

### ***Important business links in Europe***

One of the most fundamental things one needs to do before addressing any market place is to take a look at the business community there by looking at the relevant web sites. Another important activity is getting listed in all these web sites and doing some initial spade work / prospecting through them. Since my area of expertise is Europe I have tried to list down some web sites that not only offer B2B exchanges, business directories and relevant news but also a few companies who could offer business services in terms of setting up an office, legal advise, offering strategy and advise on business development among others.

#### **1.Business Directories in Europe:**

Europe for Business is a EU policy and European business development consultancy: it acts as a practical and user-friendly interface to translate the theory of EU policy into practical benefits for clients in Europe. <http://www.europe-for-business.co.uk/>

France is the ideal base for foreign companies to establish European-wide operations. Discover the best locations in France for your business. Enter into direct contact with the local organizations dedicated to helping you find the right solution for your project. <http://www.business-in-europe.com>

Business Information (formerly Cahners Business Information) is a leading provider of critical information and marketing solutions to business professionals in targeted industry sectors. <http://www.cahners.com/>

European Business Forum the only magazine to bring a truly European perspective to global management issues. A unique mix of articles from leading business people, academics and consultants. <http://www.europeanbusinessforum.com>

The EU business web site is Europe's leading independent online business information service about the European Union. It is targeted primarily at EU consultants, lawyers, advisors and civil servants, as well as business professionals, both within and outside the EU, who need fast and easy access to information about EU legislation and policies affecting their particular industry sector. <http://www.eubusiness.com>

Germany Spells Business and Made in Germany offers a quality, cost-effective service with global reach - buyers and sellers advertise in both German and English. They help buy and sell in Germany and around the world. <http://www.made-in-germany.com> or <http://www.germanyspellsbusiness.com>

This web site was developed as a DMR service, to harness the power of the web, and enable companies worldwide to make business contacts. <http://www.business-europa.co.uk>

ECeurope.com was conceived so that trade opportunity notices in the business-to-business sector are made accessible to small and medium-sized enterprises across Europe. <http://www.eceurope.com>

EUROPAGES, the European Business Directory, is a "business-to-business directory published in six languages. <http://www.europages.com/en/>

## **2. Companies offering business services:**

UNIQOM provides market development services and financing for market expansion projects. Their primary goal is to promote new technologies, products and services in established and emerging markets. They work very closely with innovative manufacturers, software companies, telecom carriers and service providers around the globe. <http://www.uniqom.com>

The Headstart service is designed to prevent you incurring unnecessary costs, to reduce your risk and to enable you to concentrate on your core business. When you are setting up business activities in a new country you come across many issues such as legal, regulatory and cultural differences, which may lead to unexpected cost or delays. <http://www.euroheadstart.com>

GigaWorld IT Forum, Giga Information Group's flagship conference delivers high-value content on up-to the minute issues addressing the full range of technology and IT management challenges. The creative combination of presentation, learning and networking formats offered at GigaWorld, coupled with the small, intimate number of attendees offers a fresh, stimulating approach to information exchange. <http://www.gigaworldus.com>

## **3. European Business News**

<http://www.europebusinessdaily.com/>

<http://www.businesseurope.com>

<http://www.europebusinessnews.com/>

## **4. Search Engine and Directory dedicated to Europe**

<http://www.searcheurope.com>