



Meet the Buyer National
4 June 2025 – Murrayfield Stadium, Edinburgh
www.sdpscotland.co.uk

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Supplier Development Programme

Meet the Buyer 2025

2,610

Total Registered Suppliers

1,377

Attendees on the day

603

Unique Scottish SME businesses



"The exhibitors were all prepared with the email addresses/ information to enable us to make direct contact with the leads we needed."

90%

were planning to **actively pursue opportunities** with one or more of the **organisations they met**

79%

rated the event **'Excellent' or 'Good'**

70%

said they were **encouraged to consider bidding for more contracts** following the event

70

Exhibition Stands on the day

Including Scottish Government, Scotland Excel, NHS NSS, APUC, bp Aberdeen Hydrogen Hub, Brakes, Edinburgh City Council, hub East Central Scotland and Balfour Beatty.

100%

of exhibitor respondents said they **met suppliers that they would be interested in working with** in the future

94%

said that they **would recommend this event to other organisations**

94%

said they would **participate in next year's event**

Overview

The Supplier Development Programme (SDP) has published an online report on Meet the Buyer National on 4 June at Murrayfield Stadium, Edinburgh.

Meet the Buyer National was run by SDP, alongside headline partners Scottish Government and Scotland Excel, and sponsored by APUC, Brakes (a Sysco Company), bp Aberdeen Hydrogen Hub, and NHS NSS.

This free event gave suppliers in Scotland 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, 2,610 individuals had pre-registered interest on the SDP website. There were 1,377 actual attendees on the day. Of these attendees, 24 confirmed they were from a social enterprise, charity, or supported business. There were 603 Scottish SME unique businesses in attendance.



Buyer Exhibitions

Meet the Buyer National featured 70 stands, including central government bodies, such as the Scottish Government and Crown Commercial Service, as well as local government authorities, such as Edinburgh City Council and Glasgow City Council, public sector organisations, such as NHS Lothian, hub East Central Scotland, Police Scotland, and Registers of Scotland, and private sector buyers, such as AG Barr, Veolia, Balfour Beatty and Ogilvie Construction.

For the second year running, all four Centres of Expertise participated in the event including Scottish Government, Scotland Excel, APUC and NHS National Services Scotland. This offered suppliers a unique opportunity to meet with the framework operators all under one roof.

Suppliers also got to talk frameworks with experts at the Procurement for Housing (PfH) and Scottish Procurement Alliance (SPA) stands.



Business Zones

Meet the Buyer 2025 featured four business zones, which helped suppliers and buyers navigate the busy conference floor. These included the Aberdeen Hydrogen Hub Zone (sponsored by bp Aberdeen Hydrogen Hub) the Education Zone (sponsored by APUC) the Health Zone (sponsored by NHS National Services Scotland) and the Food Industry Zone (sponsored by Brakes a Sysco Company).

Formal Agenda

Meet the Buyer National had a packed keynote agenda. Speaker sessions included:

- Welcome by Fiona Conti, SDP Chair
- Opening Address by Ivan McKee, Minister for Public Finance
- Scottish Government - Brendan Little, Portfolio Manager Scottish Government and Collaborative
- Scotland Excel - Stephen Brannagan, Director of Customer and Business Services, and Scotland's Bravest Manufacturing Company - Robert Lappin, Assistant Director
- NHS NSS - Simon Mollart, Head of Strategic Sourcing & Commercial
- CCS - Laura Unwin, Senior Account Manager
- Brakes - Lorna Allison, Regional Marketing and Propositions Manager
- bp Aberdeen Hydrogen Hub - Dr Oliver Taylor, CEO, and Hydrasun - Hannah Beveridge, Sales and Marketing Manager
- Supplier Development Programme - Quick Quotes Workshop delivered by Gill Joy



Attendee Survey Feedback

An online survey was distributed to all attendees to Meet the Buyer National. The survey was live 12 June to 4 July 2025. 125 responses were received, 105 came from SMEs and 3 of these came from businesses that listed themselves as a 'social enterprise, charity or supported business'.

The survey highlighted:

- 90% of survey respondents said, following the event, they were planning to actively pursue opportunities with one or more of the organisations they met.
- 79% of survey respondents rated the event as 'excellent' or 'good'.
- 70% of those survey respondents said they felt encouraged to consider bidding for more contracts following the event.
- 67% of survey respondents said they felt more confident about bidding for public sector contracts after attending the event.

Some comments from suppliers included:

- *"The exhibitors were all prepared with the email addresses/ information to enable us to make direct contact with the leads we needed."*
- *"Oh my goodness, what a turn out, so good to be able to network with so many people in one place! Good to hear about upcoming opportunities and to get information on training courses to assist in our bid for future contracts."*
- *"Fantastic event and well represented. It was great because it was so busy."*
- *"Great networking event and good to see such a huge turnout in both people and exhibitors."*
- *"Fantastic opportunity to meet with procurement to cement existing relationships and create new ones."*
- *"Excellent venue and it was very well attended."*
- *"Lots of councils all in one place, efficient use of time."*
- *"Having a large number of people under the one roof and being able to speak*

- to them in person [instead of trying to track them down] was useful.”
- “A really good chance to catch-up with buyers who you don’t often get to book meetings with, as they are so busy with the day-to-day.”
- “I really appreciated the opportunity to connect directly with a wide range of buyers and procurement professionals in one place. The structure of the event encouraged meaningful conversations. The venue was well-chosen, accessible, welcoming, and conducive to productive discussions.”
- “It was great to have so many organisations at the same event. Each organisation was helpful and honest as to how best to engage and become part of the process.”
- “The event was fantastic, I did not know what to expect, however the information I received was very helpful and educational. It helped me feel more confident about tendering and going forward with my new business.”

Exhibitor Survey Feedback

An online survey was distributed to all exhibitors to Meet the Buyer National. The survey was live 4 June to 9 July 2025. 16 responses were received.

- 100% of respondents said they met suppliers that they would be interested in working with in the future.
- 94% of respondents said that they would recommend this event to other organisations.
- 94% of respondents said they would participate in next year's event.
- 94% of respondents felt the event provided an opportunity to engage with new suppliers.
- 81% of respondents felt this event helped make their supply chain more open and transparent.

Some comments from exhibitors included:

- “Very good engagement and interesting conversations with suppliers that we would have otherwise struggled to reach.”
- “Found the event busy, well organised and well-ran on the day.”
- “Very busy as expected, continuous foot fall at our stand, some general interest inquiries, but some very focused inquiries with suppliers interested to do business with Dumfries and Galloway Council. Good blend of exhibitors, private and public.”
- “A busy day, and lots of good conversations with visitors to the event.”
- “Good exhibition, we connected with around 60 people on the day, all to be followed up on. We are keen to do it again.”
- “Enjoyed being able to meet the procurement teams that I have been trying to get in touch with for months. The event was very useful.”
- “There was a vast range of buyers and departments. The quick quote session was very helpful.”

Post Event



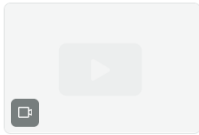

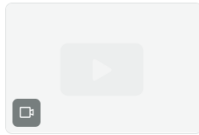
Delegate feedback has been reviewed, and individual questions addressed. All feedback will be taken on board and will be applied to future SDP events.

Promotion through the Supplier Development Programme

Social Media

Prior to the event, SDP published 69 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer National. The campaign ran from November 2024 to June 2025. Collectively, the posts earned 15,517 impressions (the number of times users saw a post) and 977 engagements (the number of times users interacted with posts). In total, there were 546 clicks on the links embedded in these posts.

Highest performing posts include:

<p>Supplier Development ... Mon 11/18/2024 3:36 pm GMT</p> <p>Breaking News: Meet the Buyer National is returning in 2025! Join us, and a range of buyers from across th...</p> 	<p>Supplier Development ... Sun 6/1/2025 9:00 am BST</p> <p>Top tip to prepare for #MeettheBuyer2025: Remember, there is no onsite parking for attendees! W...</p> 	<p>Supplier Development ... Mon 6/2/2025 9:00 am BST</p> <p>Top tip to prepare for #MeettheBuyer2025: Do you want to avoid longer queues at registration...</p> 	<p>Supplier Development ... Wed 1/15/2025 2:55 pm GMT</p> <p>Breaking News: The City of Edinburgh Council has been announced as the first exhibitor at #MeetTheBuyer2025...</p> 	<p>Supplier Development ... Tue 6/3/2025 9:00 am BST</p> <p>Meet the speakers presenting at #MeetTheBuyer2025! We are delighted to be joined by some...</p> 
<p>Total Engagements 114</p> <p>Reactions 36</p> <p>Comments 0</p> <p>Shares 4</p> <p>Post Clicks (All) 74</p>	<p>Total Engagements 79</p> <p>Reactions 11</p> <p>Comments 1</p> <p>Shares 4</p> <p>Post Clicks (All) 63</p>	<p>Total Engagements 75</p> <p>Reactions 11</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Clicks (All) 64</p>	<p>Total Engagements 61</p> <p>Reactions 13</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Clicks (All) 46</p>	<p>Total Engagements 57</p> <p>Reactions 13</p> <p>Comments 3</p> <p>Shares 4</p> <p>Post Clicks (All) 37</p>

Newsletters/Mailings

Meet the Buyer National 2025 was promoted in SDP's monthly newsletters during the campaign.

- January 2025 Newsletter received 320 clicks to the MTB National event page
- February 2025 Newsletter received 181 clicks to the MTB National event page
- March 2025 Newsletter received 63 clicks to the MTB National event page
- April 2025 Newsletter received 320 clicks to the MTB National event page
- May 2025 Newsletter received 22 clicks to the MTB National event page
- June 2025 Newsletter received 321 clicks to the MTB National event page

SDP also utilised a targeted approach to email marketing, sending out four solus emails (focused purely on the event) to all suppliers.

- 24 April solus email received 721 clicks to the MTB National event page
- 9 May solus email received 201 clicks to the MTB National event page
- 16 May solus email received 1103 clicks to the MTB National event page

Contact

More information on the Supplier Development Programme can be found at www.sdpScotland.co.uk and on [Twitter \(X\)](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).