



# **B2B (Business-to-Business) Activities**

Criteria and guidelines for participation

# Criteria that must be fulfilled for participation in Innovation Norway's (IN) international B2B-activities

## Participant must:

- be mature for the international market
- be able to think long-term regarding the international initiative
- have enough resources to prepare before, be focused during and follow up after taking part in B2B-activity

*When working on the international B2B-market, we recommend to check out the seven questions on market orientation that are used in the Canvas model:*

- *How do you describe your market?*
- *What are the customer's needs?*
- *Why should the customer choose your product?*
- *How will they learn about and buy your product?*
- *Who are your most important competitors?*
- *Why are they chosen?*
- *How can you be different from or more attractive than your competitors?*

# Criteria that must be fulfilled for participation in Innovation Norway's (IN) international B2B-activities

## Participant must:

- Have a good understanding of what is required to obtain good results when working with B2B-activities internationally, including preparations that are required before and after an activity.
- As a supplier:
  - Be consistent in regards to policy on pricing at all levels in B2B sales (net prices/gross prices/commission)
  - Offer bookable products and quick response to inquiries throughout the year (at least to be bookable per e-mail)
- Master English both written and orally
- Have good web pages with sufficient information in English

## Clarification of expectations

- **Norwegian partners/companies that buy participation in Innovation Norway's (IN) international B2B activities can expect IN to do as follows:**
  - To give necessary and relevant advice on the activity beforehand and whether it will be relevant for the company to participate.
  - To invite relevant customers from the market in question.
  - To plan and accomplish the planned activity in a professional way.
- **IN will expect the following from participating companies:**
  - To acquire necessary information about the customer they shall meet in advance of the activity.
  - To do the necessary preparations before the activity and to do the necessary follow-up afterwards.
  - To acquire necessary information on the market (e.g. by participation in webinars/seminars organised by IN before the activity).
  - To participate throughout the activity and as long as the customer is present.
  - To respect and stick to deadlines.

# Costs and responsibility in joint activities

## Tailor-made partner activities in a market:

### ➤ To whom can we offer this?

- SME that may use this as an introduction to a specific market.
- Companies that are looking for niche operators in a market and that are not covered by other IN operational activities.
- Company networks/product constellations that have a need to be promoted/to sell a joint message in a specific market.

### ➤ Capacity

- IN has limited capacity and must give priority to planned operative market activities and daily work with the business partners. We therefore must limit the offer to two tailor-made activities per market per year.

### ➤ Planning

- To be able to offer good assistance we must receive the inquiry at latest during January the same year.

### ➤ Selection

- In case of large interest for tailor-made activities in the market we claim the right to select the most relevant activities.

# Costs and responsibility in joint activities

## Tailor-made partner activities in a market:

- Partner will cover operational costs in connection with the implementation of the activity at the specific market (e.g. rental of location, local transportation, food etc.)
- In addition the partner will pay a fee to IN based on estimated number of hours necessary for the assignment. Minimum number of hours is 8, maximum is 40. Hour cost will depend on price at each office.
- IN's local office in the market will tailor the activity in close dialogue with the partner and according to the partner's requests. The activity must also be relevant according to needs in the market. IN's local office will invite relevant customers and will take responsibility for the accomplishment of the activity.

## B2B fairs:

- Innovation Norway will have responsibility for rental of stand area and design of the stand (incl. all relevant equipment) and promotion in relevant channels of participating Norwegian companies.  
The IN office will invite partners to a seminar before or during the fair. In addition other elements may be included in the price, depending on needs in each market.

# Costs and responsibility in joint activities

## Study tours/famtrips (for individuals and groups)

- For Leisure the following applies: Tours are only arranged in cooperation with regional companies and sometimes with business network companies. If a particular destination/supplier requests to organise such a trip for IN's contacts, the regional company or business network companies must be the one to place the order.
- For Meetings: Tours can only be arranged in cooperation with a destination/convention bureau that have attended INs international B2B-activities.
- IN will cover transport of customers to and from destination for the tour and cover costs for IN's own representatives that will participate.
- The destination (and its partners) will cover costs for the stay (i.e. accommodation, local transportation, food and drink, guides, activities etc.) if not anything else is specified.
- The destination will, in close dialogue with IN, produce a programme (made to suit the goal of the tour).
- IN will invite relevant customers, handle registrations and all dialogue prior to the tour, including gathering all relevant information about the customer that will be sent to the destination in the form of a Market Manual.
- The destination is in charge of producing a Product Manual for the suppliers that have a roll during the visit. IN may contribute to this by creating the web link that the suppliers can use.

# Costs and responsibility in joint activities

## Workshops

- IN has the responsibility for all practical details regarding a workshop and all costs related to the realisation of the event (rental of venue, food, technical equipment).
- IN's local office has the responsibility of producing Product Manual and Market Manual for the event when this is relevant for the event.
- IN's local office will invite participating partners to a webinar/meeting either before or during the workshop, to supply participants with information on important trends etc. in the market as well as insight to the customers the partners will meet during the workshop.
- In addition other elements may be included in the price depending on needs in each market.



## Evaluation

All activities carried out by Innovation Norway (IN) shall be evaluated

- IN has the responsibility for sending an evaluation survey to all partners and customers involved in the activities as well as sending the results to the Norwegian industry when they are available.

## Price

- Price per activity is given in the activity description published on Innovation Norway's B2B pages, under each activities description.
- All prices are listed without VAT.
- All prices are listed with reservation and final and valid price will be given in the final agreement/terms and conditions.

## Agreement of cooperation

### Meetings:

- Innovation Norway publishes a link to each B2B-activity and the participant use the link to register for the activity. The participant must accept the terms and conditions for the activity and the registration is binding.

### Leisure:

- All activities will have a separate document on terms and conditions. These must be read and confirmed upon signing up for the activity.

## Invoicing

- Invoicing activities is done after the activity has been completed and invoice will be produced by IN's local office and in the local currency of the market where the activity has been done.
- International activities, with a few exceptions, are invoiced from IN's head office.



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