

International Matchmaking Event at the I-Know 2010 Conference

I-Know is Europe's **largest conference** on the subject of **Knowledge Management**.

Knowledge Management is the key to the sustainable success of contemporary organisations. It is becoming increasingly important to recognise the need for knowledge in day-to-day business, to identify suitable knowledge sources both within and outside the company, to use appropriate methods and tools and to create a culture of openness and trust within companies. The issue of efficiently and effectively managing knowledge is an increasingly important source of competitive advantage.

The I-KNOW conference brings together outstanding researchers and experts from the fields of knowledge management and knowledge technologies (English content) as well as practitioners and management from the knowledge management industry (German content). The I-KNOW conference features numerous practical lectures from industry experts representing companies such as Bearingpoint, Credit Suisse, IBM, Infineon, Magna Steyr, Neckermann and Nokia.

Are you ready for Co-operation?

Due to the outstanding success of the previous years, a matchmaking event will once again be arranged at this year's conference. Companies and Institutes with technologies and expertise to offer in the area of knowledge management have the opportunity to meet, present themselves to each other and establish contact.

What are the benefits?

- You can meet numerous potential co-operation partners in just **one** afternoon, saving you time and money looking for the right partner.
- You can conduct targeted meetings. The idea is that you present your innovative project idea, technology or expertise online in advance of the event and then request meetings with partners of interest.
- The Enterprise Europe Network team, themselves experts in international technology transfer, will provide support at the event,
- By taking part in the matchmaking event you can also visit the conference on the same day **free of charge**. In addition, there is a 30% discount on the conference attendance fee for all SMEs.

Previous matchmaking events have resulted in over **150 one-on-one meetings** and have also lead to successful partnerships.

You simply need to register, present yourself, your company and your technology online and select partners of interest to you in advance of the event.

Where and when?

The Matchmaking event takes place on
2 September 2010, 2pm – 5pm
at
Messecongress Graz, Messeplatz 1,8010 Graz, Austria

10 years
I-KNOW

