



THE INITIATIVE

InBuyer is organized by Promos Italia in cooperation with the Chambers of Commerce to support Italian companies in their internationalization process. You have free access to sector-specific events on the calendar, allowing you to schedule online business matching appointments with Italian counterparts.

BMATCH PLATFORM

The service is provided through the BMATCH matchmaking platform, a tool that allows you to:

- view and analyse the digital showcase of selected Italian suppliers;
- get in touch with Italian counterparts according to your needs;
- manage your agenda independently and, in case of mutual interest, hold one or more virtual one-to-one meetings.

Participating is simple: once you have created your user account and company profile on the platform, you will be able to view the virtual showcases of Italian companies registered for the event.

WHY PARTICIPATING



Discover
Made in Italy
products



Save time and meet
only the counterparts
you are interested in



Dedicated assistance
before, during and
after the event



Manage your
appointment
agenda



The service is free
of charge

HOW TO PARTICIPATE

BEFORE THE EVENT



Register on the platform for the event dedicated to your business sector



Fill out your company profile

FROM 7 DAYS BEFORE THE EVENT



Search for counterparts and arrange appointments



Check your agenda and don't leave requests pending

DURING THE EVENT



Get in touch with Italian companies via integrated chat



Conduct online meetings directly on the platform



Exchange your business card to keep in touch with counterparts

KEY FACTS - INBUYER 2024



14
B2B
digital events



1,267
participating
Italian companies



350
foreign buyers



3,288
virtual B2B
meetings



925
business cards
exchanged



4.4/5
average meeting
rating



2.6
average
meetings per
company



93%
meetings
involving a
follow-up



99%
of participants
rated positively the
received assistance

For further information:

www.inbuyer.it

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