



Meet the Buyer National
2 June 2026 – DoubleTree by Hilton, Glasgow Central
www.sdpscotland.co.uk

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Supplier Development Programme

Meet the Buyer 2026

3,020

Total Registered Suppliers

1,450

Attendees on the day

626

Unique Scottish SME businesses



"I learned so much by talking to the buyers. I'm still at the start of my procurement journey and got lots of information that will be useful."

88%

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

86%

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

74%

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

63

Exhibitors on the day

Including Scottish Government, Scotland Excel, NHS PSD, APUC, Police Scotland, Glasgow City Council, hub East Central Scotland and Veolia.

100%

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

100%

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

100%

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 2 June at DoubleTree by Hilton Glasgow Central. Meet the Buyer National was run by SDP, alongside headline partners Scottish Government and Scotland Excel, and sponsored by APUC, Department for Transport, NHS Public Services Delivery Scotland, and Supply Connect.

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

Supplier Registration and Attendance

In total, 3,020 individuals pre-registered interest on the SDP website. There were 1,450 actual attendees on the day. Of these attendees, 29 confirmed they were from a social enterprise, charity, or supported business. There were 626 Scottish SME unique businesses in attendance.



Buyer Exhibitions

Meet the Buyer National featured 63 stands, including central government bodies, such as the Scottish Government, Government Commercial Agency, as well as local government authorities, such as Glasgow City Council and The City of Edinburgh Council, public sector organisations, such as NHS Golden Jubilee, hub East Central Scotland, Police Scotland, and Registers of Scotland, and private sector buyers, such as Veolia, Balfour Beatty Power and Kier Construction.

For the third year running, all four Centres of Expertise participated in the event including Scottish Government, Scotland Excel, APUC and Public Services Delivery Scotland (NHS NSS). This offered suppliers a unique opportunity to meet with Scotland's key 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.



Sector Zones

Meet the Buyer 2026 featured four sector specific zones, which helped suppliers and buyers navigate the busy conference floor. These included the Construction Zone (sponsored by Supply Connect) the Education Zone (sponsored by APUC) the Health Zone (sponsored by NHS Public Services Delivery Scotland) and the Transport Zone (sponsored by Department for Transport).

Formal Agenda

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

11am: Scottish Government: Why are you asking me this question? – How national policies influence tender requirements

- Presentation by Lauren Hart and Roisin Bathe, Procurement Policy Specialists at Scottish Government

11:20am: Scotland Excel: Working together to deliver a pipeline of contracts for the Scottish local government sector

- Presentation by Laura Muir, Strategic Procurement Manager and Scotland Excel

11:45am: Supplier Development Programme: The tender ready checklist (morning session)

- Workshop by SDP's Expert Trainer, Mandy Millar

12:20pm: Department for Transport: SME and voluntary community and social enterprise agenda

- Presentation by Robert Vaughan, Small and Medium-sized Enterprise (SME) and Voluntary, Community and Social Enterprise (VCSE) Champion at Department for Transport

12:40pm: Introducing Supply Connect: Help SMEs win contracts

- Presentation by Maggie Berry OBE, SME Procurement Lead at Supply Connect
1pm: Supplying with Impact?: Understanding NHS Scotland Procurement
- Presentation by Gillian Ray, Category Manager at Public Service Delivery Scotland, and Zoe Fance, Head of Procurement at NHS Ayrshire & Arran
1:20pm: Supplier Development Programme: The tender ready checklist (afternoon session)
- Workshop by SDP's Expert Trainer, Mandy Millar



Attendee Survey Feedback

An online survey was distributed to all attendees to Meet the Buyer National. The survey was conducted from June 2 to June 24, 2026. 257 responses were received.

The survey highlighted:

- 88% of survey respondents said, following the event, they were planning to actively pursue opportunities with one or more of the organisations they met.
- 86% of survey respondents rated the event as 'excellent' or 'good'.
- 74% of those survey respondents said they felt encouraged to consider bidding for more contracts following the event.
- 68% of survey respondents said they felt more confident about bidding for public sector contracts after attending the event.

Some comments from suppliers included:

- *"I had the opportunity to speak with several buyers, the sessions were very insightful, and I was able to get various contacts which I will be following up with."*
- *"Great atmosphere and welcoming approach from all exhibitors. Learned a lot about opportunities and how best to approach buyers."*
- *"It was really great to meet people face to face and engage in great conversation."*
- *"The Meet the Buyer event was well organised and informative. The event provided great networking opportunities with industry professionals and attendees."*

- *"I learned so much by talking to the buyers. I'm still at the start of my procurement journey and got lots of information that will be useful."*
- *"I thought it was a good mix of exhibitors, the organisation was excellent and things ran smoothly. A central location made it easy to access. The app was very useful & informative. The headsets for the speaker sessions were a nice touch."*
- *"I met lots of decision makers within organisations I have been targeting for my company."*
- *"Great mix of buyers, all very engaging, well laid out, good sessions, all round a worthwhile event to attend."*
- *"The range of councils present was excellent."*
- *"I enjoyed the opportunity to speak directly to reps of local authorities and of course the NHS. Loved having so many helpful people on hand to give advice and encouragement."*
- *"It was great to be able to talk to buyers directly and understand their strategies and objectives for the next 2-3 years."*
- *"It was great to meet face to face with some of the procurement teams who would be involved in any contracts we tender for and get to know what level of opportunities there are out there within each of the public sector bodies I spoke to."*

Exhibitor Survey Feedback

An online survey was distributed to all exhibitors to Meet the Buyer National. The survey was live 2 June to 24 June 2026. 13 responses were received.

- 100% of respondents said they met suppliers that they would be interested in working with in the future.
- 100% of respondents said that they would recommend this event to other organisations.
- 100% of respondents said they would participate in next year's event.
- 100% of respondents felt the event provided an opportunity to engage with new suppliers.
- 92% of respondents felt this event helped make their supply chain more open and transparent.

Some comments from exhibitors included:

- *"It is a worthwhile event for procurement to attend to speak to suppliers directly and pass on valuable information that can assist them with the procurement processes."*
- *"The event was very busy and there was a good deal of interaction with possible suppliers."*
- *"A busy well attended event."*
- *"This was an excellent venue, and you felt the difference with the space. Also, the layout of the stands was great and the 'silent disco' experience for the presentations was a great addition."*
- *"It went well, with lots of engagement and interest shown."*

Post Event

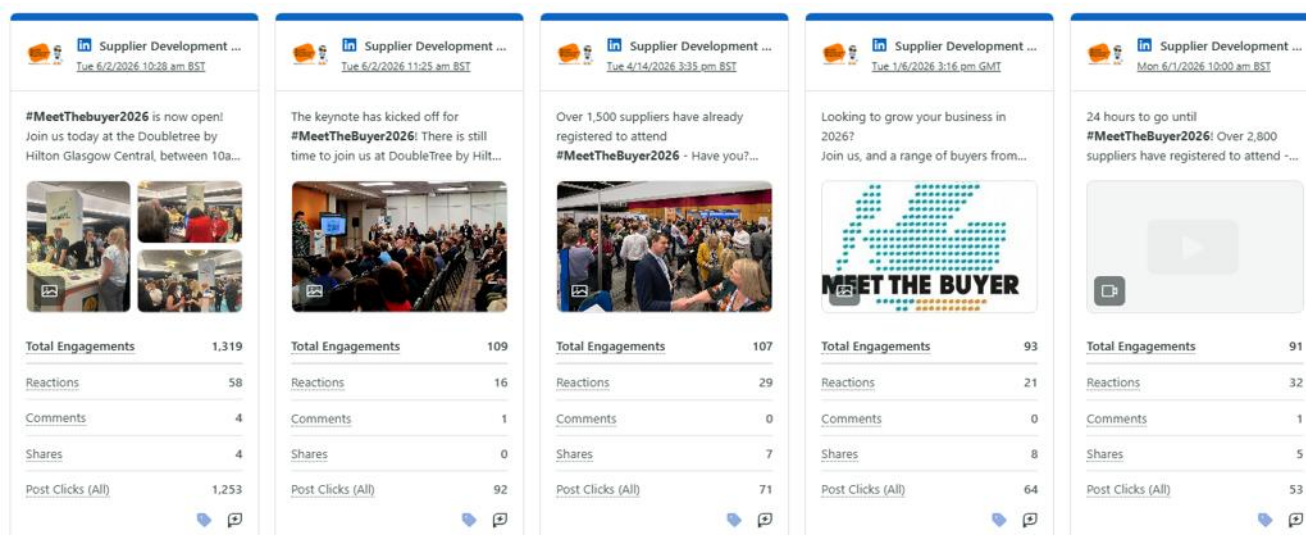
Delegate feedback has been reviewed, and individual questions addressed. All feedback will be taken on board and will be applied to future SDP events.

Promotion through the Supplier Development Programme

Social Media

Prior to the event, SDP published 71 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer National. The campaign ran from December 2025 to June 2026. Collectively, the posts earned 24,662 impressions (the number of times users saw a post) and 2,781 engagements (the number of times users interacted with posts). In total, there were 2,052 clicks on the links embedded in these posts.

Highest performing posts include:



Newsletters/Mailings

Meet the Buyer National 2026 was promoted in SDP's monthly newsletters during the campaign. The event featured in 5 newsletters and received the following number of clicks:

- January 2026 Newsletter received 162 clicks
- February 2026 Newsletter received 500 clicks
- March 2026 Newsletter received 195 clicks
- April 2026 Newsletter received 97 clicks
- May 2025 Newsletter received 533 clicks

SDP also utilised a targeted approach to email marketing, sending out three solus emails (focused purely on the event) to all suppliers. Three targeted emails were sent and received the following number of clicks:

- 17 March solus email received 2,078 clicks
- 14 April solus email received 1,999 clicks
- 18 May solus email received 1,313 clicks

Contact

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