### II. Webinars:

**We could assist you in the webinars organization by fulfilling the following:**

- Promotion of the webinar:
  - ✓ Facebook & LinkedIn profiles:  
LinkedIn contacts: **25 169+**  
Facebook contacts: **11 766+**
  - ✓ Publication at Via Expo website
- Bulletins preparation & e-mailing campaign sending out
- Attendees/listeners' attraction; conducting telephone conversations & communication
- Attendees' registration & list of contact data preparation
- Translation English-Bulgarian & vice versa
- Zoom technical service.

#### [LIFE programme WEBINAR- New Period 2021 – 2027](#)

#### Reference:

"Via Expo's professional services led to a flawless event and included promotional activities before the webinar to boost interest among the potential participants. We are very satisfied with the final result and we look forward to future collaborations that will pave the way for more and more Bulgarian partners to apply for LIFE funds to develop successful environmental projects."

Ana NAVA TAZO, Communications and events manager, LIFE communications and events team, NEEMO EEIG - AEIDL

### III.

#### III.1. Organization of exhibition events in Bulgaria and abroad

The company has been organizing international exhibitions and conferences since 1992.

Our priority sectors are [energy efficiency and green energy](#), [waste management, recycling, ecology](#), [smart cities](#), [accidents avoidance](#), [cleaning and hygiene](#) machines, detergents, accessories, [healthy & bio products](#), gifts, packaging, etc.

The events are aimed to facilitate the entering of new products and technologies at the South-East European market.

One of the Via Expo biggest events since 2005 is: **the SEE Conferences & Exhibition on green energy, energy efficiency & smart cities, waste management & recycling**. In 2019 it was rebranded under the name of **seeSUSTAINtec**.

You can receive more detailed information from its most recent [Post Event Report](#)

#### Reference:

"The events that have been held over the years gained popularity beyond the country's borders and established among the prominent ones." **Svetla Kokeva, EVPoint, Bulgaria**

"Lindner-Recyclingtech sees growing market potential in the Southeastern Europe and has already implemented various projects in this area - for alternative fuels and recycling of plastics." - **Pia Steiner, PR and Marketing, Lindner-Recyclingtech**

"Bulgaria is a growing market with excellent potential. We are always interested in investing here."

**Andrea Di Pasquale, INNOVA Consorzio per l'Informatica e la Telematica srl, Italy**

### **III.2. Onsite events for foreign & Bulgarian customers:**

- ❖ [EBRD's sustainable infrastructure group policy seminar 2019](#)  
'Source separation for recycling - moving towards a Circular Economy in Waste Management'
- ❖ ["Sofia Smart City Marketplace" 2019](#) for the Cluster Sofia Knowledge City  
**Reference:**  
"Cluster Sofia Knowledge City expresses its gratitude for the excellent organization and partnership with Via Expo. **Dimitar Hristov, Managing Director, Cluster Sofia Knowledge City**
- ❖ [Seminar on the Project ENABLING](#) - Enhance New Approaches in BioBased Local Innovation Networks for Growth' by the Bulgarian Biomass Association BgBiom
- ❖ [Seminar of INNOVA Consortium, Italy](#)  
Separate waste collection: the success in Southern Italy and the development prospects in the Bulgarian market for a "smart" management of the urban waste collection cycle
- ❖ [Seminar of the Center for Energy Efficiency EnEffect](#)
- ❖ [Green Energy Investment Forum](#)  
Organization of the Black Sea Economic Cooperation BSEC - Green Energy Network
- ❖ [Energy Agency of Plovdiv Round table](#)  
The problem of the use of solid fuels for heating and inefficient heating appliances

### **IV.B2B matchmaking events:**

- ❖ Matchmaking event for Greek companies in bio & organic sector Sofia in collaboration with Bio Hellas & Greek Embassy in Bulgaria 2011
- ❖ Matchmaking event for companies from Taiwan in the electronic sector
- ❖ Matchmaking event for the Greek company STELIOS KANAKIS S.A. | Confectionery, Bakery & Ice-Cream Ingredients – "We succeeded to realize successful meetings through the support of Via Expo" St. Kanakis

At the following link you can see the longer version of [Via Expo company profile](#)