



Concept program

Trade mission from Czech Republic and Slovakia at the Eurosonic Noorderslag Conference

Tuesday January 15

Arrival at hotel accommodation (location to be determined – preferably in Groningen or otherwise in a city with a train station (Assen, Leeuwarden, etc)).

19:00 – 21:00 welcoming reception at hotel with dinner replacing snacks

- Presentation: doing business in the Netherlands
- Discuss individual meeting schedules with matchmaker

Wednesday January 16

09:00 – 18:00 individual meetings (2 – 4 meetings at location of the interested companies)

Transportation: by (rental) car, taxi or public transportation

18:30 transportation to conference location (by train, bus or taxi)

19:00 – 20:00 Sneak preview ESNS conference

20:00 – visiting the festival (optional)

23:00 Transportation to hotel: by train, bus or later by taxi

Thursday January 17

08:30 transportation to conference location

09:00 – 12:00 matchmaking event / individual meetings/ showcase opportunity at conference location in Groningen.

12:00 – 18.00 ESNS conference

18:00 – 20.15 Trade Dinner Czech Republic and Slovakia

20:15 – visiting Guest deck at ESNS Air and the festival

00:00 Transportation to hotel: by train, bus or later by taxi

Friday January 18

Departure for home

Optional:

Friday January 18

09:30 – 18:00 ESNS conference

18:00 – visiting the festival

Transportation: by taxi

Saturday January 19

10:00 – 16:00 ESNS conference

16: 00 – visiting the festival

Transportation: by taxi

Cost for participation: € 500,- per company (1 person), additional tickets € 300,- per person.

In the price:

Matchmaking program (expected 4 – 6 meetings)

Welcoming reception

Bus transportation to and from Conference (if organized)

Tickets to the ESNS Conference & festivals

Tickets to the Trade Dinner Czech Republic and Slovakia

ESNS Test case by Innofest

Maximum of 4 companies can apply for a pilot/test case for their product at Eurosonic Noorderslag. Innofest is organizing these test cases. The cost for a company to participate is max €2.500,- (depends on the production costs). Innofest provides for free an innovation scout and a producer to guide each company.

<http://innofest.co/en> for the criteria of Innofest.

The program for a company participating in the test case might differ from the regular program.