

Planned activities 2021¹

In 2021, SIPPO plans to support a total of **67 matchmaking activities** (virtual, face-to-face or hybrid) with the aim to further enhance their export promotion services. Details are displayed in the below list. In summary the activities includes:

- Country Pavilion (Trade Fair Participation): 28
- Virtual Commercial Mission B2B: 24
- Study Tour: 11
- Buyer Mission: 2
- Selling Mission: 2

Legend Matchmaking Activity List			
Activity		Sector	
CP	Country Pavilion Trade Fair	ST	Sustainable Tourism
BM	Buyer Mission	PF	Processed Food
SM	Selling Mission	NI	Natural Ingredients
STT	Study Tour	F&S	Fish & Seafood
VB2B	Virtual Commercial Mission B2B	TW	Technical Wood
VTW	Virtual Training / Workshop	VT	Value-added Textiles
MI	Market Intelligence		
CON	Conference		
IN	Institutional Networking		
Country			
ALB	Albania	PER	Peru
BIH	Bosnia and Herzegovina	SRB	Serbia
COL	Colombia	TUN	Tunisia
IDN	Indonesia	VTN	Vietnam
MKD	North Macedonia	ZAF	South Africa
MOR	Morocco		

¹ Activities may be subject to change.

SIPPO Matchmaking Activity list 2021 (as per 30.11.2020, subject to changes)

Month	Event	Location	Sector	Country	Activity	BSO	Partner
Jan	Virtual Famtrip / Virtual outreach campaign UK, EU	Virtual	ST	ALB	VB2B	NTA	
Jan	Online B2B event for the BIH textile sector	Virtual	VT	BIH	VB2B	FTC, CCIRS, UTOK	
Jan	Prepare BSO to participate at SEG (determine product; electronic company)	Spain	F&S	IDN	CP	MMAF	
Jan-Mar	NAITM Market Place 2021	Virtual	ST	MKD	CON, VB2B	NAITM	IME2
Jan-Jun	Study Tour to promote Prickly pear derivatives products	Sweden	NI	TUN	STT	CEPEX-APIA	PAMPAT
Jan-Mar	Capacity development support to Dtic with virtual Selling Mission to Sweden	Virtual	NI	ZAF	VB2B	Dtic	
Feb	Biofach 2021 (virtual)	Virtual	PF	MOR	VB2B	ASMEX/FIMABIO	
Feb	Biofach 2021 (virtual)	Virtual	NI	ZAF	VB2B	Dtic, Wesgro,	
Feb	Biofach 2021 (virtual)	Virtual	NI	ALB	VB2B	AIDA	
Feb	Biofach 2021 (virtual)	Virtual	NI	MKD	VB2B	ECM	
Feb	Biofach 2021 (virtual)	Virtual	NI	SRB	VB2B	SCC	
Feb	ISPO Munich (virtual)	Virtual	VT	ALB	VB2B	AIDA	
Feb	Momad 2021	Madrid (Spain)	VT	SRB	STT	SCC, FACTS	
Feb	VIFA 2021	Ho Chi Minh (VTN)	TW	VTN	CP	BIFA, FPA, HAWA	
Feb	Support the Trade Fair ProColombia Travel Mart, Effective participation and find new buyers	Bogota	ST	COL	CP	PROCOLOMBIA, ACOTUR	
Feb-Oct	Virtual Networking Event AMITH/AMDIE Sweden-Denmark-Norway 2021	Virtual	VT	MOR	SM	AMITH	AMDIE
Feb-Dec	Conduct virtual buying mission (electronic company directory incl. organic products; USP; buyer persona)	Virtual	NI	IDN	BM	DAI	
Mar	ITB Berlin 2021 (virtual)	Virtual	ST	ALB	VB2B	NTA	
Mar	ITB Berlin 2021 (virtual)	Virtual	ST	MKD	VB2B	APST	
Mar	Western Cape Agro-processing week	Virtual	PF	ZAF	VB2B	Wesgro	
Apr-Jun	Virtual selling mission (electronic company directory)	Virtual	TW	IDN	SM	MOT	
Apr-Sep	Virtual buyer mission/Webinar	Virtual	VT	VTN	VB2B	VITAS	
Apr-Nov	Matchmaking with Scandinavian, German, Dutch and Swiss buyers /virtual	Virtual	VT	MOR	BM	AMITH	ITC/GTEX, AMDIE
Apr	Incosmetics 2021	Spain	PF	TUN	CP	CEPEX	PAMPAT
Apr	Seafood Expo Global (SEG) 2021	Barcelona	F&S	MOR	CP	FENIP	Morocco Foodex

May	Interzum 2021	Cologne (Germany)	TW	BIH	CP	CCIRS	
May	Carrefour International du Bois	Nantes (France)	TW	SRB	STT	SCC	
Jun	Online buyer mission/webinar	Virtual	VT	VTN	VB2B	VIA	
Jun	Support to Virtual business matchmaking /networking (CCB & processed foods companies)	Virtual	PF	COL	VB2B	CCB	
Jun	Support to Virtual business matchmaking /networking (CCB & natural ingredients companies)	Virtual	NI	COL	VB2B	CCB	
Jun	Study tour Fresh and processed fruits	Virtual	PF	COL	STT	PROCOLOMBIA	SECO Colombia
Jul	Pitti Fillati	Florence (Italy)	VT	SRB	STT	FACTS	
Aug	Effective participation in the International Cocoa, Coffee and Tourism	Huila	PF	COL	VB2B	RED CACAOTERA	SECO Colombia
Sep	Premier Vision 2021 (virtual)	Paris (France)	VT	VTN	CP	VITAS	
Sep	Pure London Pure Origin	London (UK)	VT	ALB	CP	AIDA	
Sep	Pure London Pure Origin	London (UK)	VT	MKD	CP	INM, TTA-TC	
Sep	Pure London Pure Origin	London (UK)	VT	SRB	CP	SCC	
Sep	Munich Fabric Start (Manufacturing) 2021	Munich (Germany)	VT	SRB	STT	FACTS	
Sep	Munich Fabric Start (Manufacturing) 2021	Munich (Germany)	VT	VTN	CP	VIA	
Sep	Munich Fabric Start (Manufacturing) 2021	Munich (Germany)	VT	MKD	CP	INM, TTA-TC	
Sep	Munich Fabric Start (Manufacturing) 2021	Munich (Germany)	VT	MOR	CP	AMITH	AMDIE
Sep	Support for the preparation of virtual matchmaking with importers in the	Virtual	PF	MOR	VB2B	ASMEX	GIZ
Sep	FIMMA Maderalia	Valencia (Spain)	TW	SRB	STT, VB2B	SCC	
Sep	Study tour to Singapore	Singapore	TW	VTN	STT	BIFA, FPA, HAWA	
Sep	Spoga 2021	Virtual	TW	VTN	CP, VB2B	FPA	
Sep	Support in the 7th version of the International Cocoa and Chocolate	Bogota	PF	COL	VB2B	FEDECACAO	C+C
Sep-Oct	Virtual B2B event VT-"InfoPoint" (workwear)	Virtual	VT	ALB	VB2B	AIDA	
Sep-Dec	Virtual Selling Mission to Europe for TIKZN export companies which	Virtual	PF	ZAF	VB2B	TIKZN	
Oct	Incosmetics 2021	Barcelona	NI	COL	CP	PROCOLOMBIA, CCB	C+C
Oct	Anuga 2021	Cologne (Germany)	NI	BIH	CP	FTC	
Oct	Anuga 2021	Cologne (Germany)	PF	TUN	CP	CEPEX-GICA	PAMPAT
Oct	Anuga 2021	Cologne (Germany)	PF	ZAF	CP	Dtic, Wesgro, TIKZN	

Oct	Anuga 2021	Cologne	PF	COL	CP	PROCOLOMBIA	
Oct	A+A 2021	Düsseldorf (Germany)	VT	MKD	CP	INM, TTA-TC	
Oct	A+A 2021	Dusseldorf (Germany)	VT	BIH	CP	FTC, CCIRS, UTOK	
Oct	A+A 2021	Düsseldorf (Germany)	VT	SRB	CP	SCC	
Oct	A+A 2021	Dusseldorf (Germany)	VT	VTN	CP	VITAS	
Oct	Salon du chocolat de Paris 2021	Paris	PF	COL	CP	PROCOLOMBIA, CCB, FEDECACAO, RED CACAOTERA	
Oct	Study Tour Switzerland – Swiss Platform for Sustainable Cocoa y Chocosuisse	Switzerland	PF	COL	STT	PROCOLOMBIA, CCB, FEDECACAO, RED CACAOTERA	C+C Cacao + Sostenible
Oct	Study Tour Suiza in Marketing and Destination Promotion and participation in the Trade Fair TTW Schweiz Tourismus	Switzerland	ST	COL	STT	PROCOLOMBIA, ACOTUR	C+C
Nov	FIE-HIE Europe 2021	Germany	NI	TUN	CP	CEPEX-APIA	PAMPAT
Nov	FIE-HIE Europe 2021	Frankfurt (Germany)	NI	ALB	CP	AIDA	
Nov	WTM London 2021	London (UK)	ST	ALB	CP	NTA	
Nov	Nordic Organic Food Fair	Malmoe (Sweden)	NI	MKD	CP	ECM	
Nov	Nordic Organic Food Fair	Malmoe (Sweden)	NI	SRB	STT	SCC	

