

# 10 tips for finding buyers on the European pipes and process equipment market

The global pipes and process equipment industry is looking for ways to reduce costs, improve reliability and safety, and become more energy efficient. The following tips can help you to find buyers in Europe more effectively. Success in actually finding them, however, will require an active and persistent attitude.

## Contents of this page

1. [Start at the CBI Market Intelligence Portal](#)
2. [Optimise your website](#)
3. [Consult the websites of sector associations](#)
4. [Use industry directories and portals](#)
5. [Link to prospects through LinkedIn](#)
6. [Visit trade fairs in Europe](#)
7. [Participate in trade fairs in Europe](#)
8. [Participate in trade missions](#)
9. [Prepare before contacting European buyers](#)
10. [Make sure that buyers can find you](#)

## 1. Start at the CBI Market Intelligence Portal

Your own market research begins in your office. By browsing the internet, you can gather a wealth of interesting details concerning your products, markets and potential customers. One good place to start is the [CBI Market Intelligence Portal](#). This portal contains several documents that offer a large amount of intelligence on the European market for pipes and process equipment. The following are a few examples:

- [Which channels can you use to bring pipes and process equipment to the European market?](#)
- [What competition do you face on the European market for pipes and process equipment?](#)

The fact sheets on "promising export products" offer an overview of everything that you need to know with regard to specific product-market combinations. Examples include:

- [Valves and valve parts.](#)
- [Axial and centrifugal fans.](#)

## 2. Optimise your website

When you target and contact potential customers, you can expect them to visit your website. As a result, your website must have a professional look and contain up-to-date information about your company and product range. Your website should include the following content:

- Company information and "about us" details, including contact information.
- Product range, technical capabilities, specifications.
- Certificates and accreditations.
- Production process and capacity.
- References from customers.

You should also ensure that your website is properly managed and reviewed on a weekly basis.

## 3. Consult the websites of sector associations

European companies are often members of sector associations. In many cases, these sector associations publish

membership lists on their websites. These members could be your potential clients. Consult the website of the sector association in the specific country, segment or other area that offers the best opportunities for you. The following are two examples of interesting sector-association websites:

- [Europump](#) represents 18 national associations in 15 European Union (EU) Member States and in Turkey, Russia and Switzerland. Europump members represent more than 450 companies, with a collective production worth more than €10 billion and employing 100,000 people in Europe. Europump's [member directory](#) can help you to find potential trading partners and/or other industry associations in other European countries. Their "[Publications](#)" and "[News/Events](#)" section could also be interesting.
- [The European Association for the Taps and Valve Industry \(CEIR\)](#) brings together a large number of European manufacturers in the field of valves and fittings. The [directory of member associations](#) can be useful if you are searching for potential trading partners and/or other industry associations in various European countries. The "[News & Events](#)" section is also quite useful.

## 4. Use industry directories and portals

Be sure to visit a wide range of industry directories and portals. Some of these resources are dedicated to the pipes and process equipment industry, while others are related to vertical industries (for example, oil and gas).

- [Offshore-Technology.com](#): select the 'Company A-Z' tab.
- [Pumps Directory](#): this site offers a list of pump distributors/importers in Europe, and it allows you to select EU pump producers by either market segment or pump type.
- [Subsea Oil and Gas Directory](#): directory of subcontractors and suppliers in the offshore oil and gas industry.
- [TubeNet](#): meeting place for EU distributors, agents, manufacturers and/or other actors in the tube and pipe industry.
- [Oil Gas Magazine Buyer's Guide](#): directory of potential buyers in the oil and gas industry.

## 5. Link to prospects through LinkedIn

[LinkedIn](#) is a professional networking tool for people in business. Once you have created an account, you will be able to search for and connect with companies, people and [groups](#). While your first step should be to create and complete your personal profile, a following step could involve creating a company profile. In both cases, it is important to create a profile that provides a good impression with regard to capabilities and experience.

## 6. Visit trade fairs in Europe

A visit to a trade fair offers good opportunities to meet potential buyers. You can prepare a plan for your visit in advance, including a list of interesting companies. Note that most people who you will be meeting are not purchasers but sales representatives. They will nevertheless be able to provide you with useful information about their supply chains, as well as the names of their colleagues in charge of sourcing. The [Eventseye](#) website is a good starting point for finding trade fairs. One of the options that the site offers is a [keyword search](#).

Dedicated fairs in Europe include [ValveWorld](#) in Dusseldorf (Germany), [Pumps and Valves](#) in Bilbao (Spain), [Achema](#) in Frankfurt (Germany), and [WTT](#) in Karlsruhe (Germany). Each trade fair usually has a database of exhibitors, from which you can select the companies that you would like to meet.

If your company targets a specific market segment (for example, mining or oil/gas), Europe also has several vertical trade shows that serve these industries. One example of an vertical trade show is [Wasser Berlin](#) in Germany.

## 7. Participate in trade fairs in Europe

Although participation in trade fairs can be costly, it can be worth the costs if you are well prepared and organised. For example, you could prepare a list of potential customers in advance (identified by using the tips listed here) and make personal invitations for them to visit your stand. Before deciding to exhibit at a fair, it

would be wise to experience the fair as a visitor first.

## 8. Participate in trade missions

Trade missions (both incoming and outgoing) provide opportunities for contacting European or other foreign companies. To get involved in such events, it is important to have a good relationship with business support organisations or national trade promotion organisations in your country.

## 9. Prepare before contacting European buyers

Before you contact a company, collect as much information as possible about the company. For example, you can check the company's website, as well as LinkedIn profiles of the company or its employees. You should also prepare for the actual conversation. For example, you should identify your ultimate goal for the conversation, the topics that you need to discuss and the relevant products and services that you can offer to the prospect. Another good resource is the document entitled [10 Tips for doing business with European buyers of pipes and process equipment](#).

## 10. Make sure that buyers can find you

Trade portals (such as Alibaba or Tradekey) can bring together buyers and sellers of various products and services. Sellers can list their products (for example, valves) free of charge on Alibaba, and potential buyers can contact sellers directly.

Please review our [market information disclaimer](#).

Follow us for the latest updates

(opens in a new tab)



Twitter

(opens in a new tab)



Facebook

(opens in a new tab)



LinkedIn



[RSS](#)