



Fife Meet the Buyer 2025

6 November 2025 – The new Fife College
Dunfermline Learning Campus

www.sdpscotland.co.uk

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Supplier Development Programme

Fife Meet the Buyer 2025

470

Suppliers pre-registered for the event

273

Attended on the day

134

Unique Scottish SME businesses attended



45+ exhibitors on the day

Including Fife Council, Balfour Beatty, Business Gateway Fife, Hub East Central Scotland, NHS Fife, PfH Scotland, Scotland Excel, Scottish Enterprise, SPA, SDP and more...

85%

of respondents rated the event as 'excellent' or 'good'

86.5%

of respondents rated the exhibitors and speakers as 'excellent' or 'good'.

80%

felt **more capable of bidding** for contracts after attending the event



Attendees on the day said:

"The location, venue and information provided was fantastic. I was so impressed, I contacted friends in business and recommended that they popped into the event."

Overview

The Supplier Development Programme (SDP) has published a report on Fife Meet the Buyer, which took place on 6 November 2025, at the new Carnegie Conference and Events Centre, Fife College. Fife Meet the Buyer 2025 was organised by Fife Council, in partnership with the Supplier Development Programme.

This free event gave suppliers in Fife access to buyers and decision makers from across the public and private sectors, helping suppliers raise the profile of their business and prepare for upcoming contract opportunities.

Supplier Registration and Attendance

In total, 470 suppliers pre-registered for the event on the SDP website. 273 suppliers were in attendance on the day. This included 170 individuals from 134 unique Scottish SME businesses. Amongst these attendees were 50 Fife-based suppliers.

Buyer Exhibitions

The event featured more than 45 exhibitors, showcasing contract and supply chain opportunities, as well as business support.

Exhibitors on the day included a number of Fife Council Services, Balfour Beatty, Business Gateway Fife, Federation of Small Businesses (FSB), hub East Central Scotland, NHS Fife, PfH Scotland, Scotland Excel, Scottish Enterprise, Scottish Procurement Alliance (SPA), Supplier Development Programme and more...



Attendee Survey Feedback

An online survey was distributed to all attendees via email. The survey was live from 12 November 2025 to 8 December 2025. In total, 45 responses were received from attendees.

The supplier survey highlighted that:

- Almost 85% of survey respondents rated the event as 'excellent' or 'good'.
- Almost 86.5% of respondents rated the exhibitors and speakers as 'excellent' or 'good'.
- 80% of respondents felt more capable of bidding for contracts after attending this event.
- Almost 73% of respondents are more likely to bid for contracts after attending this event.

Some comments from suppliers included:

- "The event provided our business with a valuable opportunity to meet with potential clients and key decision makers."
- "An extremely well organised event, in quite a stunning environment. I absolutely loved this Meet the Buyer and feel it was potentially the best one this year!"
- "The location, venue and information provided was fantastic. I was so impressed, I contacted friends in business and recommended that they popped into the event."
- "In my opinion, the location was fantastic. The event was broken up well between the different rooms and spaces and attendees seemed to get the opportunity to mix well. Everyone was full of information when you showed interest in their company and provided lots of helpful knowledge."

All feedback has been addressed and will be taken on board for future events.



Promotion through the Supplier Development Programme

Social Media

Prior to the event, SDP published 9 posts, across Facebook, LinkedIn, and Twitter (X), promoting Fife Meet the Buyer. The campaign ran from 9 October to 4 November 2025.

Collectively, the posts earned 2,106 impressions (the number of times users saw a post) and 159 engagements (the number of times users interacted with posts). In total, there were 119 clicks on the links embedded in these posts.

Highest performing posts include:

Platform	Post Text	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)	Other Post Clicks
LinkedIn	New venue alert: This year, Fife Meet the Buyer is moving to the the NEW Carnegie Conference and Events...	69	15	2	2	50	0
LinkedIn	#FifeMeetTheBuyer2025 is back and bigger than ever, bringing together local authorities, government agenci...	47	8	0	1	38	0
LinkedIn	Are you looking for your next customer? Scotland's public sector is #OpenForBusiness!...	36	5	0	2	29	0
Facebook	Are you looking for your next customer? Scotland's public sector is #OpenForBusiness!...	4	1	0	1	1	1
Facebook	New venue alert: This year, Fife Meet the Buyer is moving to the the NEW Carnegie Conference and Events...	1	1	0	0	0	0

Newsletters/Mailings

The Fife Meet the Buyer event was announced in SDP's September 2025 monthly newsletter, and featured in all subsequent newsletters before the event, on 6 November:

- September 2025 – 201 clicks
- October 2025 – 411 clicks
- November 2025 – 232 clicks

2 mailings were also sent to segmented groups of relevant suppliers registered with SDP, as part of the Fife Meet the Buyer email campaign. In total, these mailings received 40 clicks.

Contact

More information on the Supplier Development Programme can be found at www.sdpScotland.co.uk

You can also follow the Supplier Development Programme on social media via [Twitter \(X\)](#), [Facebook](#), [LinkedIn](#), and [YouTube](#) to stay up-to-date with