



Financing Sources and Opportunities for SMEs

Offers for Exhibitors

September 2007

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Sources and Opportunities - Financing for SMEs

A personal meeting of financing providers and SMEs

-ExpoFin -

23rd and 24th November 2007

Messe Augsburg

The one-stop overview of financing possibilities for owners of SMEs from Germany, Liechtenstein, Austria and Switzerland

Organiser:

Continua Unternehmensentwicklung AG, Berlin



Mainpartners:



S • E • C • A

Swiss Equity
magazin

We would like to thank the following Chambers of Industry and Commerce and Business Development Organisations for their support:



Industrie- und Handelskammer
Südlicher Oberrhein



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Bodensee - Oberschwaben



Industrie- und Handelskammer
Hochrhein-Bodensee



Industrie- und Handelskammer
Nürnberg für Mittelfranken



We would like to thank the following Chambers of Industry and Commerce and Business Development Organisations for their support:



We also thank the Chambers of Commerce of Munich, Upper Bavaria, East Württemberg Passau, Pforzheim, Reutlingen, Stuttgart, Rhine Neckar and the Chambers of Commerce of Vienna for the articles in their Chamber Magazines.

Raising Capital in Germany:

Our assessment is that only small numbers of businesspeople are aware of the options for raising capital; we would estimate this figure to be less than 3% of all German businesspeople. We have held many discussions in order to examine the sources that German businesspeople see when they want to raise their own capital and what efforts are required for this (with respect to both financial efforts and time commitments, which are always underestimated!)

During this process, 364 businesspeople from Germany were questioned, in the time period between September 2002 and July 2003.

Zeitbedarf bei der Kapitalbeschaffung (vom Erstkontakt bis zur Vertragsunterzeichnung) % der Befragten

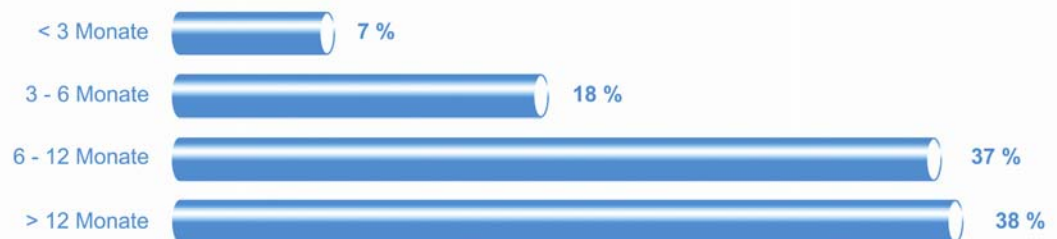


Abb 1.

Continua Erhebungen bei 364 Unternehmern im Zeitraum
September 2002 bis März 2003

The Outcome:

The average time frame from first contact to the completion of negotiations is around 7.5 months. .

Kosten der Kapitalbeschaffung (auf Basis Anzahl der Nennungen)

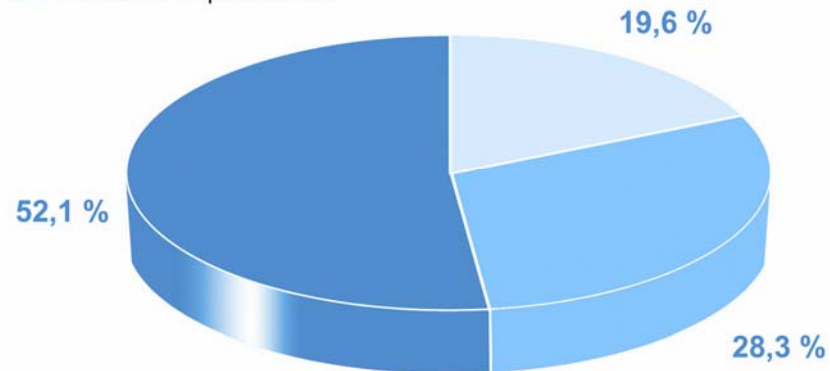


Abb 2.

Continua Erhebungen bei 364 Unternehmern im Zeitraum September 2002 bis März 2003

The average cost of raising capital (including producing a business plan, expert reports, solicitor's fees, tax advisor's fees, etc.) comes to around 6.5% of the capital required.

Forming and using qualified contacts is fundamental for successful capital raising.

Ideen zur Kapitalbeschaffung

(Mehrfach-) Nennungen in % der Befragten

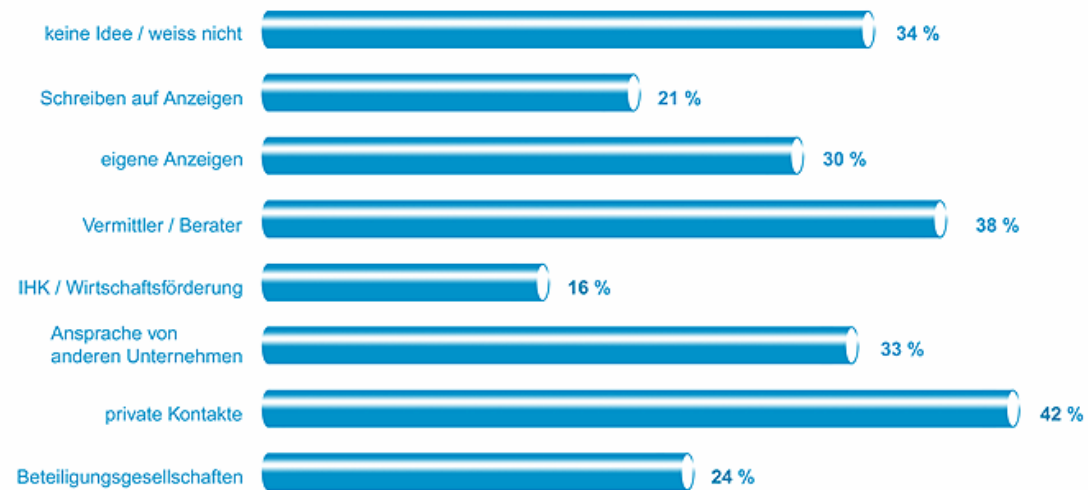


Abb 3.

Continua Erhebungen bei 364 Unternehmern im Zeitraum
September 2002 bis März 2003

The Trade Fair for Business Financing for SMEs:

A personal meeting of financing providers and SMEs

- ExpoFin -

The Exhibitors:

- Foreign credit institutes with activities in German-speaking markets
- Domestic banks, savings banks and mutual credit institutions
- Public development institutions/guarantee banks
- Private banks
- Investment companies
- Corporate ventures
- Private equity
- Venture capital
- Investment banks
- Turnaround funds
- Business Angels/networks
- Family businesses/Fund management
- Leasing companies
- Factoring companies
- Mezzanine financing providers
- Stock exchange (centres)

- Credit insurers etc.
- Businessperson pensions/insurance
- Investment counselling/protection
- Intermediaries
- Ratings agencies
- Credit agencies
- Debt collection agencies
- Corporate Finance (CF) advisors
- Tax advisors/accountants and solicitors specialising in CF
- Organisers of (business) conferences and seminars from Germany and abroad
- Platforms
- Business plan competitions
- Business publishers/magazines
- Business plan software and consultancy
- Controlling/accountancy software and consultancy
- Patent agents/application agencies

Target proportions:

Around 70% “real” financing providers

Around 30% specialised service providers

Communication Activities:

How will we ensure that SMEs attend?

- Free ticket allowance of 200 tickets for our partner Chambers of Commerce (currently 13 from Baden Württemberg and Bavaria) for selected SMEs, particularly for the Chamber of Commerce of Swabia (here alone, for example, around 2,500 businesspeople >5 million turnover!).
- Media partners (inc. “Der Maschinenmarkt”, which is inviting around 12,600 SME advertising clients and 20,000 subscribers to the Trade Fair).
- Main partners (inc. the FAZ-Institut, etc.), which will invite members of their networks.
- Own distribution list to SME owners (around 3,500 nationwide, Austria, Switzerland, etc.).

Making Contacts:

How we bring participating businesspeople to financing providers

Trade fair stand: this is where the exhibitor can be “found”. Conference lounge: here, scheduled meetings with businesspeople can take place:

- Interested businesspeople call exhibitors in the run-up to ExpoFin, based on the descriptions on the website, and arrange individual appointments (that is, there is no need to contact us).
- Businesspeople register with us before the event in the one2one Matching System and arrange individual appointments with exhibitors. The advantages of this are a quicker and less complicated process, in addition to lower ticket prices.
- Welcome Service at the Trade Fair. Large check-in desk at which businesspeople, on registering the business area and the size (turnover) of their company, receive recommendations concerning the exhibitors with whom they should make contact.

ExpoFin Participation Package:

20 visitor tickets (worth €3,000)

One-page entry in the list of exhibitors:

Participation fee: **€5,800 plus VAT**. (Individual arrangements are possible in particular cases).

Content of the participation package:

- Up to five company employees
- 20 visitor tickets
- Free food and drink during the Trade Fair
- Participation in the Gala Dinner for the participant with up to five people
- Own entry in the participant catalogue
- Exclusive presentation opportunity
- Own entry on the website in the run-up to and following ExpoFin:
- Posting (if desired) as financing provider from the date of registration with logo, link and description, together with contact person (photo, telephone no, mobile no, e-mail) for contact before ExpoFin
- Arranging appointments for meetings with businesspeople at ExpoFin
- Using the One2one appointments system
- Free basic participation for two people at a further two Continua events of their choice (Deutsche Präsenzbörse - European Venture Market - venture2run)
- Free entry in www.unternehmenswachstum.de

ExpoFin Participation Package – Privat Lounge:

Private conference lounge (no access to the general public)
20 visitor tickets (worth €3,000)
One-page entry in the list of exhibitors:
Participation fee: ~~€4,200~~ **plus VAT** (individual arrangements are possible in particular cases).

Content of the participation package:

- Up to five company employees
- 20 visitor tickets
- Free food and drink during the Trade Fair
- Participation in the Gala Dinner for the participant with up to five people
- Own entry in the participant catalogue
- Exclusive presentation opportunity
- Own entry on the website in the run-up to and following ExpoFin:
- Posting (if desired) as financing provider from the date of registration with logo, link and description, together with contact person (photo, telephone no, mobile no, e-mail) for contact before ExpoFin
- Appointment arrangement for businesspeople at ExpoFin using the One2one appointments system
- Free basic participation for two people at a further two Continua events of their choice (Deutsche Präsenzbörse - European Venture Market - venture2run)
- Free entry in www.unternehmenswachstum.de

ExpoFin Participation Package – Individual:

General conference lounge
5 visitor tickets (worth € 800,-)
Two people
One-page entry in the list of exhibitors:

Participation fee: **€2.700,- plus VAT**. (individual arrangements are possible in particular cases).

Content of the participation package:

- Up to two company employees
- 5 visitor tickets
- Free food and drink during the Trade Fair
- Participation in the Gala Dinner for the participant with up to two other people
- Own entry in the participant catalogue
- Own entry on the website in the run-up to and following ExpoFin:
- Posting (if desired) as financing provider from the date of registration with logo, link and description, together with contact person (photo, telephone no, mobile no, e-mail) for contact before ExpoFin
- Appointment arrangement for businesspeople at ExpoFin using the One2one appointments system
- Basic participation for two people at a further two Continua events of their choice (Deutsche Präsenzbörse - European Venture Market)
- Free entry in www.unternehmenswachstum.de

Quality Standards:

Financing providers

The majority of financing providers are known to us personally from our more than ten years of experience. In addition, they also have demonstrable references in the field of business financing and have often been operating on the market for many years.

Visitors

Participating owners of SMEs will be individually addressed and personally invited through our partners as well as the participating Chambers of Commerce and Industry. In addition, we are working carefully on our own database of around 3,600 SME owners and High-Tech Business owners from Germany, Austria and Switzerland. Furthermore, we also carry out random checks of visitors and their business status.



Programme:

Thursday, 22.11.2007

from 7:00 pm
8:00 pm

Reception

Opening Reception for financing providers

Friday, 23.11.2007

10:00 am

Opening of ExpoFin for Business Financing
by the Organisers and the Sponsors

10:30 am

Opening speech (tbc) 10:30 am ExpoFin
tour (tbc)

10:00 am to 5:00 pm

Business presentations by financing
providers (in various different rooms of the
convention centre)

7:30 pm

Reception given by Dr. Wengert, Lord
Mayor of Augsburg, in the Goldener Saal of
the Town Hall of Augsburg for financing
providers and selected participants

Saturday, 24.11.2007

10:00 am to 5:00 pm

Business presentations by financing
providers (in various different rooms of the
convention centre)

6:00 pm to 9:00 pm

Closing reception (Organisers and
Sponsors)



Subsidiary Programme:

All exhibitors are exclusively entitled to give a presentation of what they have to offer and on general topics. These will be repeated on Friday and Saturday (23./24.11).

The presentations will be coordinated on the part of Continua in order to avoid repetition or recurrences .

Get-togethers

- On 22.11, all exhibitors are invited to a Welcome Dinner.
- On 23.11, all exhibitors, together with numerous SMEs from the region, are invited to a reception given by the Lord Mayor of Augsburg in the Town Hall.
- On 24.11, Continua invites all participants to a closing cocktail evening and celebration drink.

Contact guarantee for exhibitors

Our aim is to ensure that our exhibitors can secure at least five conversations/contacts each day with "suitable" businesspeople

The Organiser:

Continua Unternehmensentwicklung was founded in 1996 and in April 2007, with the incorporation of further shareholders, it was re-established as a public limited company. With our team of seven people, we bring businesspeople and capital providers together, mainly in the form of national and international events:

Our format within Germany:

- Deutsche Präsenzbörse Continua www.continua.de

Our international format:

- European Venture Market - EVM | www.europeanventuremarket.com

To date, we have brought together around 7,000 businesspeople, investors and specialised service providers at over 65 events.

- An event to combine sport and making business contacts: the Business half marathon - venture2run | www.venture2run.de
- Business owners can check their attractiveness to investors here: Business growth | www.unternehmenswachstum.de



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Partners:

AUSTRIAN BUSINESS AGENCY



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