

## Questionnaire for B2B Meetings

food processing & packaging exposyum, 21 – 23 November 2017, Nairobi

### 1. Who will attend the meeting from exhibitor's side?

Company information incl. website and information about products and services  
(maybe attach company leaflet, product brochures etc.)

Personal information of representative present at FPPE (name, function, contact details)

### 2. What are you expecting from your B2B partner?

From which industry sector shall the companies come from?

i.e. only food sector or are also other sectors (=application area of your products)

What element in the supply chain are you looking for, e.g. end clients, distribution partners, technical service partners, agents, finance partners, etc.?

➤ For end clients:

- What type of companies are you targeting, e.g. bakeries, slaughterhouses, carton packaging, flexible packaging, etc.?
- What size of companies are you targeting, e.g. international players, conglomerates, SME's, farmers, etc.?

➤ For distribution partners, technical service partners and agents:

- What kind of expertise are you targeting? e.g. technical expertise (if yes please explain in detail the sector and expertise you need)
- Does he need to have already existing network of clients? (if yes, how many, what kind, etc.)
- What kind of portfolio shall he have? e.g. complementary products (if yes, please give examples), brands which he should not have on board, etc.

### 3. What are you expecting from the meeting?

e.g. get market insights, meet existing clients, learn from local market needs, extend networks, appoint distribution partner, sign sales contract, etc.



21<sup>TO</sup>23 NOVEMBER 2017  
**NAIROBI**

**4. Any other expectations from the B2B partner or the meeting:**

**We are also happy to discuss your individual expectations personally with you.**

Contact details:

africon GmbH  
Ms. Lena Schwoerer  
Dorfstr. 34  
40629 Düsseldorf  
Germany

Tel: +49-211-7817 9965  
Mob: +49-176-7638 5113

Web: [www.africon.de](http://www.africon.de)  
Email: [lena.schwoerer@africon.de](mailto:lena.schwoerer@africon.de)

africon consulting services (Kenya) Ltd.  
Mr Thairu Gichuhi  
Eden Square Complex, 7th Floor Block I, Chiromo Road  
Nairobi  
Kenya

Tel. +254 254-20-3673 599  
Mob. +254-723-771 793

Web: [www.africon.de](http://www.africon.de)  
Email: [thairu.gichuhi@africon.de](mailto:thairu.gichuhi@africon.de)