



Meet the Buyer North

10 September 2025 – The Music Hall, Aberdeen

www.sdpscotland.co.uk

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Supplier Development Programme

Meet the Buyer North 2025



858

Suppliers pre-registered via the SDP website

498

Attendees on the day

289

Attendees from Scottish SME businesses

225

Unique Scottish SME business

36

Public and Private Sector exhibitors



"There was a very good range of buyers at the event - mix of regional/national contractors and procuring authorities that enabled some good conversations. I also liked the presentations on procurement routes and requirements of buyers."

91%

of survey respondents rated Meet the Buyer North 2025 as 'good' or 'excellent'.



93%

of respondents felt this event **helped them network and make useful connections**

93%

of respondents **plan to actively pursue opportunities with one or more organisations** they met on the day

83.5%

of respondents said the event has **encouraged them to consider bidding for more contracts**

Overview

The Supplier Development Programme (SDP) has published a report on Meet the Buyer North, which took place on 10 September 2025, at The Music Hall, Aberdeen.

Meet the Buyer North 2025 was organised by SDP and supported by the event's Headline Partners, Scottish Government, Scotland Excel, and the Commercial and Procurement Shared Services (Aberdeen City, Aberdeenshire and Highland Councils). The event also featured a dedicated Health Zone, sponsored by NHS National Services Scotland.

This free event gave suppliers in the North 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, 858 suppliers pre-registered for the event on the SDP website. 498 suppliers were in attendance on the day. This included 289 individuals from 225 unique Scottish SME businesses.

Buyer Exhibitions

The event featured a total of 36 exhibition stands, showcasing contract and supply chain opportunities from an array of public and private sector buyers, as well as business support bodies.

Among the exhibitors were headline partners Scottish Government, Scotland Excel, and the Commercial and Procurement Shared Services, and event sponsors NHS National Services Scotland.



SDP member organisations Balfour Beatty Construction, Balfour Beatty Power, Caledonian Maritime Assets Limited (CMAL), Crown Commercial Services, Historic Environment Scotland, Northern Lighthouse Board, PfH Scotland, Police Scotland, RJ McLeod, Robertson Facilities Management, Scottish Enterprise, Scottish Procurement Alliance (SPA), and Veolia were in attendance to showcase their commitment to engaging with a diverse range of suppliers.

Formal Agenda

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

- Welcome by the Supplier Development Programme, delivered by Fiona Conti, SDP Chair.
- Scottish Government: Civil Engineering Dynamic Purchasing System for projects up to £5m, delivered by Stefano Ferracuti, Senior Procurement Portfolio Specialist, Scottish Government.
- Working with Scotland Excel, delivered by Peter Barnes, Project and Account Manager, Scotland Excel and Lisa Cairns, Principal Procurement Specialist, Scotland Excel.
- Engaging with Aberdeen City, Aberdeenshire & Highland Councils (Commercial & Procurement Shared Service), delivered by Fiona Conti, Strategic Procurement Manager, Commercial & Procurement Shared Services.
- NHS Scotland Procurement Strategy, delivered by Simon Mollart, Head of Strategic Sourcing & Commercial, NHS National Services Scotland.
- SDP: Quick Quotes Made Easy Workshop, delivered by Gill Joy, Expert Trainer, Supplier Development Programme.

Each of these sessions were recorded and are available to view on the Supplier Development Programme YouTube channel.

[Click here to catch up on the presentations.](#)



Attendee Survey Feedback

An online survey was distributed to all attendees to Meet the Buyer North through the event app and email. The survey was live from 10 September to 3 October 2025. In total, 90 responses were received from attendees.

The supplier survey highlighted that:

- Over 91% of survey respondents rated the event as 'excellent' or 'good'.
- Over 93% of respondents felt Meet the Buyer North helped them network and make useful connections that could benefit their business.
- Over 93% of respondents said, following the event, they were planning to actively pursue opportunities with one or more of the organisations they met.
- Almost 83.5% of survey respondents said they were encouraged to consider bidding for more contracts following the event.

Some comments from suppliers included:

- "It was all very well planned, from the start of registration being met with a warm smile and a lanyard, to entering the hall with the designated zones for each aspect of business. I also found it really useful having the app to connect with contacts prior to the event."
- "This was my first time attending a Meet the Buyer event and I am new to SDP. I thought it was a well organised event, great venue, great presentations and I got a great insight of how to bid for work in the public sector in Scotland."
- "There was a very good range of buyers at the event with a mix of regional/national contractors and procuring authorities that enabled some good conversations. I liked the presentations on procurement routes and requirements of buyers."
- "Meet the Buyer North provided a really good opportunity for our business to talk to a range of public sector and Tier 1 organisations to understand how they procure goods and services."
- "I found the event very informative. It was good to meet the procurement teams of so many companies. I also found out about the training and events hosted by SDP, which I was not previously aware of."
- "There was a great selection of exhibitors (e.g. NHS Grampian, NHS Highlands, Police Scotland etc). However, the venue was too small, and the layout feel fragmented and crowded."
- "The parking was not great around the venue. The venue itself felt small and overcrowded, with the stands being too close for the number of people there."

Exhibitor Survey Feedback

An online survey was distributed to all exhibitors that attended Meet the Buyer North via email. The survey was live from 10 September to 3 October 2025 and received 10 responses.

The exhibitor survey highlighted that:

- 100% of respondents rated the event as 'excellent' or 'good'.
- 100% of respondents said they would participate in future Meet the Buyer events.
- 100% of respondents felt this event helped make public contracts more accessible to SMEs.
- 90% of respondents felt this event provided an opportunity to engage with new suppliers.
- 80% of respondents felt Meet the Buyer North 2025 helped make their supply chain more open and transparent.

Some comments from exhibitors included:

- "Very well organised, everything worked smoothly, and it was a pleasure to attend."
- "I can't fault the organisation and advanced planning of the event. The app was good and it enabled connections and a few conversations via LinkedIn before the day."
- "Excellent organisation made the arrival, setup, and execution of the event painless. Support from the event management company was very much welcomed, so that drop off of stand equipment and parking (avoiding getting another ticket) was made simple - please pass on my thanks."
- "We met some interesting suppliers and had some good conversations. I struggled a bit with the ambient noise in the auditorium. Lunch was a bit better than usual."

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



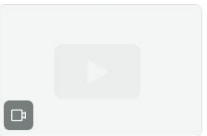
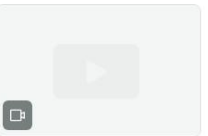
Promotion through the Supplier Development Programme

Social Media

Prior to the event, SDP published 45 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer North. The campaign ran from 30 June to 10 September 2025.

Collectively, the posts earned 15,330 impressions (the number of times users saw a post) and 1,455 engagements (the number of times users interacted with posts). In total, there were 1,022 clicks on the links embedded in these posts.

Highest performing posts include:

 Supplier Development ... Wed 9/10/2025 4:41 pm BST That's a wrap on #MeetTheBuyerNorth2025! Thank you to all of our attendees, exhibitor... Total Engagements 389 Reactions 50 Comments 9 Shares 2 Post Clicks (All) 328	 Supplier Development ... Wed 9/10/2025 12:30 pm BST There's still time to stop by #MeetTheBuyerNorth2025! We will be at The Music Hall, in Aberdeen,... Total Engagements 355 Reactions 20 Comments 2 Shares 0 Post Clicks (All) 333	 Supplier Development ... Tue 9/9/2025 1:56 pm BST 24 hours to go until #MeetTheBuyerNorth2025! Join us tomorrow at The Music Hall,... Total Engagements 90 Reactions 18 Comments 2 Shares 4 Post Clicks (All) 66	 Supplier Development ... Wed 9/10/2025 10:14 am BST Join us now for #MeetTheBuyerNorth2025 at The Music Hall #Aberdeen! Come and ta... Total Engagements 89 Reactions 19 Comments 0 Shares 2 Post Clicks (All) 68	 Supplier Development ... Mon 9/8/2025 11:15 pm BST Meet the speakers presenting at #MeetTheBuyerNorth2025! We are delighted to be joined by some... Total Engagements 71 Reactions 19 Comments 1 Shares 4 Post Clicks (All) 47
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Newsletters/Mailings

The Meet the Buyer North event was announced in SDP's July 2025 monthly newsletter, and featured in all subsequent newsletters before the event, on 10 September.

- July 2025 – 162 clicks
- August 2025 – 455 clicks
- September 2025 – 496 clicks

2 mailings were also sent to segmented groups of relevant suppliers registered with SDP, as part of the Meet the Buyer North email campaign. In total, these mailings received 730 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