



Federal Association for Emigration Consulting &  
Foreign Trade Promotion e.V.

# Executive DealLounge

Our GITEX CEO-Pavilion on June 30 & July 1, 2026



## Executive Deal Lounge – Where Global Deals Begin.

**GITEX Berlin is one of the most important international trade fairs for tech & AI, software, blockchain, and startups.** Thousands of companies, investors, and decision-makers come together here to forge new partnerships and tap into international markets

The Executive Deal Lounge offers CEOs and entrepreneurs an efficient way to establish a **presence as an Exhibitor** at GITEX—without the hassle and expense of a separate exhibition booth.

**Our participants are officially listed in the GITEX exhibitor directory**, making them visible to international investors, partners, and companies. As a shared booth, the Executive Deal Lounge also **attracts significantly more attention and foot traffic than individual booths.**

In addition, the BVAA organizes **targeted business matching** to facilitate meetings with potential business partners, investors, and distributors. The Executive Deal Lounge thus provides a professional setting for high-level discussions and concrete business negotiations.

Beyond networking—a true deal-making platform.



[www.bv-aa.de/gitex](http://www.bv-aa.de/gitex)

## Who is the BVAA?

The Federal Association for Emigration Consulting & Foreign Trade Promotion (BVAA) is the leading organization of qualified emigration consultants and foreign trade experts who assist German companies in entering the most promising international markets. Our board of directors comprises experienced consultants with extensive knowledge of international business development and financing, and serves as a bridge between German companies and the world's largest economic markets..

In addition to events such as receptions, keynote talks, and the annual Investor Congress in Abu Dhabi, BVAA regularly organizes exclusive business delegations to the world's most dynamic hubs—designed to forge lasting, high-level connections.

We are delighted that the experiences and outcomes of our participants in recent years have been so positive (testimonials, image galleries, and more can be found at <https://www.bvaa.de/gitex>), and we are committed to continuing this success—ideally together with you.



Daniel ten Brinke & Stella Wang, Board of the BVAA e.V.

## Why CEOs choose the Executive Deal Lounge:

- ✓ Official listing as an exhibitor in the GITEX Berlin directory.
- ✓ Increased visitor traffic through a shared stand presence.
- ✓ **Targeted business matching included.**
- ✓ Professional meeting space for high-impact negotiations.
- ✓ Access to CEOs, investors, and international decision-makers.
- ✓ The most effective and cost-efficient way to participate in GITEX Berlin.

**GITEX**  
EUROPE  
*Berlin*

**30.000+ Attendees.**

**1.400+ Exhibitors.**

**750+ Startups.**

**100+ Countries.**



# Services for Participants of the Executive Deal Lounge\*

## 1. Official presence at GITEX Europe Berlin

All participants of the Executive Deal Lounge are officially listed as participants of GITEK and included in the event's visitor and exhibitor directory. Participation takes place under the umbrella of BVAA, allowing companies to additionally benefit from the association's reputation and international visibility. This creates a clear point of reference for visitors and business partners within the trade fair environment.

## 2. Presentation space within the Executive Deal Lounge

Each participating company is provided with its own presentation area, including:

- A meeting table with seating for business discussions.
- A roll-up display for company information.

The Lounge is curated and managed by BVAA as a platform for international business conversations, serving as a central meeting point for entrepreneurs, investors, and partners.

## 3. Higher visitor frequency through a joint exhibition stand

The Executive Deal Lounge is designed as a central meeting point for business discussions at CEO level. Multiple companies combine their presence within the BVAA platform, resulting in significantly higher visibility and visitor traffic than many individual exhibition stands can achieve. Visitors, investors, and business partners know that they can meet several highly relevant companies in one place within the Executive Deal Lounge. Participation takes place under the umbrella of BVAA, allowing companies to benefit from the association's reputation and international visibility. This creates a clear point of reference for visitors and business partners within the trade fair environment.

## 4. Individual Business Matching

A core component of the Executive Deal Lounge is targeted business matching. For this purpose, BVAA leverages its international network to identify potential business partners and prepare meetings with relevant contacts, such as:

- Investors.
- Distributors.
- Technology Partners.
- International Companies.

**The aim is to enable high-value business discussions and initiate tangible partnerships..**

## 5. Pre-event promotion of participating companies

All participating companies are actively introduced and promoted prior to the trade fair. From general information on our website to targeted outreach and promotion through our network and beyond, we do everything to ensure your participation becomes a success. As a special service, we offer the opportunity to record an individual interview, which you can also use for your own website and communication channels. This format has proven highly effective in many of our business delegations. In this way, BVAA generates interest ahead of the event and helps prepare meaningful business conversations during the fair.

<b>GITEX EXHIBITOR PACKAGES 2024 (EN) - OVERVIEW</b>			
<b>Services</b>	<b>Summary of Services and Pricing</b>		
	<b>Executive Gold Package</b>	<b>Executive Platinum Package</b>	<b>Executive Diamond Package</b>
Official listing in the GITEX exhibitor directory	✓	✓	✓
Two exhibitor tickets for both trade fair days	✓	✓	✓
Presence within the BVAA Executive Deal Lounge	✓	✓	✓
Design & creation of one advertising Roll-Up within the Lounge	✓	✓	✓
Meeting table for discussions with partners and customers	✓	✓	✓
Company advertisement within BVAA's online advertising before GITEX	✓	✓	✓
Participation in the BVAA joint presence	✓	✓	✓
Higher visitor frequency through joint booth	✓	✓	✓
Presentation of the company in the Executive Deal Lounge materials	✓	✓	✓
Promotion via the BVAA network	✓	✓	✓
Targeted business matching with potential partners	-	✓	✓
Identification of potential investors, distributors, or partners	-	✓	✓
Personal interview with the CEO before the fair for promotional purposes	-	✓	✓
Prioritized placement within the Lounge	-	-	✓
Extended promotion before the fair	-	-	✓
Support in strategic investor and partner discussions	-	-	✓
Organization of meeting appointments during the fair	-	-	✓
<b>PRICING (excl. VAT):</b>			
<b>BVAA Members:</b>	<b>€ 4,500.00</b>	<b>€ 6,900.00</b>	<b>€ 10,900.00</b>
<b>Non-Members:</b>	<b>€ 5,500.00</b>	<b>€ 7,900.00</b>	<b>€ 12,900.00</b>

*\* Packages do not include travel to and from the event, accommodation, or catering. Please refer to the terms and conditions and event guidelines at [www.bv-aa.de/gitex](http://www.bv-aa.de/gitex).*