# Meet the Buyer Roadshows Dumfries and Galloway

- 23 April 2025 - The Bridge, Dumfries
- 30 April 2025 - McMillian Hall, Newton Stewart

www.sdpscotland.co.uk

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# Supplier Development Programme

## MTB Dumfries Roadshow 2025

**388**
Total Registered Suppliers

**189**
Attendees on the day

**78**
Attendees from unique Scottish SME businesses

DUMFRIES & GALLOWAY MEET THE BUYER

***"I enjoyed speaking to contractors in much more detail about their current suppliers and how to join their chain."***

**97%**
of visitors rated the event **'Excellent' or 'Good'**

**85%**
suppliers felt **more capable of bidding** for contracts after attending

**85%**
of businesses were **more likely to bid for contracts** after attending

**22**

**Exhibitiors on the day**
including, Dumfries and Galloway Council, NHS Dumfries & Galloway, Ashleigh Construction, Business Gateway, FSB, hub South West and Morgan Sindall.

**88%**
of respondents said they made good contacts on the day.

***"Meeting buyers who usually don't do face to face meetings was particularly useful."***

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# Supplier Development Programme

## MTB Newton Stewart Roadshow 2025

**97**
Total Registered Suppliers

**34**
Attendees on the day

**18**
Attendees from unique Scottish SME businesses

DUMFRIES & GALLOWAY MEET THE BUYER

***"I enjoyed speaking to various well-informed people."***

**100%**
of visitors rated the event **'Excellent' or 'Good'**

**100%**
suppliers felt **more capable of bidding** for contracts after attending

**100%**
of businesses were **more likely to bid for contracts** after attending

**11**

**Exhibitiors on the day**
including, Dumfries and Galloway Council, NHS Dumfries & Galloway, McTaggart Construction, Social Enterprise Scotland and South of Scotland Enterprise.

**100%**
of respondents said they made good contacts on the day.

***"It was quieter than other Meet the Buyers so provided more of a chance to speak to people."***

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## Overview

The Supplier Development Programme has published a report on two 2025 Meet the Buyer Roadshows run in partnership with Dumfries and Galloway Council. The first was at The Bridge, Dumfries, on 23 April, and the second at McMillian Hall, Newton Stewart, on 30 April.

These free events gave suppliers in the Dumfries and Galloway region of 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

### The Bridge, Dumfries on 23 April

In total, 388 suppliers had pre-registered interest on the SDP website for Meet the Buyer Roadshow Dumfries. There were 189 actual attendees on the day. Those attendees represented 78 Scottish SME unique businesses. 38 of those SMEs in attendance were from businesses based in the Dumfries and Galloway area.

### McMillian Hall, Newton Stewart on 30 April

In total, 97 suppliers had pre-registered interest on the SDP website for Meet the Buyer Roadshow Newton Stewart. There were 34 actual attendees on the day. Those attendees represented 18 Scottish SME unique businesses. 8 of those SMEs in attendance were from businesses based in the Dumfries and Galloway area.

## Buyer Exhibitions

Exhibitors at the Meet the Buyer Roadshow events included headline partners: Dumfries and Galloway Council and SDP, as well as Scotland Excel, Ashleigh Construction, Business Gateway, Federation of Small Businesses (FSB), hub South West, McTaggart Construction, Morgan Sindall, Net Zero Nation, NHS Dumfries and Galloway, Scottish Procurement Alliance

(SPA), Social Enterprise Scotland, South of Scotland Enterprise (SOSE) and Vattenfall.

## Formal Agenda

Speaker sessions were mirrored across both Roadshow events and included:

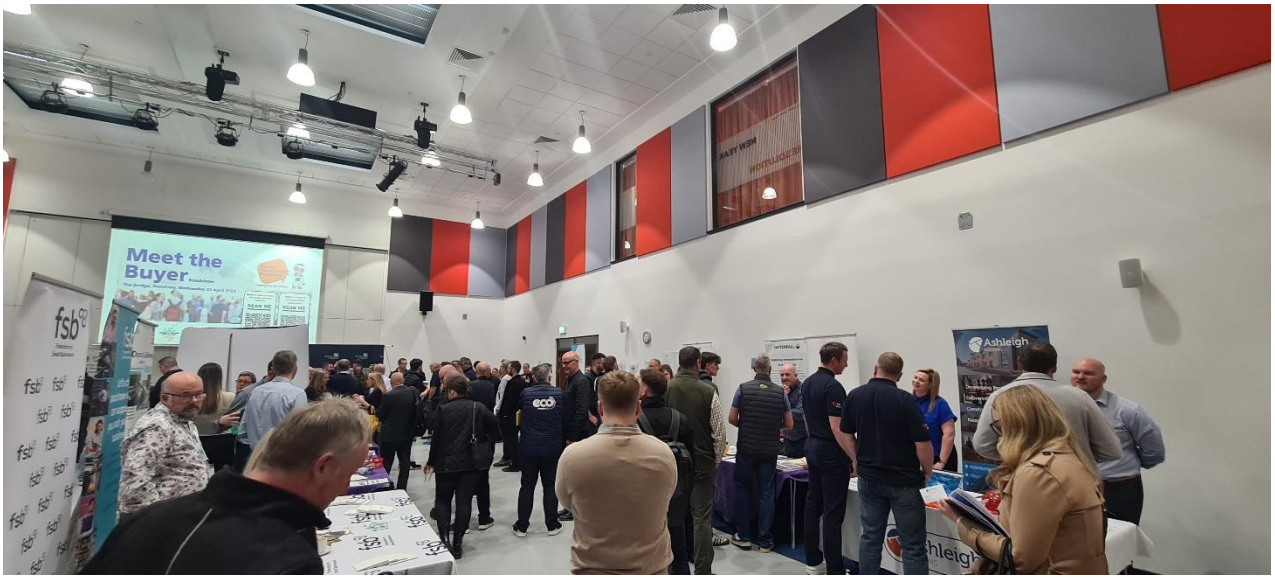
- 9:45am: Keynote Address
  Cllr Richard Marsh, Councillor for Mid Galloway and Wigtown West

- 10am: How to Access and Grow with National Frameworks and Contract Opportunities delivered by Kelly Nugent, Project & Account Manager at Scotland Excel

- 10:20am: How to Do Business with Dumfries and Galloway Council
  Malcolm Anderson, Procurement Team Leader at Dumfries and Galloway Council

- 10:40am: Introduction to Onshore Wind Supply Chains
  Carol Kane, Regional Liaison Officer – Southwest Scotland at Vattenfall

- 11am: Learn from the experience of other suppliers who have been successfully bidding and delivering contracts for Dumfries and Galloway Council
  Malcolm Anderson, Procurement Team Leader at Dumfries and Galloway Council




## The Bridge, Dumfries Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Roadshow Dumfries. The survey was conducted over May 2025. 34 responses were received and 26 of these came from SMEs.

**The survey highlighted**

- 97% of respondents rated the event as ‘excellent’ or ‘good’.
- 85% felt more capable of bidding for contracts after attending the event.
- 85% said that they were more likely to bid for contracts after attending this event.
- 88% said they made good contacts on the day.
- 100% said they saw value in the mixing of public and private exhibitors.

**Some comments from suppliers included:**

*“Being able to speak to different organisations on their stands was particularly useful.”*

- *“I enjoyed speaking to contractors in much more detail about their current suppliers and how to join their chain.”*
- *“Meeting buyers who usually don't do face to face meetings was particularly useful.”*
- *“I found that the exhibitors at Dumfries were more engaging than the Glasgow event and able to take time out to have relevant chats.”*
- *“The workshops were particularly useful.”*
- *“It was a good opportunity to make local contacts.”*
- *“The speakers were very informative.”*

## McMillian Hall, Newton Stewart Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Roadshow Newton Stewart. The survey was conducted over May 2025. 5 responses were received and 1 of these confirmed they came from SMEs.

**The survey highlighted**

- 100% of respondents rated the event as ‘excellent’ or ‘good’.
- 100% felt more capable of bidding for contracts after attending the event.
- 100% of respondents said that they were more likely to bid for contracts after attending this event.
- 100% said they made good contacts on the day.
- 100% said they saw value in the mixing of public and private exhibitors.

**Some comments from suppliers included:**

- *“I enjoyed speaking to various well-informed people.”*
- *“It was quieter than other Meet the Buyers so provided more of a chance to speak to people.”*
- *“I enjoyed speaking with the companies that were exhibiting.”*
- *“Talking to the Dumfries Council department was particularly useful.”*

## Post Event

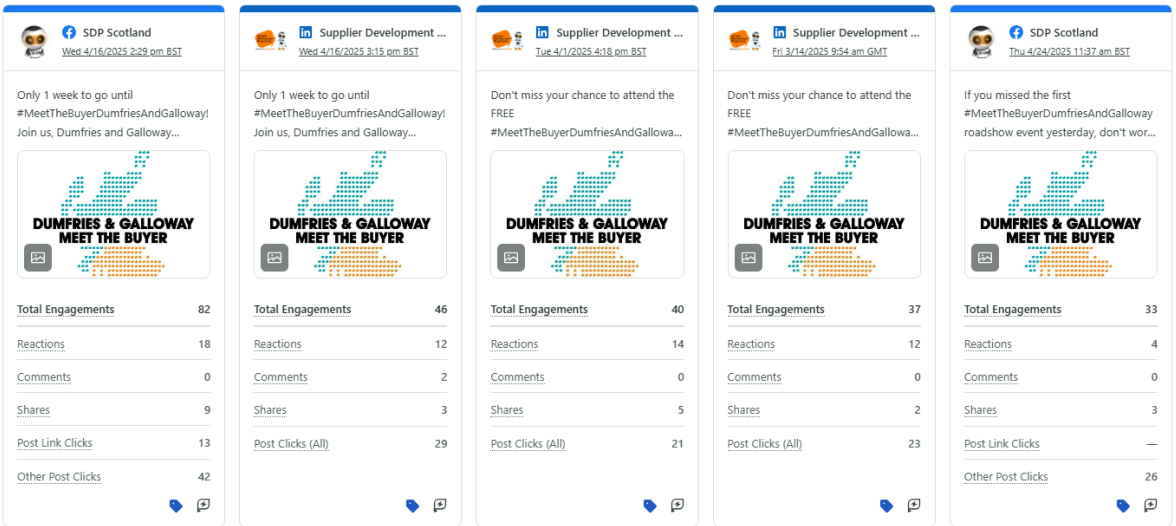
Delegate feedback has been reviewed and individual questions addressed. All feedback will be taken on board and will be applied to future events organised by SDP.

## Promotion through the Supplier Development Programme

### Social Media

Prior to the event, SDP published 12 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer Dumfries and Galloway Roadshows. The campaign ran from February to April 2025. Collectively, the posts earned 7,807 impressions (the number of times users saw a post) and 259 engagements (the number of times users interacted with posts). In total, there were 89 clicks on the links embedded in these posts.

**Highest performing posts include:**




### Newsletters/Mailings

The Meet the Buyer Dumfries and Galloway Roadshows were promoted in SDP's monthly newsletters during the campaign.

- March 2025 Newsletter received 16 clicks to the MTB Roadshow Dumfries event page and 9 clicks to the MTB Roadshow Newton Stewart page.
- April 2025 Newsletter 209 clicks to the MTB Roadshow Dumfries event page and 194 clicks to the MTB Roadshow Newton Stewart page.

SDP also utilised a targeted approach to email marketing, sending out four solus emails about the event to all suppliers based in the Dumfries and Galloway region.

- 10 March solus email received 34 clicks to the MTB Roadshow Dumfries event page and 6 clicks to the MTB Roadshow Newton Stewart page.
- 3 April solus email received 28 clicks to the MTB Roadshow Dumfries event and 14 to the MTB Roadshow Newton Stewart page.
- 16 April solus email received 49 clicks to event and information links.
- 22 April solus email received 9 clicks to event and information links.

### 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.