



## Meet the Buyer Tayside 2026

- 3 March 2026 – Innovation Hub at Michelin Scotland Innovation Parc, Dundee
- [www.sdpscotland.co.uk](http://www.sdpscotland.co.uk)

Noemi Finetti, SDP Events and Marketing Graduate  
[noemi.finetti@southlanarkshire.gov.uk](mailto:noemi.finetti@southlanarkshire.gov.uk)

# Supplier Development Programme

## Meet the Buyer Tayside 2026

624

People pre-registered for the event

290

Attended on the day

130

Unique Scottish SME businesses attended



### 31 exhibitors on the day

Dundee City Council, Angus Council, Perth & Kinross Council, Fife Council, Balfour Beatty, Clark Contracts, Crown Commercial Service (CCS), Dundee and Angus Chamber of Commerce, Federation of Small Businesses (FSB), Hillcrest, Scotland Excel.

99%

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

92%

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

90%

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



### Suppliers said:

*"There were key clients I wanted to engage with and, after Meet the Buyer Tayside, I have the information I require to work with them"*

## Overview

The Supplier Development Programme has published a report on Meet the Buyer Tayside, run in partnership with Dundee City Council, Angus Council, and Perth & Kinross Council. The event was held at Innovation Hub at Michelin Scotland Innovation Parc, Dundee.

This free event gave suppliers in Tayside 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, 624 suppliers had pre-registered interest on the SDP website for Meet the Buyer Tayside. There were 290 actual attendees on the day. 184 of those attendees represented 130 Scottish SME unique businesses. 64 (49%) of those SMEs in attendance were based in the Tayside area; with 30 (23%) from Dundee, 16 (12%) from Angus and 18 (14%) from Perth & Kinross.



## Buyer Exhibitions

The 31 exhibitors at the event included headline partners: Dundee City Council, Angus Council, Perth & Kinross Council and SDP, as well as Fife Council, Abertay University, AC Whyte, Balfour Beatty, Clark Contracts, Crown Commercial Service (CCS), Hillcrest, Invest Dundee, MVV Environment Baldovie Ltd, NHS Tayside, Procurement for Housing (PfH), Robertson Construction Tayside, Scotland Excel, Scottish Procurement Alliance (SPA), Tayside Contracts and others.



## Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Tayside. The survey was conducted over March 2026. 71 responses were received and 48 of these came from SME employees.

### The survey highlighted

- 99% of respondents rated the event as 'excellent' or 'good'.
- 94% of respondents rated the exhibitors as 'excellent' or 'good'.
- 92% of respondents said that they felt more capable of bidding for contracts after this event.
- 90% said that they were more likely to bid for contracts after attending this event.

### Some comments from suppliers included:

- *"I appreciated the opportunity to meet with Hillcrest, Perth & Kinross and Dundee City Councils and speaking with their procurement teams about upcoming contracts where frameworks are preferred."*
- *"I enjoyed meeting with various contacts within the construction industry."*
- *"The exhibitors were helpful and welcoming."*
- *"It was a great opportunity to speak to different businesses. I also attended a nice informative session on tendering processes."*
- *"It was good to get to talk to prospective customers in one day in one room."*
- *"I enjoyed the talk on How to tender in Tayside and Top tips for tendering."*
- *"I appreciated having the time to speak to potential clients."*
- *"The whole event was a great learning experience for me."*
- *"The event was helpful as there were key clients I wanted to engage with and, after Meet the Buyer Tayside, I have the information I require to work with them."*
- *"The speaker session about how to bid for upcoming contracts was really good."*
- *"It was good to be able to meet buyers face to face."*
- *"I appreciated the quality of exhibitors."*
- *"Making contacts with so many buyers at one time was the most useful thing to me."*

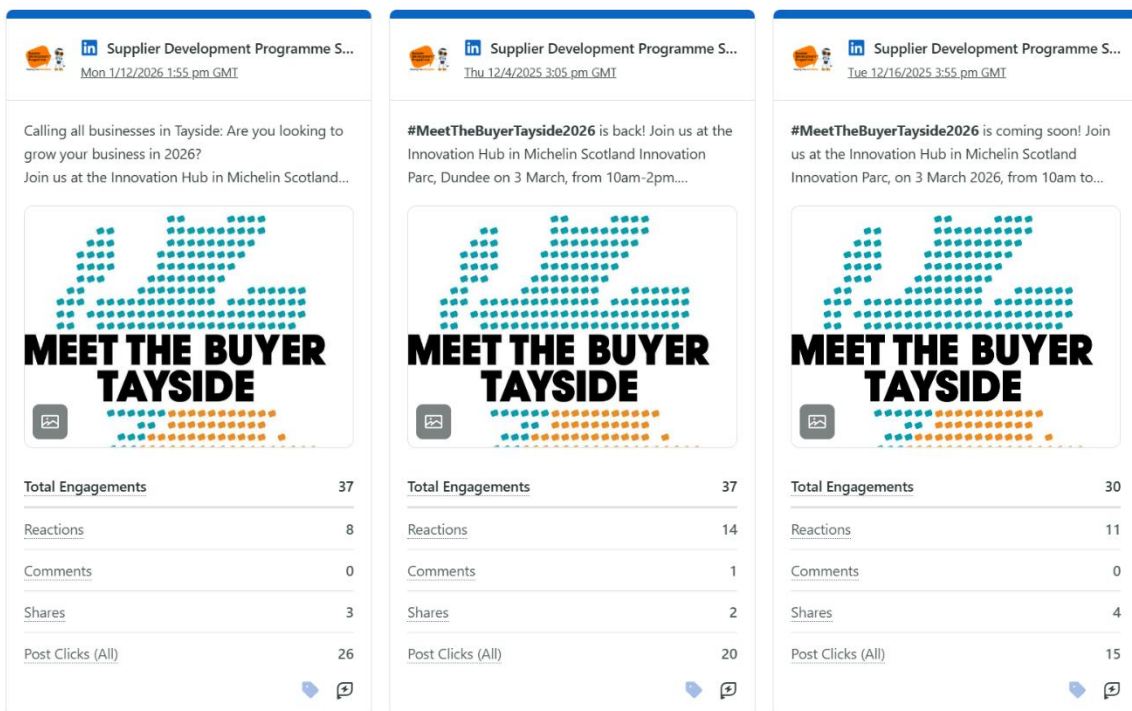
## Post Event

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 October 2025 to March 2026, SDP published 15 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer Tayside. Collectively, the posts earned 2,374 impressions (the number of times users saw a post) and 179 engagements (the number of times users interacted with posts). In total, there were 95 clicks on the links embedded in these posts.



### Newsletters/Mailings

Meet the Buyer Tayside was promoted in SDP's February 2026 newsletter, which received 466 click-throughs.

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

- 23 January 2026 solus email received 56 click-throughs
- 17 February 2026 solus email received 25 click-throughs
- 25 February 2026 solus email received 73 click-throughs

### Contact

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