

# BACK 2 BUSINESS Global Initiative hosted at Museo Nacional de Bellas Artes in collaboration with the B20 Argentina.

*The BACK 2 BUSINESS Joint International Trade Networking event held on Wednesday 3rd October 2018 in Buenos Aires, as an official side event of the B20 Summit*

LONDON, LONDON, UNITED KINGDOM, October 5, 2018 /EINPresswire.com/ -- [BACK 2 BUSINESS](#) Global Initiative hosted at Museo Nacional de Bellas Artes in collaboration with the [B20](#) Argentina.

The BACK 2 BUSINESS Joint International Trade Networking event was hosted on Wednesday 3rd October 2018 at the prestigious Museo Nacional de Bellas Artes, Buenos Aires, as an official side event of the B20 Summit in Argentina.

The evening opened with a ribbon cutting ceremony at 6:30PM with the B20 Argentina Chair Mr. Daniel Funes

De Rioja and the Turkish Airlines General Manager Mr. Yahya Zahid Sensoy ceremoniously opening the event with the Ambassadors including British Ambassador Mark Kent, Ambassador of Denmark Søren Vøhtz, Ambassador of Australian Noel Campbell and G20 Sherpa Ambassador Pedro Villagra Delgado, Senadora de la Nación por la Provincia del Neuquen, Honorable Senado de la Nación Lucila Crexell and the Founder and CEO of BACK 2 BUSINESS Farah Farazad, among others

The event welcomed VIP attendees such as Carlos García Baltar, Agencia Argentina de Inversiones y Comercio Internacional; Director Nacional de Promoción de Inversiones and Mr. Alfredo Bascou, Ministry of Foreign Affairs along with others. Furthermore, the event successfully gathered the local and international business community together, represented by chambers of commerce including the British, Danish, Australian, Austrian, French, Canadian, Dutch and more. Tim Hanson, Director of Trade and Investment at the British Embassy, said "this event was a great opportunity for the international business community to come together to support Argentina's economic growth through trade and investment.

British companies have a long history of business partnerships with Argentina and we look forward to expanding that further"



Embajador británico Mark Kent, B20 Argentina Chair Daniel Funes de Rioja, G20 Sherpa Embajador Pedro Villagra Delgado, Embajador de Dinamarca Soren Vohtz, Turkish Airlines Gerente general Yahya Zahid Sensoy, Fundador y CEO BACK 2 BUSINESS Farah Farazad

Turkish Airlines was the main sponsor for the BACK 2 BUSINESS event. Turkish Airlines la aerolínea que vuela a más países que cualquier otra aerolínea. The event included a unique and dedicated Turkish Airlines Business Lounge, where B2B meetings could be pre-booked prior to the event via the online B2B meeting platform to arrange fast-paced and focused meetings that may otherwise require extensive scheduling. Over 100 meetings took place throughout the evening.

The BACK 2 BUSINESS online meeting platform offers the unique opportunity for cross-sector and cross-border networking, allowing attendees unprecedented access to the global BACK 2 BUSINESS platform across all event hosting cities with ambassadors, senior management, investors and SME companies internationally. Global Partners include Moneycorp, Farazad Investments, COBCOE, IOE, Oil and Gas Alliance and The Corporate Group.

The BACK 2 BUSINESS brand is an innovative concept created by Founder Farah Farazad, uniting cross-sector and cross-border business representatives and companies. The objective, she says is 'to assist SME businesses in the local markets around the world and provide them a free environment to network and promote business, we are also proud our event is received so positively and contributes to the local economy'. The global initiative provides an international stage for the SME business community to engage, trade and learn of investment opportunities internationally and is supported by embassies and chambers of commerce in each territory.

For 2018/19 the BACK 2 BUSINESS Global Tour includes: Accra, Berlin, Bogotá, Bucharest, Buenos Aires, Cape Town, Cluj, Lagos, Lima, London, Melbourne, Mexico City, New York,

Riyadh, São Paulo, Sydney, Tokyo and Washington D.C. These networking events have fast grown into an international phenomenon, paving the way for the international community to break protocols and connect with one another and provide their members and clients with valuable opportunities in the local market and worldwide.

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