

# **“UPGRADED SUPPORT TOOL FOR INTEGRATION OF SMEs IN EUROPEAN AND GLOBAL VALUE CHAINS”**

## **REPORT 2**

### **GUIDELINES FOR TARGETING THE POTENTIAL PARTICIPANTS SAIE BOLOGNA**



**Co-funded by  
the European Union**

## About SAIE 2024

SAIE has been held annually since 1965. Among the regular exhibitors are world leaders in the production of construction materials and equipment, as well as leading Italian companies. The exhibition is intended only for professional visitors; admission is free for foreign guests.

SAIE is an internationally renowned trade fair for the construction sector. The fair offers the possibility to see and compare the products of the industry's leading companies. Moreover, it is an innovation platform for the construction industry. Visitors can hear in depth and comprehensive information on the latest developments, trends, services and products in various fields.

The SAIE will take place on 4 days from Wednesday, 09. October to Saturday, 12. October 2024 in Bologna.

## SAIE 2024 sectors

The synergy between the innovative exhibition formulas and the special initiatives of the event provides a complete overview of innovation and transformation of the construction market.

Sectors:

- **Design and Digitalisation**
  - Design, control and management software
  - BIM, Building Information Modelling
  - Instruments for surveying and measurement, drones, geospatial technologies
  - Augmented reality, instruments, systems and applications
  - 3D printers, Digital manufacturing, digital platforms
- **Construction**
  - Building materials and technologies
  - Industrialised facilities and systems
  - Finishing and internal partitions
  - Waterproofing, chemicals for construction
  - Insulation and finishing systems for outdoor environments
  - Outer shells, doors and windows
  - Flooring, cladding and bathroom fixtures
  - Land reinforcement
  - Earth moving and lifting vehicles
  - Drilling and tunnelling
  - Work site equipment and products
- **Plant Engineering**
  - Electric systems for buildings
  - Remote building control
  - Ventilation, air conditioning and heating systems
  - Lighting systems
  - Solar, photovoltaic and energy production installations

- Automation, access control systems, anti-burglary systems
- Digital Buildings, Smart Homes and Digital Cities
- Installations for sports and outdoor facilities
- Smart infrastructures
- Fire-fighting plants and systems
- **Services and Media**
  - Consultancy services (professional, technical, financial)
  - Design, engineering and architecture firms
  - Building maintenance and administration
  - Associations
  - Technical and media publications

## Manual for Selection of Companies

This manual outlines the criteria for selecting companies to participate in a program, ranked by importance. The criteria are designed to prioritize companies in the construction industry, particularly those with specific characteristics that align with the goals of the program.

### 1. Industry Relevance

#### Primary Criterion: Construction Industry Participation

##### Description:

- Companies must operate within the construction industry.
- Eligible subsectors include those defined in the introduction of the SAIE fair, such as construction materials, equipment, technology, and services.

##### Evaluation:

- Verify the company's involvement in the construction industry and its alignment with SAIE subsectors.
- Documentation such as business licenses, product catalogs, and industry certifications may be required.

### 2. Ownership Structure

#### Secondary Criterion: Domestic Ownership

##### Description:

- Priority is given to companies with domestic ownership.
- This supports local businesses and encourages economic growth within the country.

**Evaluation:**

- Review the company's ownership structure through official documents, such as shareholder registries and corporate filings.
- Domestic ownership is defined as majority ownership by residents or entities within the country.

### 3. Market Presence

**Tertiary Criterion: Absence of Activities in Italy**

**Description:**

- Companies that do not currently have activities in Italy are preferred.
- This encourages new entrants into the Italian market, fostering market expansion and diversity.

**Evaluation:**

- Assess the company's market presence through business reports, market analysis, and direct inquiries.
- Absence of business activities in Italy should be clearly documented.

### 4. Program Participation History

**Quaternary Criterion: First-Time Participation**

**Description:**

- Companies that are first-time participants in the program are given priority.
- This ensures fresh opportunities for new companies and enhances the program's outreach.

**Evaluation:**

- Check program records to identify past participants.
- Confirm the company's participation history through program databases and registration logs.

### 5. Company Size

**Quinary Criterion: Small and Medium Enterprises (SMEs)**

**Description:**

- Preference is given to small and medium enterprises (SMEs).

- SMEs are defined based on criteria such as employee count, revenue, and assets, aligning with local definitions.

#### **Evaluation:**

- Verify the company's size through financial statements, employment records, and other relevant documentation.
- SMEs typically have fewer than 250 employees and an annual turnover not exceeding €50 million.

## 6. Past Cooperation and Feedback

### **Senary Criterion: Positive Past Cooperation**

#### **Description:**

- Companies that have previously participated in similar activities, demonstrated a readiness to cooperate, and provided positive feedback to organizers are given an advantage.
- This ensures continued collaboration and acknowledges successful partnerships.

#### **Evaluation:**

- Review past cooperation records, including feedback forms, performance reviews, and testimonials.
- Consider the company's engagement level, responsiveness, and overall satisfaction with previous programs.

### Selection Process

#### **1. Initial Screening:**

- Compile a list of candidate companies.
- Conduct a preliminary check to ensure they meet the primary criterion of industry relevance.

#### **2. Detailed Evaluation:**

- Assess each company against the secondary to senary criteria.
- Rank companies based on how well they meet each criterion, assigning higher scores to those that align closely with the priorities.

#### **3. Final Selection:**

- Create a ranked list of companies based on the cumulative scores from all criteria.
- Select the top-ranked companies for participation, ensuring a balanced representation of diverse sectors and sizes within the construction industry.

### Documentation and Verification

- Maintain detailed records of the evaluation process, including supporting documents and evidence for each criterion.

- Ensure transparency and consistency in the selection process to uphold fairness and integrity.

By following this manual, the selection process will be thorough, objective, and aligned with the program's goals, ultimately supporting the growth and diversification of the construction industry in alignment with the SAIE fair's objectives.

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