

Tentative period: option 1: June 12- 14, 2016 , option 2: June 12-16, 2016

Targets:

- B2B meetings & matchmaking with local partners:
 - Local importers, distributors and growers of ornamentals and landscaping companies
 - Local importers and distributors of equipment
 - Customers : project initiators and developers

The final selection of meetings will be based on participant’s specific requirements and will take place on a schedule tailored individually
- The Green City- enhancement of awareness and appreciation of green concepts: dialogue with central and local authorities
- Site visits relevant projects in and around Bucharest and Cluj
- Participation in LAUD 2016 conference and exhibition

Participation at LAUD – International Architecture Expo Conference:

LAUD is dedicated to landscape architecture and infrastructure and is targeting: landscape architects, city chief architects, city managers, directors within city halls and companies with solutions for architecture, design and outdoor planning.

Opportunities at LAUD:

- Multiple networking and business matching opportunities among the most influential architecture offices in Romania, Poland and Hungary
- Direct access through the communication campaign with over 15.000 architects, 180 architects/day participating on average in every event.

Visiting Bucharest and Cluj area:

In addition to the EU programs, significant national and local resources are invested every year in the acquisitions of ornamentals for the maintenance and extension of green areas at local level, making the local public administrations the largest buyers for ornamental plants in Romania. Real estate developers and retail outlets are playing also an important role but with less volumes and diversity of species sold.

The areas where the local public administration is focused in ornamental investments are Bucharest and Cluj! (more details can be found in the market survey)

Moreover, the local nurseries coverage is mostly positioned in the Bucharest area and North-West Cluj area. (page 20 –of the market survey).

1. Tentative Program

Sunday June 12, 2016	Arrival Bucharest , transfer to the hotel Briefing/Welcoming dinner
Monday June 13, 2016	Program Bucharest <ul style="list-style-type: none"> • 10:00 -12:00 Meeting Bucharest Parks and Gardens Administration / Public Domain Administration/ The Association of Municipalities Romania • 13:00- 15:00 B2B Matchmaking meetings (hotel venue/ local company headquarters) • 15:00-17:00 Meeting with the Agronomic & the Architecture Universities in Bucharest • 19:00- Networking Dinner (organized within LAUD conference) <i>Overnight in Bucharest</i>
Tuesday June 14, 2016	Program Bucharest (continuation) <ul style="list-style-type: none"> • 10:00 -17:00 LAUD- Landscape Architecture and Urban Design –

	international architecture expo & conference for landscape architecture & infrastructure (participation conference and exhibition, networking)
Option 1 return to the Netherlands (KLM 1376, 17:50)	
DIRECT COSTS/ PARTICIPANT OPTION 1	
Accommodation Bucharest (1 person*2 nights, 85 Euro/night)	170
Flight (Ams-Buch-Ams)	250
Participation fee LAUD expo & conference	115
Networking dinner LAUD expo & conference	100
Matchmaking fee (minimum 4 MM meetings/company)	500*
TOTAL DIRECT COSTS/ PARTICIPANT OPTION 1	1135

***An early bird discount of 500Euro/company is offered for the first 6 companies registered for participating in activities in Bucharest**

Option 2 continue to Cluj (RO 657 d 19:25, a 20:35) , overnight in Cluj*	
Wednesday June 15, 2016	Program Cluj <ul style="list-style-type: none"> 10:00-12:00 B2B Matchmaking meetings (hotel venue/local company headquarter) 13:00- 15:00 Knowledge exchange event “The Green City – local solutions and policies for integrating greening concepts into city planning and managing processes” (in cooperation with Cluj county council, Agro Transilvania Cluster, the North-West Regional Development Agency and representatives of county councils Bihor, Bistrita-Nasaud, Maramures, Satu-Mare, Salaj) 15:00-18:00 Site visit (one of the sites in Cluj included in the urban plans for rehabilitation/greening in the next 10 years: Hoia, Manastur Faget, East lakes, Someseni baths, tbc) 19:00- Networking dinner <i>Overnight in Cluj</i>
Thursday June 16, 2106	Program Cluj: <ul style="list-style-type: none"> B2B Matchmaking meetings (continuation) Optional: site visit organized in cooperation with Agro University Cluj/ visit Bontida Park (relevant example of local rehabilitation project of a historical park) <i>Departure to the Netherlands (via Bucharest)</i>

*** Cluj leg will go forward under the condition of a minimum of 2 companies participating. The program will be adjusted accordingly.**

DIRECT COSTS/ PARTICIPATING COMPANY OPTION 2 (12-16.06.2016, Bucharest & Cluj)	
Accommodation Bucharest (1 person-2 nights, 85 Euro/night)	170
Accommodation Cluj (1 person-1 night, 80 Euro/night)-	80
Flight (Ams-Buch-Cluj-Buch-Ams)	450
Participation fee LAUD expo & conference	115
Networking dinner LAUD expo & conference	100
Matchmaking fee (minimum 4 MM meetings/company)	750**
TOTAL DIRECT COSTS/ PARTICIPATING COMPANY OPTION 2 (12-16.06.2016, Bucharest & Cluj)	1665

****An early bird discount of 750Euro/company is offered for the first 6 companies registered for both Bucharest and Cluj**