



Meet the Buyer South

8 October 2025 – The Tait Hall, Kelso

www.sdpscotland.co.uk

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Supplier Development Programme

Meet the Buyer South 2025

477

People pre-registered for the event

210

Attended on the day

110

Unique Scottish SME businesses attended

18

Exhibitors in attendance on the day

Including SDP, East Lothian Council, Midlothian Council, Scottish Borders Council, Scottish Government, South of Scotland Enterprise (SOSE), and more...

100%

of respondents rated the event as 'Good' or 'Excellent'

95%

of respondents felt the event helped them network and make good connections

93%

of respondents are planning to actively pursue opportunities with on or more of the exhibitors



Suppliers said:

"Great to connect with some local authorities to discuss potential business opportunities for my organisation. Spoke with representatives who were all very helpful. Thank you."

Overview

The Supplier Development Programme (SDP) has published an online report on Meet the Buyer South, which took place on 8 October 2025, at The Tait Hall, in Kelso.

Meet the Buyer South 2025 was organised by SDP and the event's Headline Partners, East Lothian Council, Midlothian Council, Scottish Borders Council and South of Scotland Enterprise (SOSE).

This free event gave suppliers in the South of Scotland 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, 477 suppliers pre-registered for the event on the SDP website. 210 individuals attended on the day. This included 133 individuals from 110 unique Scottish SME businesses.

Attendance was impacted by widespread travel disruption, which caused significant delays to those travelling by car.

Buyer Exhibitions

The event featured a total of 18 exhibition stands, showcasing contract and supply chain opportunities, as well as business support organisations.

Among the exhibitors were headline partners East Lothian Council, Midlothian Council, Scottish Borders Council and South of Scotland Enterprise (SOSE).

The event also played host to exhibition stands from Borders College, Business Gateway, Capital City Partnership, Crown Commercial Service, Eildon Housing Association, McTaggart Construction, Morrison Construction, Ogilvie, Scotland Excel, Scottish Borders Housing Association, Scottish Government, Scottish Procurement Alliance, Transport Scotland, and Waverley Housing Association.

A small number of exhibitors were unable to make it on the day due to the travel disruption. Contact details were shared with attendees looking to engage with them.

Attendee Survey Feedback

An online survey was distributed to all attendees to Meet the Buyer South through email. The survey was live from 9 October to 4 November 2025. In total, 56 responses were received from attendees.

The supplier survey highlighted that:

- 100% of survey respondents rated the event as 'excellent' or 'good'.
- Almost 95% of respondents felt Meet the Buyer South helped them network and make useful connections that could benefit their business.
- Almost 93% of respondents said, following the event, they were planning to actively pursue opportunities with one or more of the organisations they met.
- 87.5% of survey respondents said they were encouraged to consider bidding for more contracts following the event.

Some comments from suppliers included:

- "A well organised event in a venue with ample space for both exhibitors and attendees to mix. A well-balanced group of exhibitors from a range of sectors offering a wide range of tender opportunities. This was my first time attending this event and I found it easy to plan and navigate and very informative."
- "This was my first event, as I have only just become a sole trader. The SDP staff gave me so much information and advice. Every buyer I spoke with was very helpful."
- "Suitable venue, excellent event length, varied range of exhibitors."
- "Great to connect with some local authorities to discuss potential business opportunities for my organisation. Spoke with representatives who were all very helpful. Thank you."
- "The event was very good. The people were very helpful, there were good leads and nice staff from SDP, who made me feel welcome. There were some issues with traffic, and some vendors did not make it, which was a shame."



Exhibitor Survey Feedback

An online survey was distributed to all exhibitors that attended Meet the Buyer South via email. The survey was live from 9 October to 4 November 2025 and received 3 responses.

The exhibitor survey highlighted that:

- 100% of respondents rated the event as 'excellent' or 'good'.
- 100% of respondents felt this event provided an opportunity to engage with new suppliers.
- 100% of respondents felt Meet the Buyer South 2025 helped make their supply chain more open and transparent.
- 100% of respondents said they would participate in future Meet the Buyer events.

Some comments from exhibitors included:

- "The event was great. The timing was ideal, just long enough not to get event exhaustion. There was a good range of local trade suppliers and connections which we hoped to engage with."
- "There was a wide range of suppliers in attendance."

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








Promotion through the Supplier Development Programme

Social Media

Prior to the event, SDP published 15 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer South. The campaign ran from 31 July to 8 October 2025.

Collectively, the posts earned 2,386 impressions (the number of times users saw a post) and 119 engagements (the number of times users interacted with posts). In total, there were 65 clicks on the links embedded in these posts.

Highest performing posts include:

Post Content	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)	Other Post Clicks
<p>#MeetTheBuyerSouth2025 is back and bigger than ever, bringing together local authorities, governme...</p> 	49	10	0	3	36	0
<p>Do you want to learn about upcoming projects and contract opportunities in the South East of Scotland?...</p> 	17	3	0	0	14	0
<p>Do you want to grow your business in 2025? Book your FREE place at...</p> 	17	6	0	1	10	0
<p>#MeetTheBuyerSouth2025 is back and bigger than ever, bringing together local authorities, governme...</p> 	14	7	0	2	0	5
<p>Just one week to go until #MeetTheBuyerSouth2025! Join us, Scottish Borders Council, Eas...</p> 	9	2	0	2	5	0

Newsletters/Mailings

The Meet the Buyer South event was announced in SDP's September 2025 monthly newsletter, and featured in all subsequent newsletters before the event, on 8 October.

- September 2025 – 478 clicks
- October 2025 – 263 clicks

2 mailings were also sent to segmented groups of relevant suppliers registered with SDP, as part of the Meet the Buyer South email campaign. In total, these mailings received 77 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