Forth Valley Meet the Real Buyer

- 17 September 2026 – Forth Valley College, Falkirk
- www.sdpscotland.co.uk

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Supplier Development Programme

Forth Valley Meet the 'Real' Buyer

633
People pre-registered for the event

299
Attended on the day

144
Unique Scottish SME businesses attended

FORTH VALLEY MEET THE REAL BUYER

24 exhibitor stands on the day
Clackmannanshire Council, Falkirk Council, Stirling Council, FES, Forth Valley College, hub East Central Scotland, Jewson Partnership Solutions, Keir Construction, Kilmac, NHS Forth Valley, Ogilvie, Procurement for Housing, Robertsons, Scotland Excel, and SPA.

90%
of respondents **rated exhibitors as 'excellent' or 'good'**

72%
said that they were **more likely to bid** for contracts after attending this event

64%
felt **more capable of bidding** for contracts after attending the event



Suppliers said:

"There were quite a number of local councils, so it was good to get updates and hopefully they reach out from the discussions we had."

Overview

The Supplier Development Programme has published a report on Forth Valley Meet the Real Buyer, run in partnership with Clackmannanshire Council, Falkirk Council and Stirling Council. The event was held at Forth Valley College, Falkirk.

This free event gave suppliers in Forth Valley access to buyers and decision makers from across the public and private sector, helping suppliers raise their profile as a business, and prepare for upcoming contract opportunities.

Supplier Registration and Attendance

In total, 633 suppliers had pre-registered interest on the SDP website for Forth Valley Meet the Real Buyer. There were 299 actual attendees on the day. 176 of those attendees represented 144 Scottish SME unique businesses. 49 (34%) of those SMEs in attendance were based in the Forth Valley area; with 7(4.9%) from Clackmannanshire, 31(21.5%) from Falkirk and 11(7.6%) from Stirling.



Buyer Exhibitions

The 24 exhibitor stands at the event included headline partners: Clackmannanshire Council, Falkirk Council, Stirling Council and SDP, as well as FES, Forth Valley College, hub East Central Scotland, Jewson Partnership Solutions, Keir Construction, Kilmac, NHS Forth Valley, Ogilvie, Procurement for Housing, Robertsons, Scotland Excel, and SPA.



Survey Feedback

An online survey was distributed to all that attended Forth Valley Meet the Real Buyer. The survey was conducted over September and 72 responses were received.

The survey highlighted

- 90% of respondents rated the exhibitors as ‘excellent’ or ‘good’.
- 85% of respondents said they would recommend the event to others.
- 85% of respondents rated the event as ‘excellent’ or ‘good’.
- 72% said that they were more likely to bid for contracts after attending this event.
- 69% of respondents rated the venue as ‘excellent’ or ‘good’.
- 64% felt more capable of bidding for contracts after attending the event.

Some comments from suppliers included:

“I met with very real decision makers and contacts that knew their supply chain.”

“Meeting with Local Authorities/NHS Trust was particularly useful.”

“I had some really good conversations and never felt rushed.”

“The face-to-face interaction is always better than being online and cold outreach.”

“Scotland Excel were very informative and supportive; Business Gateway were also very helpful.”

“There were quite a number of Local Councils, so it was good to get updates and hopefully they reach out from the discussions we had.”

“Speaking to people in-person was particularly useful. You don't often get the opportunity to meet buyers face-to-face as people are a lot busier now.”

“Meeting with people from key contractors and councils and making face to face connections was useful.”

“Understanding how the procurement process works with every exhibitor I managed to meet. And a very useful discussion with SDP representative.”

“Speaking to the stallholders was particularly valuable. I was mainly interested in learning more about businesses that deliver community benefits, and from that perspective the event was extremely useful.”

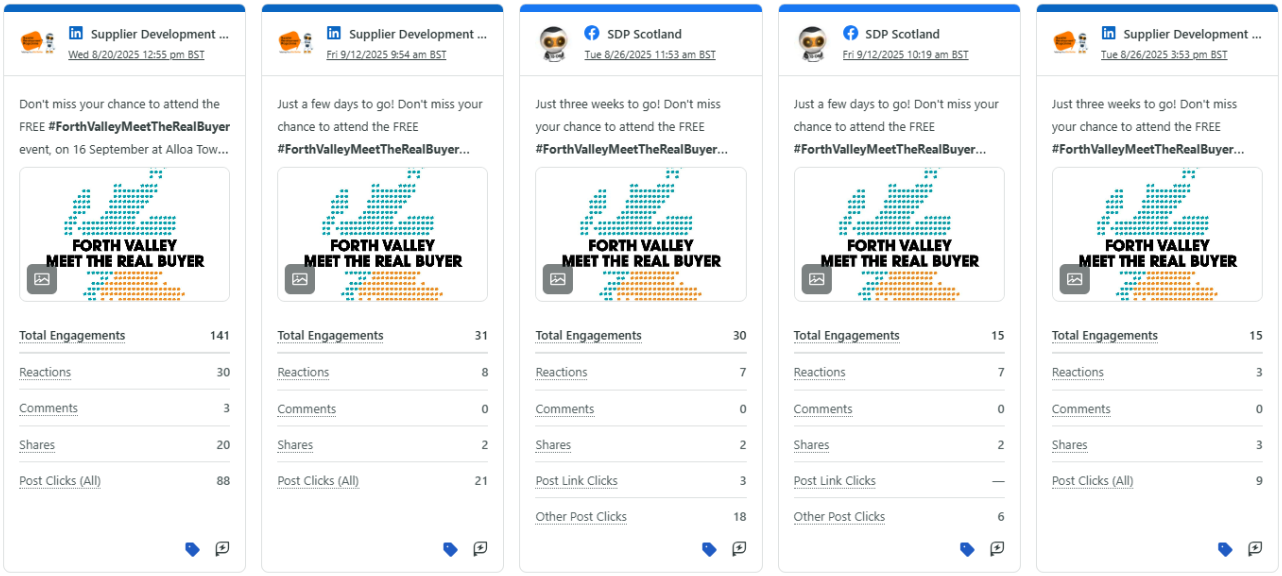
Post Event

Delegate feedback was reviewed and individual questions addressed. SDP will consider all comments when planning its future events.

Promotion through the Supplier Development Programme

Social Media

Prior to the event, from July to September 2026, SDP published 15 posts, across Facebook, LinkedIn, and Twitter (X), promoting Forth Valley Meet the Real Buyer. Collectively, the posts earned 9,988 impressions (the number of times users saw a post) and 319 engagements (the number of times users interacted with posts). In total, there were 163 clicks on the links embedded in these posts.



Newsletters/Mailings

Forth Valley Meet the Real Buyer was promoted in SDP's August and September newsletters.

- August 2026 Newsletter received 585 click-throughs
- September 2026 Newsletter received 645 click-throughs

SDP also utilised a targeted approach to email marketing, sending out two solus emails about the event to all suppliers based in the Forth Valley region.

- 19 August 2026 solus email received 72 click-throughs
- 2 September 2026 solus email received 29 click-throughs

Contact

More information on the Supplier Development Programme can be found at www.sdpscotland.co.uk and on social media via Twitter (X), Facebook, LinkedIn, and YouTube.