



The instruction of
Business and Technology Meeting (BTM)

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D-8 Technology Transfer & Exchange Network (D-8 TTEN)

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Business and Technology Meeting Instruction

1) Introduction

The Organization for Economic Cooperation and Development between the eight developing Islamic countries (Iran, Turkey, Pakistan, Indonesia, Malaysia, Bangladesh, Nigeria, and Egypt), called the D-8, has been established to strengthen economic ties between the countries, strengthen their influence in global markets and make dialogue with industrialized countries.

The main objectives of the D-8 are economic and social development, strengthening the position of developing countries in the global economy, creating diversity and new opportunities in business relations, improving the presence in international decision-making, and enhancing the living standards of people in member countries. Therefore, in order to achieve these goals, cooperation in the field of industry, trade, removal of trade barriers, and using the capabilities of the eight countries are essential.

In order to develop international cooperation, the IRANIAN PARDIS Technology Park planned to establish a network and platform for developing technology interactions between the D-8 member countries. As part of the third meeting of industry ministers and the seventh High Council Meeting of the D-8, from 16 to 19 October 2012 in Dhaka, Bangladesh, the D-8 Technology Transfer, and Exchange Network (D-8-TTEN) was proposed by Park and approved by the countries in the technology group and finally the industry ministers of this group. In order to develop international cooperation, the PARDIS Technology Park planned to establish a network and platform for developing technology interactions between the D-8 member countries. As part of the third meeting of industry ministers and the seventh High Council Meeting of the D-8, from 16 to 19 October 2012 in Dhaka, Bangladesh, the D-8 Technology Transfer and, Exchange Network (D-8-TTEN) was proposed by PARDIS Technology Park and approved by the countries in the technology group and finally the industry ministers of this group.

In the D-8-TTEN Technology Transfer Network, advanced products and technologies are exchanged between member countries. This network aims to accomplish the following:

- Establish, develop and strengthen a network of technology partners among member countries
- Supporting technological cooperation between the member countries of the D-8 Organization.
- Opportunity, synergy, and capacity building of the private and public sectors in various fields of technology

Business and Technology Meeting Instruction

- Preparing and planning for the development of the technology market and technological products

Based on the goals, it is necessary to design a mechanism so that key actors can demonstrate their products, services, challenges, and technological solutions, as well as meet each other and provide the basis for B2B cooperation. Thus, one of the main activities of this network is holding a business and technology meeting called (BTM), which is to get to know each other and find new partners for cooperation, development, and exchange of technology.

Proper execution of this event requires accurate instructions and considering all its dimensions, including the event's scenario, scope, target actors, steps, responsibilities, costs, Agenda, and so on. In this regard, the BTM event instruction is described below:

2) Scope (Target)

This instruction is used to hold the Business and Technology Meeting (BTM) event under the supervision of the D-8-TTEN Secretariat.

3) Value proposition

- 3.1) Improves awareness
- 3.2) Intelligent interaction
- 3.3) Professional Consultative approach
- 3.4) Learning and enabling

4) Objectives

- 4.1) Optimizing the identification process
- 4.2) Facilitate Communication
- 4.3) Improve international networks
- 4.4) Consolidation of demands

5) Definitions

5.1) D-8: Means D-8 Organization for Economic Cooperation (among Islamic Republic of Iran, Pakistan, Bangladesh, Turkey, Malaysia, Indonesia, Egypt, and Nigeria)

Business and Technology Meeting Instruction

5.2) Steering Committee: The Steering Committee specifies the requirements of the event support structure, including website, database, documentation, networking, and reporting and results. Also, part of the executive and supervisory affairs in the event is the responsibility of this committee.

This committee will have three members:

- Host: one representative
- Secretariat: one representative
- D-8: one representative

Remark 1: If D-8 does not introduce a representative, the Secretariat must substitute a representative instead.

5.3) Host: Means the country of D-8 members who is hosting the Business and Technology Meeting event and ceremony.

5.4) Broker: A broker is an individual or company who acts as an intermediary between the event organizer and the participants

5.5) Secretariat: Means D-8-TTEN secretariat

5.6) Network: It means the technology transfer and exchange network of D-8 member countries (D-8-TTEN), the establishment of which was approved at the third meeting of industry ministers of D-8 member countries in Dhaka, Bangladesh, in 2012.

5.7) Accreditation and Selection Committee (ASC): A committee responsible for validating content, people, and programs. This committee will have five members:

- Host: one representative
- Secretariat: one representative
- Three experts in the following fields: Management of Technology and Innovation, Business Development, and Business Administration.

Among the duties of this committee are the following:

- Evaluation of key players
- Evaluate and approve the content of panels and events
- Approve keynote speakers

5.8) Media Management Working Group (MMWG): The working group will consist of media representatives of the Steering Committee, Hosts, and media representatives of the member countries. The MMWG addresses the following issues during its meetings:

- Identify influential media based on country conditions
- Determine the content of different media

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- Specify strategies for content creation
- Content publishing
- Determine how to receive feedback on the content provided and apply it
- Financial management of media actions
- Submit action report to Steering Committee.

Remark 2: The number of members of this committee can vary depending on the need.

6) Description of event

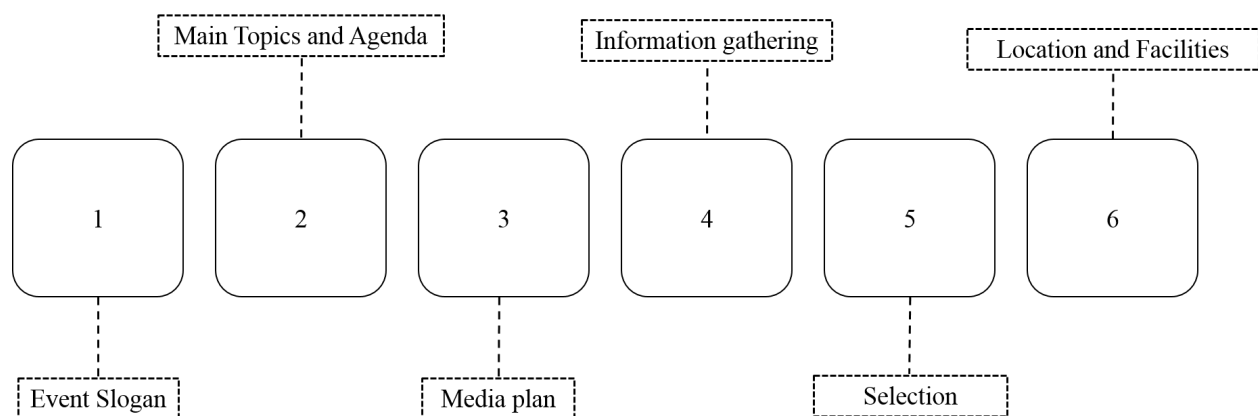
The basis of business meetings is to determine the desired area foremost. After confirming the conceptions and details of the area, companies and activists in the selected field are invited to attend the Host country to participate in the network business meeting and negotiate with their corresponding companies in other countries to achieve cooperation.

7) Responsibilities:

The event is conducted in three phases, namely pre-event, event, and post-event. There are specific actions to be taken in each phase. In order to proceed, it is necessary to identify the event's Steering Committee, Host, and Brokers. The Secretariat oversees the Steering Committee, the Host, and the Broker. In the following, the actions of each phase are described:

7.1) Pre-event

Overview of pre-event actions:



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Step 1 - Define the event slogan: The Steering Committee must first determine the event slogan. The event slogan is a summary of the focus of the event that will attract and motivate participants.

Step 2 - Topic selection and agenda setting: The event host must identify the key topics that will be followed at the event, along with the agenda, and inform the Steering Committee. Key topics will be determined based on information received from member countries (sending formal letters to competent departments in member countries and receiving information) as well as documentation from previous courses, focusing on the following:

- Introducing new technologies
- Promoting Technology trends
- Social innovation solutions
- Benchmarking and finding solutions

The agenda should be compiled using various tools such as panels, one-on-one meetings, keynote speeches, etc.

Note 1: Tools such as panel and keynote speeches can be on the schedule 2-3 times a day.

Note 2: One-on-one meetings, meetings with experts, coaching sessions, etc., can be included in the schedule according to the needs of the participants. Of course, the number of sessions 2-3 times a day is enough.

Remark 3: The host can attract sponsors if it is necessary.

Step 3 - Event Media Plan: The event media plan must be specified before the event. To this end, the event Host, with the Broker's help, creates an event media management working group.

Note 3: The Secretariat will monitor any media issues if required.

Step 4 – Information gathering: The Broker should gather the necessary information based on the event's topics and areas of focus. Sources for collecting such information include:

- Information on key players in member countries
- Technological reports
- Technology and scientific data
- Technology gaps

Business and Technology Meeting Instruction

- Future needs
- Database of previous events

Finally, a summary report should be sent to the Host and Steering Committee.

Step 5 - The Host and the Broker must form an Accreditation and Selection Committee to select the participants and determine the people present in the various sections of the event (such as the panel manager and panelists).

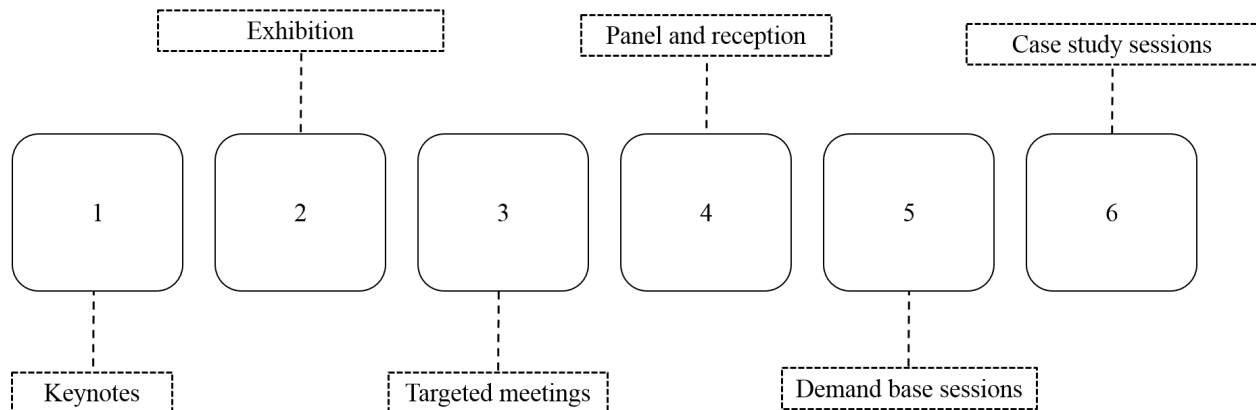
Step 6 - Location and facilities of the event: The Host must determine the location and assess the necessary facilities before holding the event. After selecting the general aspects related to this issue, it should inform the Secretariat.

Note 3: The event's location must be specified at least three months before the event, and complete information must be sent to the Secretariat.

Note 4: Organizers can form a committee to prepare the venue and facilities for the event if needed.

7.2) Event

These actions include different parts of the event that do not necessarily have a sequence. An overview of event actions is shown below:



Part 1 - Keynote presentations: This program is attended by representatives of the Steering Committee, the Host, the Brokers (as responsible for documentation), the keynote speaker, the participants, the media team, the presenter, and the procurement team. The Broker must provide documented information to the Steering Committee to provide to participants. The primary purpose of this is to facilitate the networking process.

Note 5: Usually, the number of keynote speeches is twice a day, one at the beginning of each event day and the other after the lunch break.

Business and Technology Meeting Instruction

Part 2 - Exhibition: The Host must prepare the exhibition schedule based on the event scenario and approve it by the Steering Committee. The Host and Broker must jointly deploy the exhibition management team on site. The booth applicants will be stationed in their place according to the management team's plan and will present their services, products, and solutions.

Note 6: An information team should be deployed at the exhibition site to provide better access to the supply side so that the management team can optimize the process of exhibitors visiting the exhibition. Likewise, a media team should be stationed at this location and take steps to prepare media reports.

Note 7: Brokers must prepare a content report from the booths and send it to the Steering Committee at the end of each day.

Part 3 – Targeted Meetings: These meetings are held to meet the supply and demand parties in specific areas and with the presence of the parties and the Broker's representative.

Note 8: The focus of these meetings is on issues such as identifying startups, paving the way for partnership agreements by presenting challenges, providing a technology product or service, and so on. The content report of this event, as well as its executive responsibility, is the Broker's responsibility.

Remark 4: These meetings are 1-on-1 sessions, coaching and consultation sessions, meetings with experts in a field, etc.

Part 4 - Panel and reception: This program will be held in the presence of representatives of the Steering Committee, the Host, the executive team, the media team, the panel manager, the Broker, the representatives of the actors related to the subject of the panel and the procurement team.

Note 9: This section will provide insights into future technology trends and address challenges.

Note 10: The Steering Committee and the Host should set up a team at the panel site to receive actors' proposals for technological collaborations after the program. The report of this information is sent to the Secretariat for Networking.

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Part 5 - Demand-Based Meetings: The Broker should set up a meeting coordination committee at the event to hold on-demand meetings if needed and requested by participants.

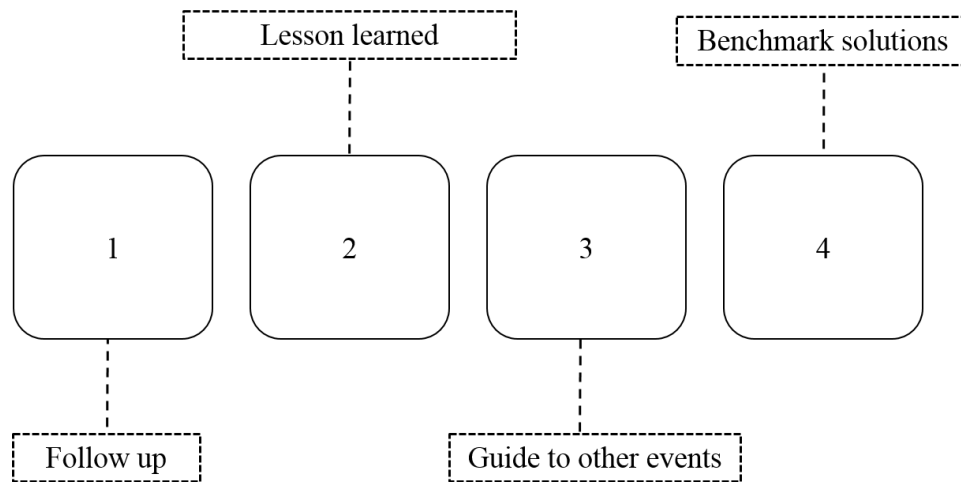
Note 11: In this section, the focus is on reverse pitch sessions.

Part 6 - Case Presentation Sessions: These sessions are held to promote the demand and supply side based on the topics identified for the event. The Broker is responsible for organizing and documenting this section. Also, the media team should prepare a report on the program and send it to the Steering Committee.

Note 12: In this section, the focus is on successful experiences.

7.3) Post-event

Overview of post-event actions:



Step 1 - Follow-up: Based on the networking actions during the event, the Host and the Broker follow up on the results of the actor's communication with each other and monitor and update the status of cooperation between the parties.

Step 2 - Lessons Learned: Based on the reports of the media teams, the Broker documentation team, networking activities, and B2B meetings, a summary of the lessons learned from the event is compiled by the Broker.

Step 3 - Guide to other events: If the subsequent events are necessary or requested by the participants, the Secretariat will take the required measures and coordinate the announcement and subsequent events according to the summary and collaborations formed during the event.

Business and Technology Meeting Instruction

Step 4 - Benchmark solutions: According to the database obtained from the event, in areas with technological challenges, the Broker performs optimization of technological solutions and introduces them to the demand side.

7.4) Table of total costs:

Row	Cost Description	Undertaking		
		Secretariat	Host	Sponsor
1	Holding meetings of the Steering Committee and the Accreditation and Selection Committee	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	All media activities (poster design, content production, uploading to websites and media, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3	The cost of inviting guests	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Location and facilities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5	Holding ceremonies and executive expenses before and after the ceremony	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6	Appreciation of experts and officials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7	Brokers' costs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

8) KPIs:

- Num. of agreements.
- Total vol. of agreements
- Num. of B2B sessions
- Num. of different player

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9) RACI

Actors Activities	Steering Committee	Host	Broker	Secretariat	ASC	MMWG
Pre-Event Actions						
Event Slogan	R	I	I	C	I	I
Main Topics and Agenda	A	R	I	I	I	I
Media Plan	I	A	A	C	I	R
Information gathering	I	A	R	C	I	I
Selection	I	A	A	I	R	I
Location and facilities	I	R	I	I	I	I
Event Actions						
1- Keynote presentations						
Managing and running the program	C	A	R	I	-	I
Documentation	I	A	R	I	-	C
media	I	A	I	C	-	R
2- Exhibition						
Management	I	A	R	I	-	I
Media Report	I	A	I	I		R

Business and Technology Meeting Instruction

Actors Activities	Steering Committee	Host	Broker	Secretariat	ASC	MMWG
Content Report	I	A	R	-	-	-
3- Targeted meetings						
Management and Execution	I	A	R	I	-	C
Documentation	I	A	R	I	-	-
Media Report	I	A	I	I	-	R
4-- Panel and reception						
Management	C	A	R	I	-	I
Documentation	I	A	R	I	-	-
Media Report	I	A	I	I	-	R
5- Demand-Based Meetings	I	A	R	I	-	-
6- Case Presentation Sessions	C	A	R	I	-	-
Post Event Actions						
Follow-up	I	A	R	I	-	-
Lessons Learned	I	A	R	I	-	C
Guide to other events	C	C	C	R	C	-
Benchmark solutions	I	A	R	I	-	-

10) Checklist

The action checklist includes the following:

- Establishing an Execution Committee with experienced staff and liaising with corresponding companies in the Host country
- Establishing the Accreditation and Selection Committee
- Establishing the Media Management Working Group
- Site management (support and uploading of information in the relevant section of the network website) and usable social networks.
- Design and production of posters, brochures, videos, catalogs, and other related items, including B2B events.
- Careful planning and scheduling of all items
- Informing and publishing the contents of the introduction and branding of the meeting between the target countries of the event through all channels, including site, email, social networks, and other related items, examples of which include the event;
- Informing the call for B2B meetings and attracting the requests of related companies and individuals.
- Carrying out all registration matters for the companies targeted by the event and coordinating their presence at the meeting
- Creating a News wave in news agencies, university telegram channels, and related centers, newspapers, and magazines and submitting reports to the network secretariat
- Coordination to carry out environmental advertising and the implementation of the required structures of the event at the level of the parking space, if necessary
- Coordination for filming and making clips for the event, photography, and documentary group
- Coordinating the accommodation and transportation of representatives of selected companies in the Host country
- Coordination for the installation and operation of the Internet network
- Prepare a detailed schedule of meetings between the respective companies that have already been identified
- Make initial pre-event arrangements to sign a memorandum of understanding after the meetings on matters that have been agreed upon.
- Coordinating the presence of an experienced and fluent English speaker and translator at the same time during the event
- Holding meetings to submit work reports to the network secretariat
- Follow on up the approvals of specialized meetings and submit the relevant report to the employer
- Providing services in the field of contracting, legal advice, providing facilities, etc. in case of an agreement
- Submit a written report on the event to the park regarding the number, scope, and other items of meetings between companies

Business and Technology Meeting Instruction
