



# Innovation Success Stories



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## Corporate speed dating that ends in lasting relationships

**Ecolistec was looking for a new relationship: a partner whose products could supplement its own portfolio. But how to find a reliable, smart – and attractive – partner? By corporate speed dating.**

Corporate speed dating – or “partnering event”, as it is officially called – brings together companies that have something to offer with companies that are looking for something. They enter their offers, needs and short company profile when registering for a meeting that usually takes place at fairs, trade shows or conferences. If their profiles match and if they agree to, their representatives meet in person to discuss how they would work together in the future. These speed datings are part of the service offered by the Enterprise Europe Network (EEN).



Joachim Esser  
CEO  
Ecolistec

at matchmaking events that Ecolistec and Jumbo Stillads found each other. Today, Ecolistec has supplemented its portfolio with Jumbo products. And it is not the first time that speed dating has worked for Ecolistec: “Not only have we found partners whose products we can distribute in Switzerland, but also our products are now sold, for example, in Norway and England”, says Joachim Esser, CEO of Ecolistec.

**“Partnering events are effective because I know who is there, what they are offering or looking for, and I can prepare myself accordingly”**

### Expanding portfolio and market

Ecolistec is a Swiss company offering lifting technology, transportation equipment and wastewater cleaning systems for construction sites. It is through contacts established

### Increasing efficiency, ensuring quality

“You could, of course, go up to every exhibitor at a trade fair and offer your products or

### ABOUT THE COMPANY

Ecolistec Ltd. is a Swiss company offering three kinds of products for production sites: lifting systems (gantry cranes, jib cranes), transportation systems (trolleys, sack trucks) and systems to clean, transport or test the quality of wastewater. Since June this year, Ecolistec distributes ladders, toolboxes and folding scaffolds of the Danish company Jumbo Stillads. Founded in 2008, Ecolistec focuses on high-quality products with a special concern for economical, ecological and sociopolitical sustainability. The company is founding member of the Swiss Cleantech Association.

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look for what you need, but 98.6 % of them would neither be interested nor interesting”, says Joachim Esser. In contrast, at partnering events, “I know who is there, what they are offering or looking for, and I can prepare myself accordingly”. This increases the chance that both parties find what they are looking for.

Such meetings help Ecolistec to find partners who meet its requirements regarding quality and sustainability. “We are looking for partners who produce sustainably and locally as far as possible, like we do”, says Joachim Esser. If it was only price that counted, then an internet search would do. But if things are more complicated, partnering events are an ideal place to meet and evaluate potential partners – something that Ecolistec intends to continue in the future.

### COMPANY’S BENEFIT

Thanks to EEN support, ECOLISTEC

- could enter new markets within Europe
- was able to increase their product portfolio
- met efficiently the right partners at the partnering events

### EEN SUPPORT

EEN supported ECOLISTEC with:

- informing on partnering events that match with their technology profile
- organizing partnering events during European trade fairs or conferences
- distributing meeting schedules prior to the partnering event



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