



**inBUYER**  
L'EXPORT NELLA TUA CITTÀ

**BMATCH**

**USER MANUAL**

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# BMATCH

## BRIEF INTRODUCTION

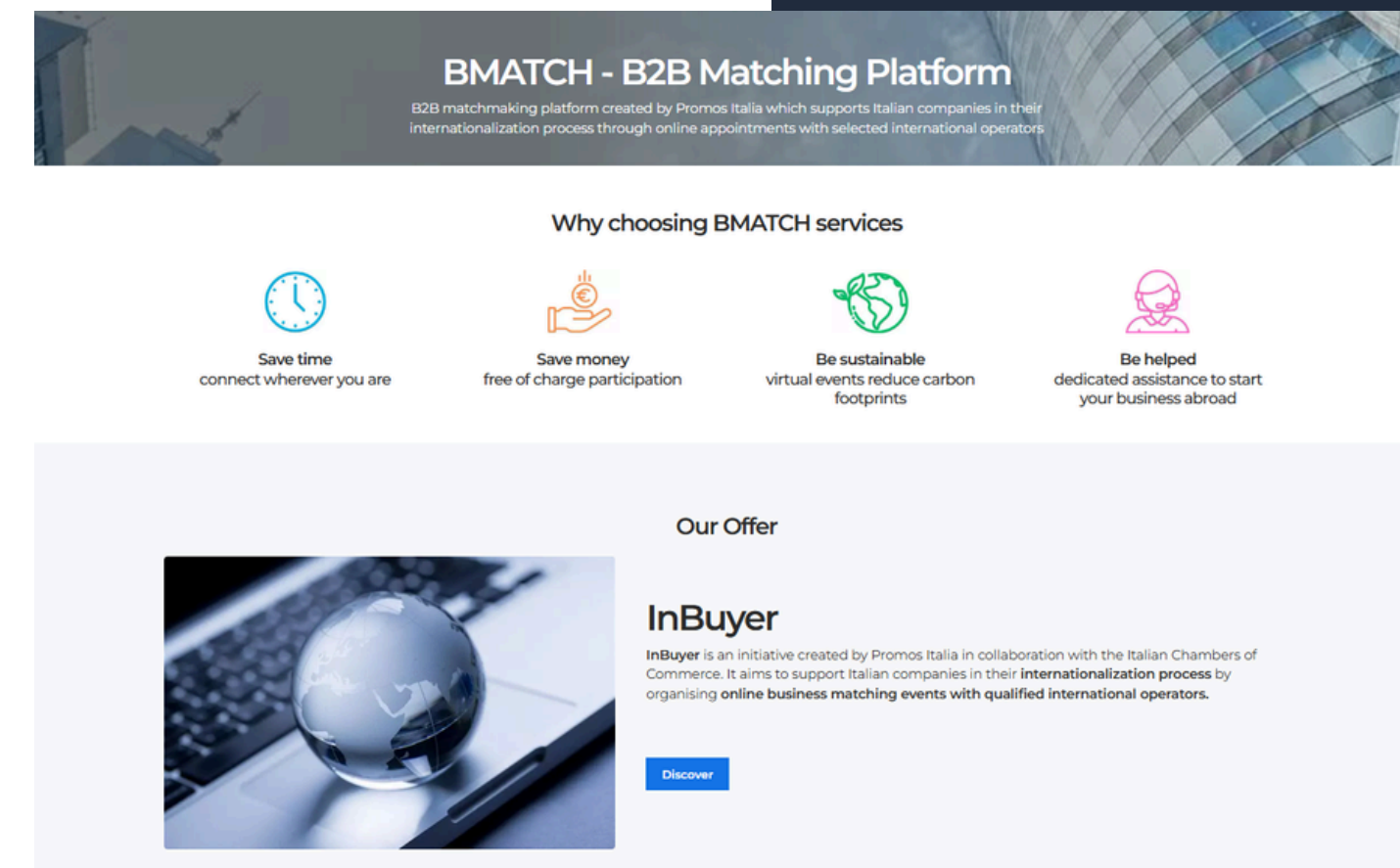
InBuyer is the event format that supports Italian companies in the internationalization process through online **business matching sessions with international operators**.

The service is provided through the **BMATCH platform**, a digital tool developed by Promos Italia to create online 1:1 B2B meetings with selected counterparts. It is a unique opportunity to generate new contacts and partnership opportunities.

**Navigating the platform is simple:** browse the events calendar and find the event of your interest. **Register, create a user account and link it to your company profile.** This will only be required at your first event registration, after which participating in every other event on the platform will only take you **a few clicks**.

**N.B. The platform is entirely in English, so all the information you will be asked for must be written in that language.**

### Access to BMATCH Platform



# REGISTRATION ON BMATCH ENROLLMENT PROCESS IN BRIEF



**1. FIND  
THE EVENT OF  
YOUR INTEREST**

**2. CREATE  
YOUR USER  
PROFILE**

**3. FILL OUT  
YOUR COMPANY  
PROFILE**

**4. FILL OUT  
EVENT INFO**

**5. APPLICATION  
REQUEST  
SUBMITTED**

IF YOU HAVE ALREADY PARTICIPATED IN OTHER DIGITAL EVENTS OF PROMOS ITALIA LOG IN WITH THE CREDENTIALS YOU ALREADY HAVE.

CHOOSE AMONG THE GIVEN CHOICES THE TAGS THAT DESCRIBE YOUR BUSINESS

**WAIT FOR YOUR  
REGISTRATION TO BE  
VALIDATED**

IN THE MEANTIME, YOU CAN IMPROVE THE INFORMATION ENTERED IN THE COMPANY PROFILE

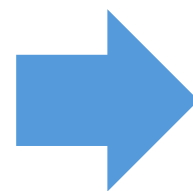
**ATTENTION** -- The **company profile** is divided in two parts

- **Main information:** to be mandatory filled in at the time of registration
- **Further information:** to be filled in in order to participate in business matching activities

# REGISTRATION ON BMATCH ACCESS POINTS

In the **Events calendar** section you will find the calendar of InBuyer sessions (searchable by product sector).

[Click here to access.](#) Select the event box of your interest to see the specifics and register.



From a specific event page you can register from the **Register or Login button** and see the products allowed

**Business sectors**

- Agri-food and beverages
- Construction, home and contract
- Industry, Machinery & Components
- Personal care, Fashion & Accessories
- Tourism

**Search by Italian provinces**

- DAvellino, DCatanzaro, DGenova, DMassa-Carrara, DPisa, DSandrio
- DBenevento, DCorno, DL'Aquila, DMilano, DRagusa, DTeramo
- DBergamo, DCosenza, DLecco, DModena, DRavenna, DTerni
- DBrescia, DCremona, DLodi, DMonza, DRoma, DUdine
- DCaserta, DCrotone, DLucca, DPavia, DSalerno, DVarese
- DCatania, DFerrara, DMantova, DPerugia, DSinacusa, DVibo Valentia

**Upcoming events**

InBuyer Tourism 2025 (session 1) 18 / 20 April <a href="#">Register or login</a>	InBuyer Food 2025 (session 1) 08 / 10 April <a href="#">Register or login</a>	InBuyer Furniture 2025 (session 1) 07 / 08 May <a href="#">Register or login</a>	InBuyer Cosmetics 2025 21 / 22 May <a href="#">Register or login</a>
InBuyer Mechanical Subcontracting 2025 04 / 05 June <a href="#">Register or login</a>	InBuyer Wine & Spirits 2025 (session 1) 17 / 19 June <a href="#">Register or login</a>	InBuyer Packaging 2025 01 / 02 July <a href="#">Register or login</a>	InBuyer Construction 2025 02 / 03 July <a href="#">Register or login</a>
InBuyer Food 2025 (focus fresh&frozen - session 2)	InBuyer Furniture 2025 (session 2)	InBuyer Fashion & Accessories 2025 (focus woman)	InBuyer Food 2025 (focus bio & vegan - session 3)

**InBuyer Tourism 2025 (session 1)**

[Register or login](#)

18 20 March from 9:00 to 19:00

[Need more info? Contact us!](#)  
(for Italian companies)

**InBuyer Tutorial**

- Instructions & User Manual
- Video Tutorial
- Rules of participation

**Product Categories**

- Conference Centre
- Enogastronomy
- MICE (Meetings, Incentive, conference & Events)
- Restaurant
- Transport/Rental
- Convention & Visitor Bureau, DMO
- Leisure
- Museum/Gallery
- Sport and active tourism
- DMC/Travel Agency/Tour Operator
- Location/Venue
- PCO (Professional Congress Organizer)
- Accommodation facilities

**Specific Products**

- Agri/tourism
- Sports/Recreative activities
- Winery
- Factory Store/Outlet
- Independent Hotel/Resort
- Event Organization
- Guided tours/Enogastronomic tours
- Scattered hotel
- B&B
- Hotel/Resort Chain
- Glamping
- Incentive/Team Building
- Exhibition Centre
- Wellness
- Apartments/Villas
- Boutique/Design/Lifestyle Hotel
- Catering
- Golf Club
- Entertainment and Shows
- Spa/Beauty Farm

**Market Target**

- Africa
- Europe
- Northern America
- Middle East

**Italian Provinces Admitted**

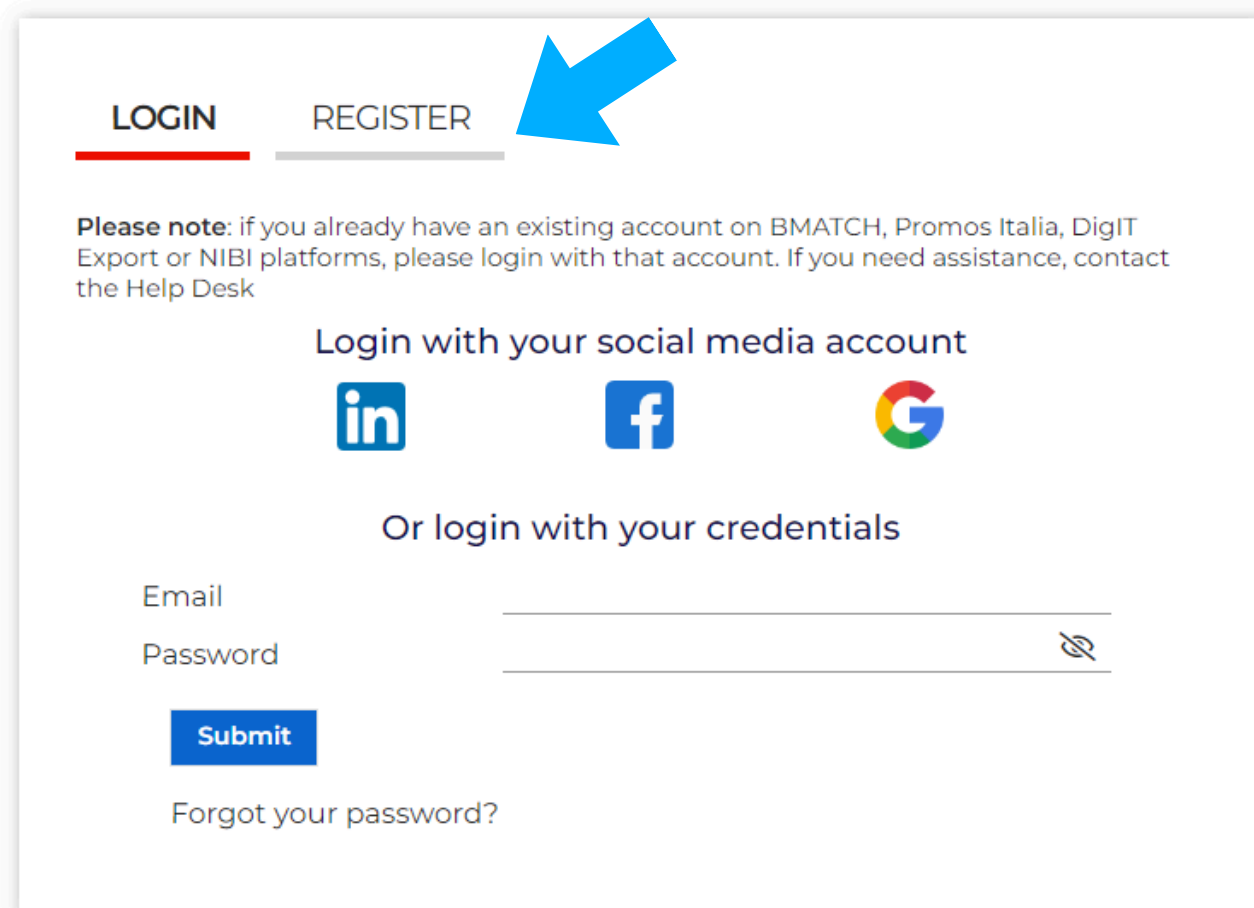
- Bergamo, Caserta, Catania
- Catanzaro, Cosenza, Crotone
- Ferrara, Genova, L'Aquila
- Lodi, Lucca, Massa-Carrara
- Milano, Modena, Monza

# REGISTRATION ON BMATCH

## HOW TO REGISTER ON PLATFORM

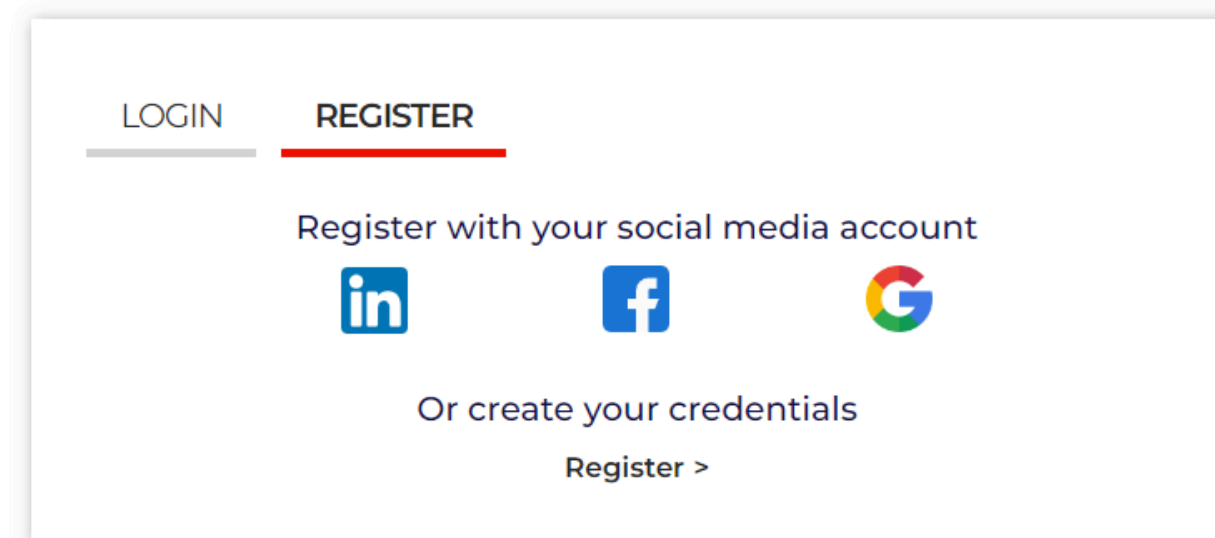
After choosing the event you are interested in, you will be redirected to the **Register/Login** screen. Select the "REGISTER" tab .

Welcome to our B2B matching platform

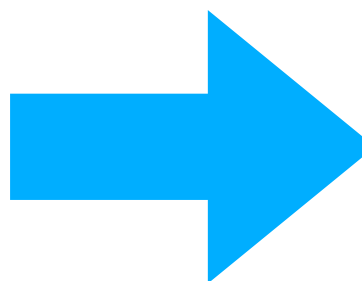


The screenshot shows a user interface with two tabs: "LOGIN" and "REGISTER". The "REGISTER" tab is selected, indicated by a blue arrow. Below the tabs, there is a "Please note" section, followed by social media login options (LinkedIn, Facebook, Google) and a section for logging in with credentials, including fields for "Email" and "Password" and a "Submit" button. A "Forgot your password?" link is also present.

Welcome to our B2B matching platform



The screenshot shows the same user interface as the previous one, but with the "REGISTER" tab selected. The "REGISTER" tab is highlighted with a red underline. Below the tabs, there is a "Please note" section, followed by social media login options (LinkedIn, Facebook, Google) and a section for logging in with credentials, including a "Register >" link.



**Please note:** If you have already participated in InBuyer previous editions or you have already created an account on the Promos Italia, BMATCH, DigIT Export or NIBI platforms, please login with the same credentials. Credentials used for the InBuyer platform until 2022 are no longer valid.

# REGISTRATION ON BMATCH

## HOW TO REGISTER ON PLATFORM

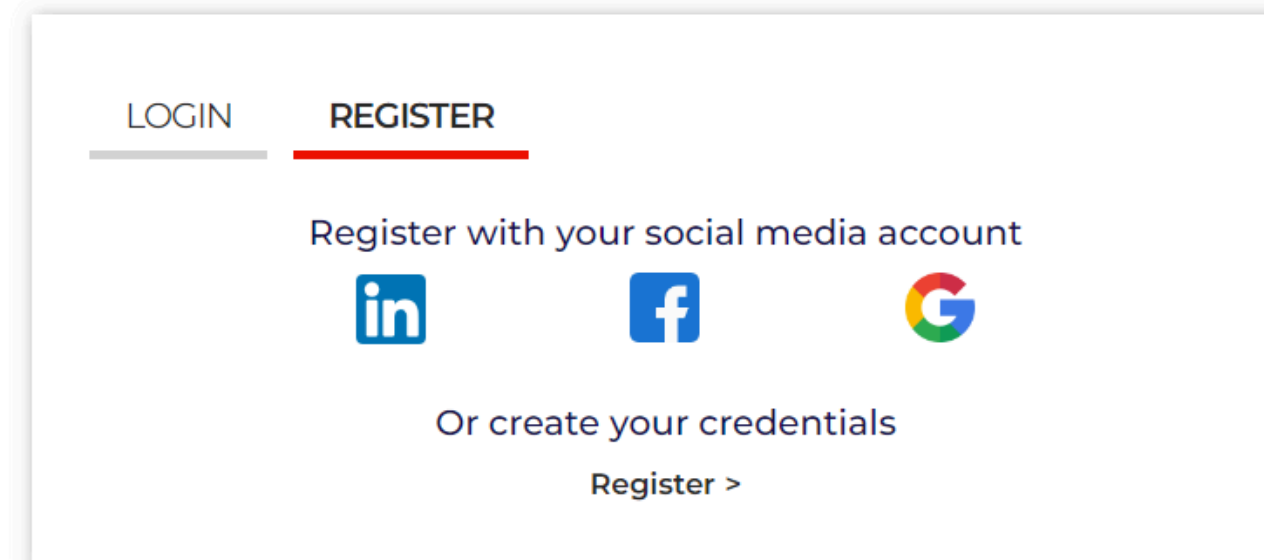
1

You can register in two ways:

1) **Through a social media account** (LinkedIn, Facebook, Google - the BMATCH platform will use the following information: email and profile photo). Remember that you will then have to use the same way to log in to the platform.

2) By **creating your login credentials** by clicking on Register

Welcome to our B2B matching platform



**Please note:** If for future logins you no longer remember your credentials, you will need to retrieve them in the following ways:

- If you registered with **social media**, via your chosen social media account;
- If you registered **via credentials** perform password recovery.

The InBuyer Team will never be able to retrieve passwords on your behalf.



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# REGISTRATION ON BMATCH USER ACCOUNT CREATION

On the profiling page, **complete all the required user information**, specifying that you are part of a foreign company (buyer).

If the company you represent has previously participated in an InBuyer or other event on the BMATCH platform **you may already find the company name available in the drop-down menu**. When filling in the "Company" field you will be able to search for it.

If you don't find it, click **If you don't find your company, click here** and enter it manually following the procedure.

Once you have filled in all the fields, click **Proceed to Company Data**.

**Registration**

Please note: if you already have an existing account, please contact the Help Desk.

**User Role\***

Seller / Italian Company  
 Buyer / Foreign Company

**Personal data**

First name\*  Last name\*  Company\*

Job title\*  Country\*  City\*

Phone number

**Create your profile**

Corporate e-mail / Login  Password\*  Confirmation password\*

I read and understood the [Privacy Policy](#)

**First-party marketing consent**  
Having read the information I authorize Promos Italia S.c.r.l. to process my Personal Data in order to be informed about the Owner's initiatives by e-mail and newsletter (optional)

I agree  
 I disagree

**Third-party marketing consent**  
Having read the information, I authorize Promos Italia S.c.r.l. to communicate my Personal Data to chambers of commerce, unions of chambers, special companies, which will process them for their own marketing purposes (also related to simple follow-up following participation to the initiative), with direct contact by phone and e-mail (optional)

I agree  
 I disagree

[Proceed to Company Data](#)

**Registration**

Please note: if you already have an existing account, please contact the Help Desk.

**User Role\***

Seller / Italian Company  
 Buyer / Foreign Company

**Personal data**

First name\*

Job title\*

**Search for your company**

Search for your company

[If you don't find your company, click here](#)

**Registration**

Please note: if you already have an existing account, please contact the Help Desk.

**User Role\***

Seller / Italian Company  
 Buyer / Foreign Company

**Personal data**

First name\*

Job title\*

**Create a new company**

Name\*

Country\*

Province\*



# REGISTRATION ON BMATCH

## COMPANY PROFILE (MAIN INFORMATION)

Fill out the **Main information** section in the blue box of the company profile with **all mandatory information** about your company and click **Save** to proceed with the enrollment process.

Required fields to finalize the enrollment are:

- Company name
- Country
- Province (mandatory only for Italian companies)
- City
- Address
- Zip code
- Business Data
- Macro-sector and at least one product category among those proposed

**Please note** that VAT id and tax id are mandatory only for Italian companies. If you are a foreign company you can leave it blank.

With these fields filled in you can already **click SAVE and proceed**.

Remember that **the company profile is divided into two parts**: the first concerning the main data, which must be filled in at the time of registration, and the second part containing the accessory data. It is necessary to fill out the latter section as well in order to participate in the matching activity, so we recommend that you fill it out right away.

**Main information (mandatory)**

Company name\*  Country\*  Province\*

City\*  Address\*  Zip code\*

**Administrative**

VAT Code (P.IVA - no country code)\*  Tax ID (Cod. fiscale aziendale - no country code)\*

**Sectors \***

Please select the macro-sector in which your company operates and then the products (click on the small arrow to open the sub-menus)

**Macro-sector**

- ▼ Agri-food and beverages
  - Animal feed
  - Baby food
  - ▶ Baked goods, sweets and chocolate
  - Coffee, tea & infusions
  - ▼ Dairy
    - Aged cheese
    - Dessert
    - Fresh cheese
  - Farms/ hatchery
  - Fish and seafood
  - ▶ Fresh fruits and vegetables (fourth range)
  - Fresh products
  - ▶ Frozen products and ice cream (third range)
  - Gluten free
  - Meat and cold cuts
  - ▶ Oil, Vinegar and other Condiments
  - Organic
  - ▶ Pasta, Rice, Flour and Grains
  - Ready meals
  - ▶ Sauces and preserves
  - ▶ Snacks and dried fruits
  - Soft drinks
  - Water
  - Wholesalers
  - ▶ Wine & spirits
- ▶ Business services
- ▶ Construction, home and contract
- ▶ Energy & Environment
- ▶ Health and life science
- ▶ ICT, media and new technologies
- ▶ Industry, Machinery & Components
- ▶ Logistics
- ▶ Multisector
- ▶ Personal care, Fashion & Accessories
- ▶ Real estate
- ▶ Security
- ▶ Tourism
- ▶ Trade

**Business Data \***

**Turnover (Euro)**

- Less than 1 million
- From 1 to 2.5 millions
- From 2.5 to 5 millions
- From 5 to 25 millions
- From 25 to 50 millions
- >50 millions

**Number of employees**

- Up to 9
- 10 to 19
- 20 to 49
- 50 to 99
- >250
- >250

**Foreign turnover**

- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%

**Save**

# REGISTRATION ON BMATCH EVENT INFO

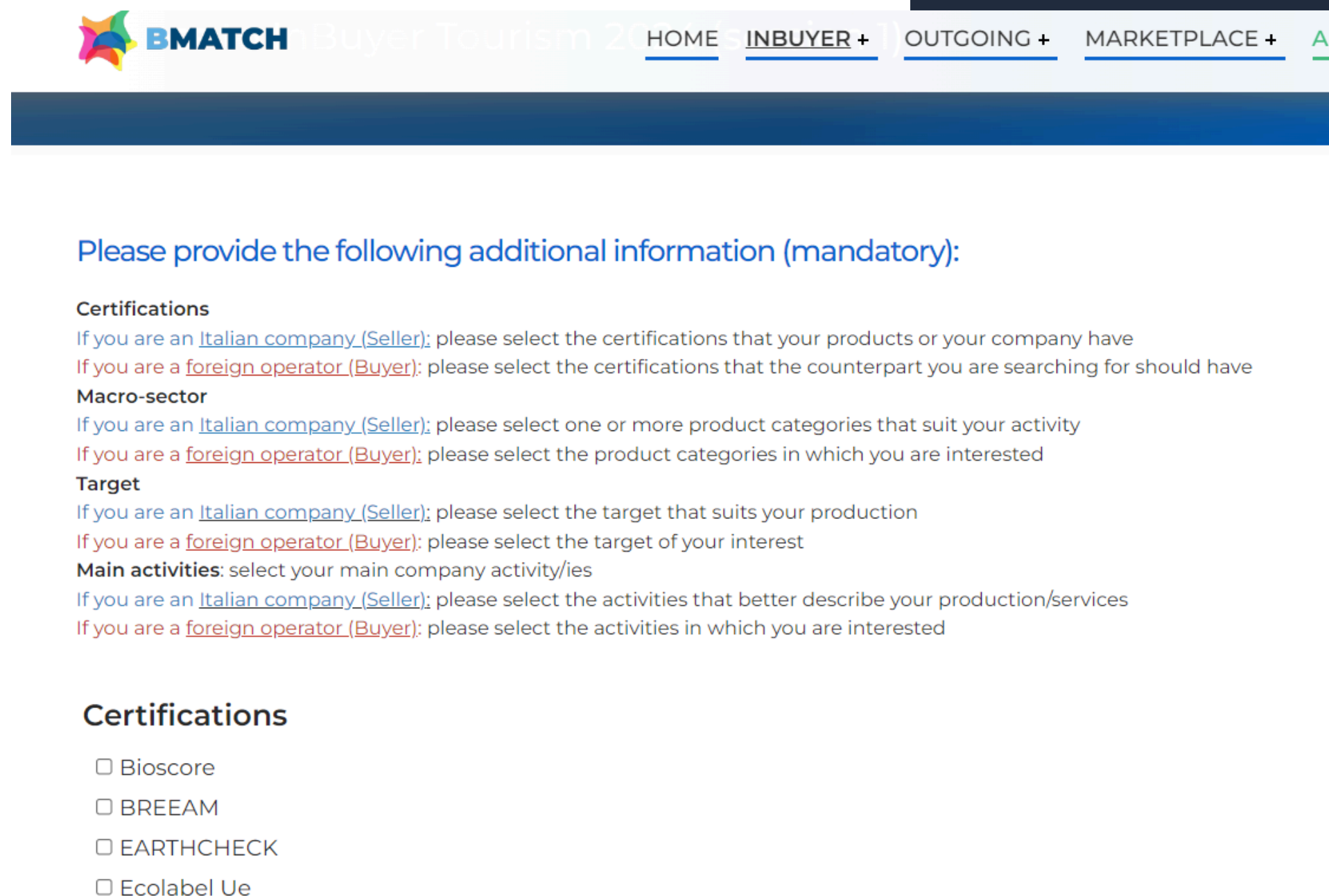
After you have created your user profile and filled in your company information, **fill in the mandatory data requested in the additional information section as a final step**, if the event you are interested in requires it.

**At least one choice is required for each section.**

Please refer to the instructions provided at the top of the page.

The information you enter is necessary to validate your participation in the event and to make you searchable by business matching counterparts.

Once you have selected all fields and clicked ok, your request to participate in the event will be taken care of by the InBuyer Team. Incoming requests will be evaluated and you will receive feedback within a few days.



**BMATCH** Buyer Tourism 2023 [HOME](#) [INBUYER +](#) [OUTGOING +](#) [MARKETPLACE +](#) [AD](#)

Please provide the following additional information (mandatory):

**Certifications**  
If you are an [Italian company \(Seller\)](#): please select the certifications that your products or your company have  
If you are a [foreign operator \(Buyer\)](#): please select the certifications that the counterpart you are searching for should have

**Macro-sector**  
If you are an [Italian company \(Seller\)](#): please select one or more product categories that suit your activity  
If you are a [foreign operator \(Buyer\)](#): please select the product categories in which you are interested

**Target**  
If you are an [Italian company \(Seller\)](#): please select the target that suits your production  
If you are a [foreign operator \(Buyer\)](#): please select the target of your interest

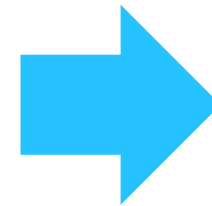
**Main activities:** select your main company activity/ies  
If you are an [Italian company \(Seller\)](#): please select the activities that better describe your production/services  
If you are a [foreign operator \(Buyer\)](#): please select the activities in which you are interested

**Certifications**

- Bioscore
- BREEAM
- EARTHCHECK
- Ecolabel Ue

# REGISTRATION ON BMATCH APPLICATION FORM SENT

Once your event request has been submitted, you will receive an email acknowledging your registration and you will see the event page like this.



InBuyer Tourism 2024 (session 1)

Overview

Your registration request has been submitted and you will receive further updates by our team

Macrosettore > Tourism

Digital B2B Matching session dedicated to the Tourism sector.

The companies admitted to participate to the event will have the opportunity to **present products and conduct one-to-one meetings** (video-call) with **qualified international counterparts**.

Please check in the here below list the products categories admitted to participate.

Participation is **free of charge** for international operators and for italian companies with legal and/or operational headquarter in the provinces below listed.

05 07 March  
from 9:00 to 19:00

Tutorial

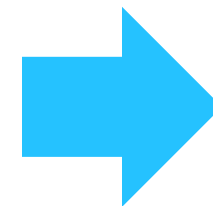
Instructions & User Manual

Video Tutorial

When your participation is validated, you will receive an email confirming your participation and you will see the edited event screen.

Here you will find all the information you need to best prepare yourself for the incoming business matching session.

Should your application be rejected (due to inconsistency with product categories or other criteria) you will receive an email notification.



Overview

You are already registered to the event

Get ready for B2B Matching!

7 days before the event start the B2B Matching section will be displayed here above and you will be able to browse the participants to the digital B2B meetings.

You will receive an e-mail alert when the B2B Matching section will be available for all participants.

Doubts? Need more info? Don't forget to check the Tutorial & FAQ page.

What you can do right now

1. Review your Company profile and/or add from that section also the company product sheets. Be sure that your profile is fully complete with all information you want to highlight to the counterpart you would like to meet
2. Review your personal profile from Profile/Agenda section (blue banner on top of this page) by adding a personal picture or a bio
3. Check your availability/agenda from Profile/Agenda: we have assigned you all the time slots for the event and marked them as available. Please cancel using the trash bin icon the slots in which you are NOT available to meet counterparts

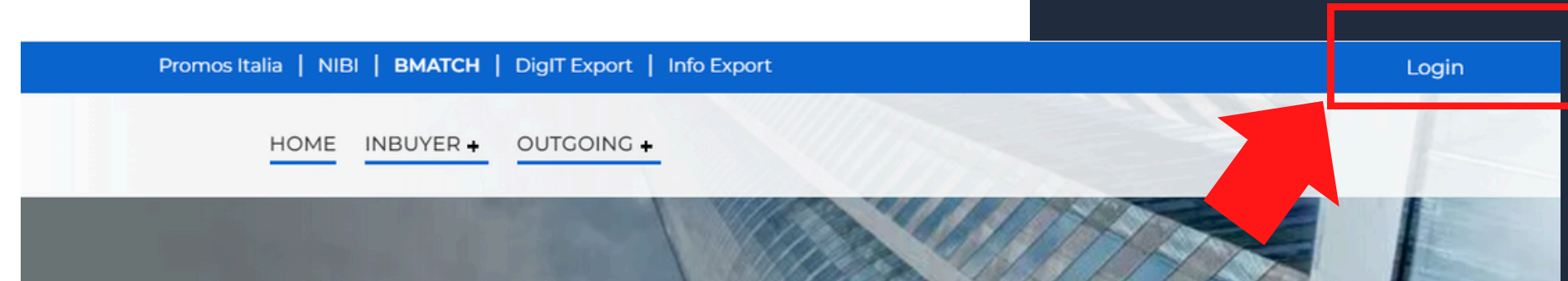
What to do when the B2B Matching session is active (7 days before event starts)

1. Click on the B2B section here above
2. Browse the participant list and find potential business partners. Click on the Company name to see all the Company data and products.
3. Click on the name of the contact to see more info and send an appointment requests or a messages via chat
4. Once the appointment will be confirmed you will receive an e-mail alert and you can add it to your personal Outlook/Google calendar. Please be informed that if the appointment is cancelled you will see it in your personal profile here in the platform as refused but then have to cancel it from your personal Outlook/Google

# ACCESS TO BMATCH

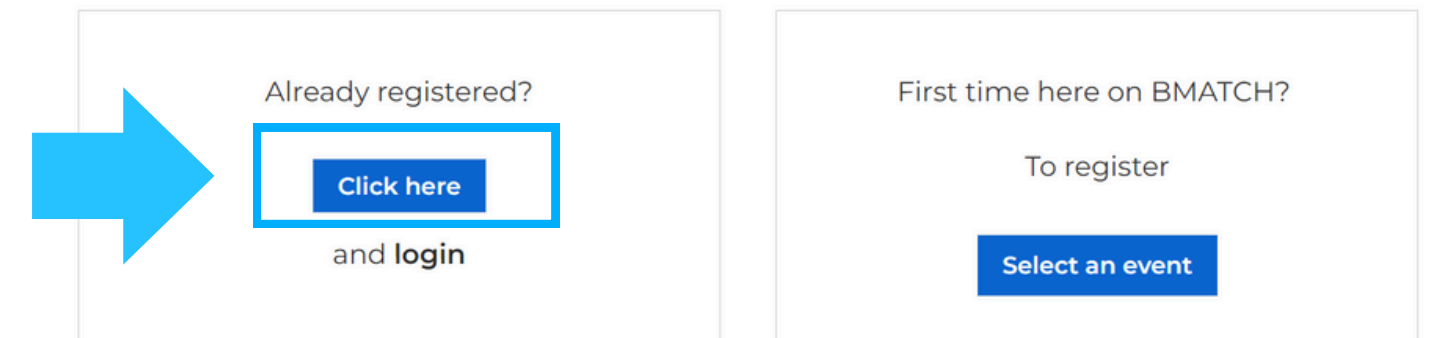
## HOW TO ACCESS THE PLATFORM

To enter the platform **after the first login**, in which you have registered, you can click on the **Login** sign in the upper right corner of the blue banner.



Next, click on **click here** and log in with the social network you used previously or with your credentials you created. If you do not remember the entered password, follow the recovery procedure. Remember that if you first registered through a social media account, you cannot recover that passwords through the platform, but you need to perform the recovery procedure from the social account provider's site.

BMATCH is the new B2B matchmaking platform for conducting business meetings between Italian companies and selected international operators.

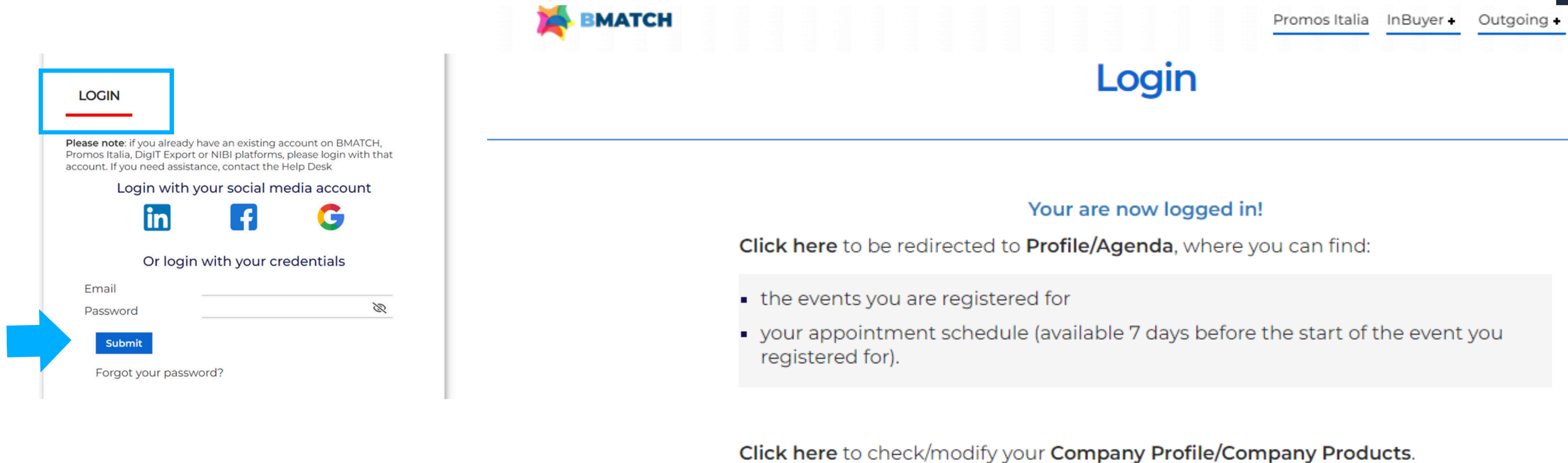


Please note: If you have already participated in InBuyer previous editions or you have already created an account on the Promos Italia, BMATCH, DigIT Export or NIBI platforms, please login with the same credentials. Credentials used for the InBuyer platform until 2022 are no longer valid.

# ACCESS TO BMATCH

## HOW TO ACCESS THE PLATFORM

The **Login** screen will appear and, following authentication, you will be redirected to the **Welcome page** from which you can access the Profile/Agenda section, the Company Profile and the list of upcoming events.



**LOGIN**

Please note: if you already have an existing account on BMATCH, Promos Italia, DigIT Export or NIBI platforms, please login with that account. If you need assistance, contact the Help Desk

Login with your social media account

[in](#) [f](#) [G](#)

Or login with your credentials

Email

Password

**Submit**

[Forgot your password?](#)

**BMATCH** [Promos Italia](#) [InBuyer +](#) [Outgoing +](#)

# Login

**Your are now logged in!**

**Click here** to be redirected to **Profile/Agenda**, where you can find:

- the events you are registered for
- your appointment schedule (available 7 days before the start of the event you registered for).

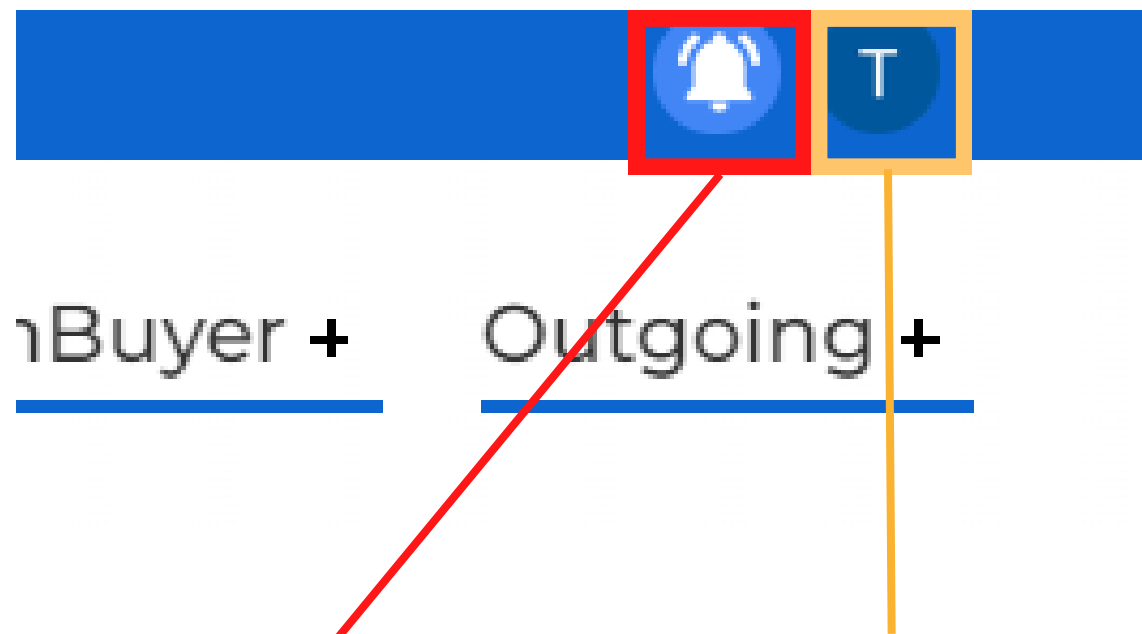
**Click here** to check/modify your **Company Profile/Company Products**.

# NAVIGATION BAR

## MENU

Once you have created your user profile you will see the 2 icons on the top right corner; this your user menu, that will allow you to navigate the platform quickly and easily.

### NOTIFICATIONS AND USER MENU



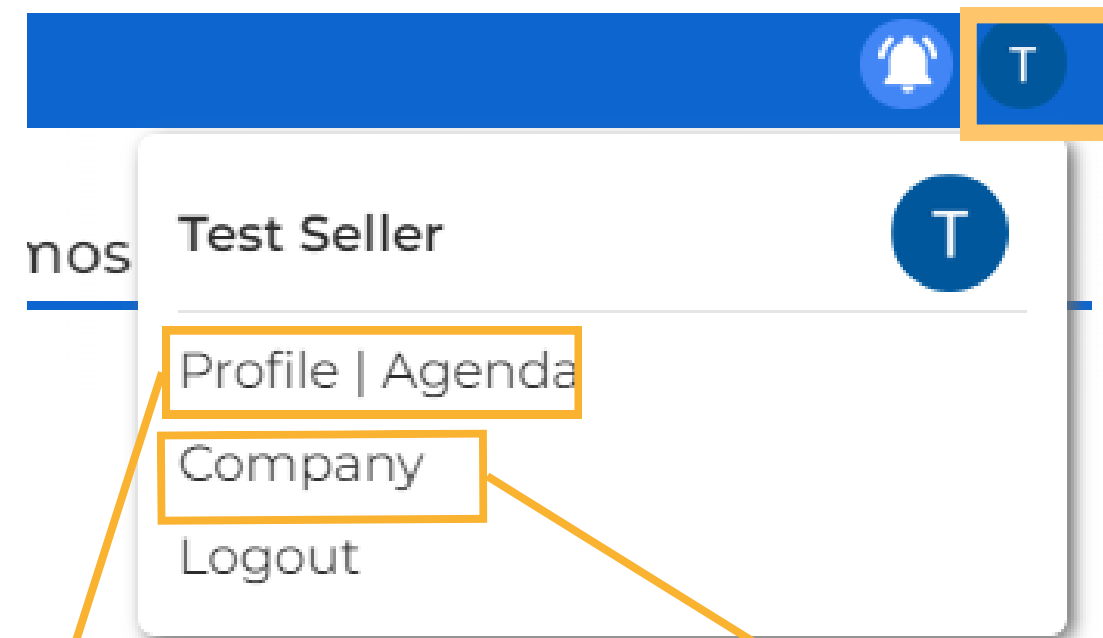
#### Notifications

In this section you will see all activity notifications in the platform (ex. confirmed event registration, appointment requests, chat notifications, updates)

#### User Menu

Click on the icon to see the drop down menu

### USER MENU - DROP DOWN MENU



#### Profile/Agenda

From this section you can:

- Edit profile settings (eg. add photo and bio)
- See the events you are registered for
- See and edit appointment schedule (7 days before events)
- Manage your business card (ref. My Network section)

#### Company

From this section you can:

- View and edit the company profile
- Create and edit company product sheets

# COMPANY PROFILE

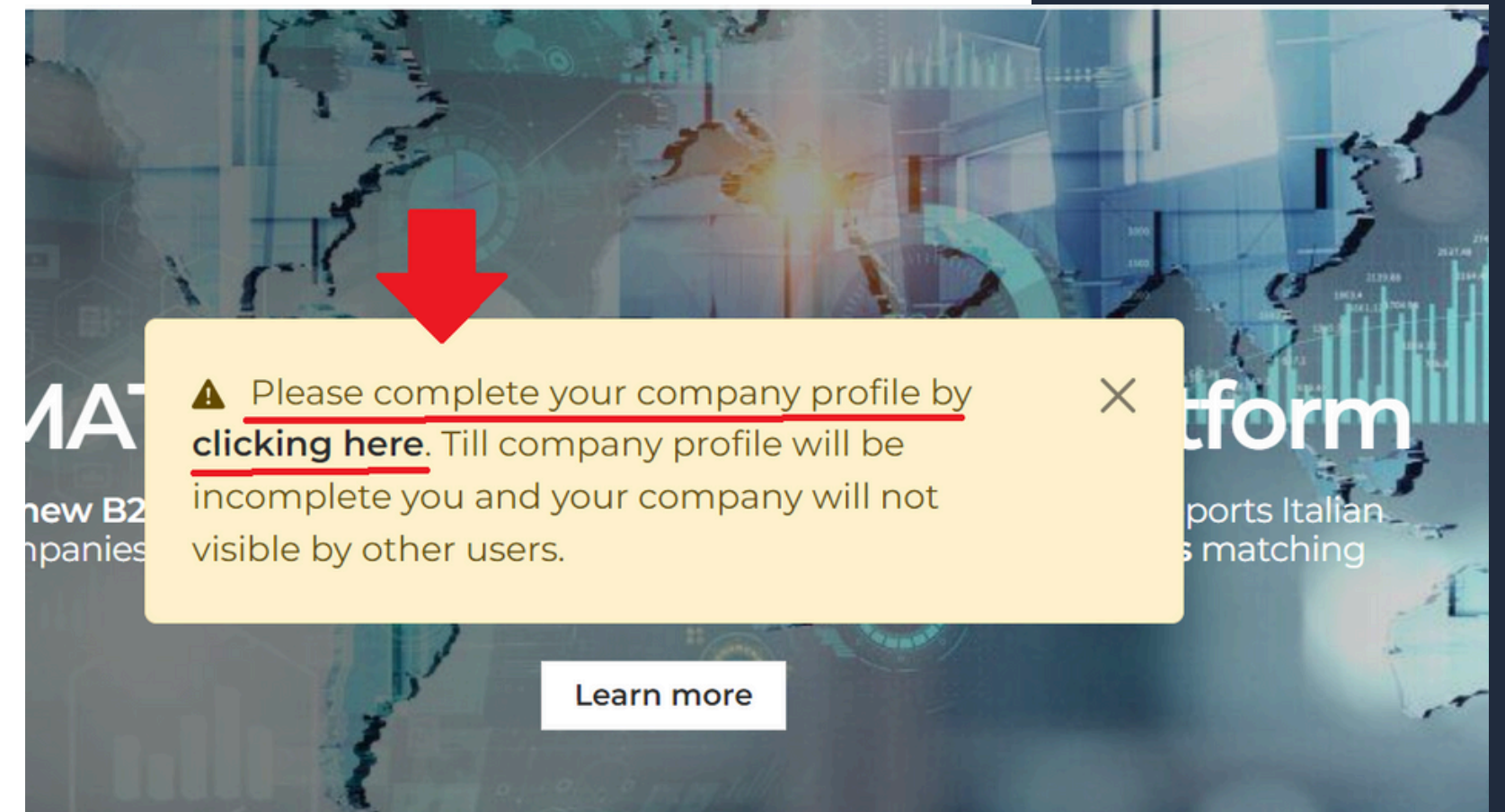
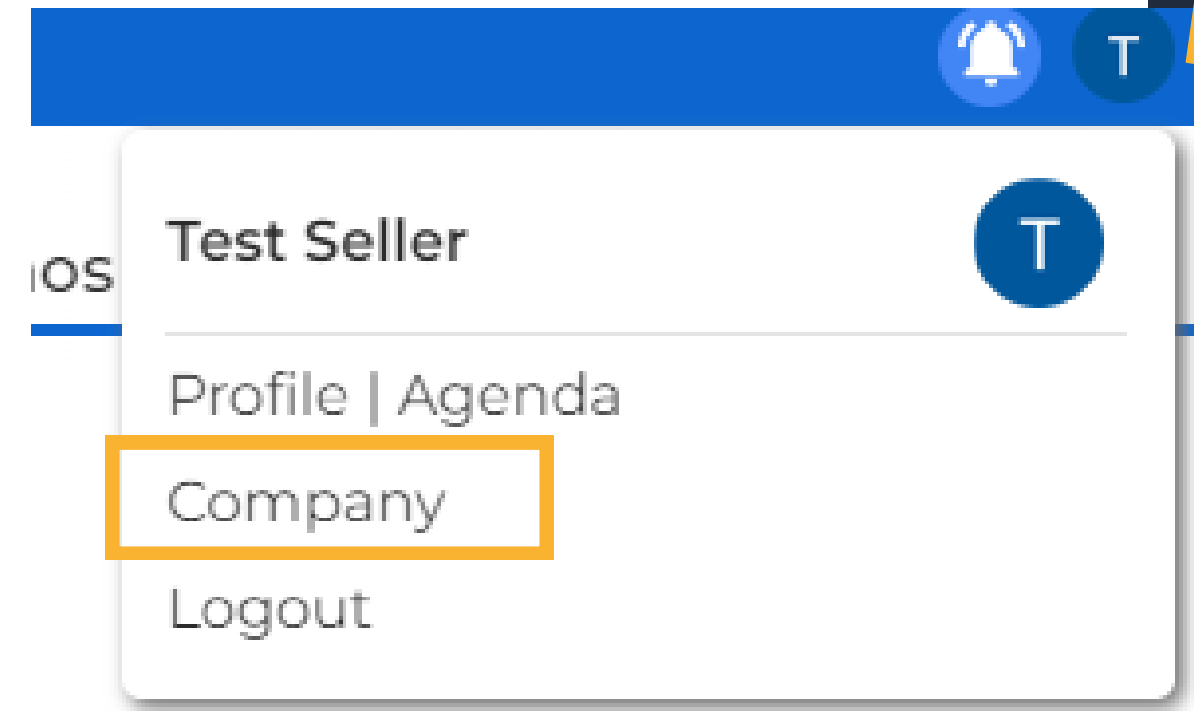
## FURTHER INFORMATION

You will be able to complete the **Further information** in your company profile in one of the following ways:

- Click on the pop-up notification that will appear on each page of the platform to remind you to complete the registration. It will disappear when the company profile is complete.
- Click on the link you received in the email taking over your event registration.
- Click on the **Company** section in the top left banner.
- [Click here](#)

**Filling out the Further information section of the company profile is essential to be visible and searchable by counterparts in the B2B Matching section.**

Please be advised that the first user who joins the company will be the "owner" of the company profile and will be the only one authorized to edit or add information and view the company profile. Should you wish to change the primary contact person for the company, please contact the [InBuyer Team](#).



# COMPANY PROFILE

## FURTHER INFORMATION

Fill out the **Further information section of the company profile** with all other information about your company; upload your logo and any images.

You will be asked to fill out the profile only the first time you attend an InBuyer event.

Once filled out and saved you can use it for all events hosted on the BMATCH platform.

You will be able to update it with new information at any time.

From the company profile you can access the screen for adding product sheets (please refer to company products section).

**Further information**  
Fill in the following section, the more complete is your company profile, the more attractive you will be to

Upload or edit your company logo

Brand

Website

Email

Phone number

**Social media**

LinkedIn

Facebook

Twitter

Instagram

**Images**

Describe your business with some representative images (best resolution 900px x 600px)

**Company Description**

Please fill in all the fields in English. Use bold to highlight important statements

B I | : : :

**Certifications**

B I | : : :

**Internationalization tools**

Please select the internationalization tools that your company uses (multiple choice)

- Sales Agent - Broker
- Business Matching
- Distributor
- E-commerce
- International Exhibition
- Italian Exhibition
- Importer
- Sales Mission - B2B meeting abroad
- Foreign Branch
- Social network
- Web marketing - Mailing list

**Additional information**

Private label

**Trade agreements**

Please name the countries in which you have exclusive distribution agreements (for "Seller" companies only)



# COMPANY PROFILE PROPERTY CHANGE

The first user to join the company will be the "owner" of the company profile and will be the only one authorized to edit or add information and view the company profile. If the company's primary contact person authorized to make changes has to be changed, the company should contact the InBuyer Team, who will arrange for the role change.

Please note that all users who have the **Admin** role can access and edit the company profile at any time. Those with the **Simple User** role will not be able to either view nor edit it.

## Company profile

Company Profile Products **Users**

Stato  
Approvata

Daria Cappelli

Admin   
Admin  
Simple User

# COMPANY PROFILE EXAMPLE

Sample of a company profile in compilation

**Main information (mandatory)**

Company name\*  Country\*  Province\*

City\*  Address\*  Zip code\*

**Administrative**

VAT Code (P.IVA - no country code)\*  Tax ID (Cod. fiscale aziendale - no country code)\*

**Sectors \***

Please select the macro-sector in which your company operates and then the products (click on the small arrow to open the sub-menu)

**Macro-sector**

- ▼ Agri-food and beverages
  - Animal feed
  - Baby food
  - ▼ Baked goods, sweets and chocolate
    - Bread and Bakery
    - Chocolate
    - Sweets
  - Coffee, tea & infusions
  - Dairy
    - Farms/hatchery
  - Fish and seafood
  - Fresh fruits and vegetables (fourth range)
  - Fresh products
    - Frozen products and ice cream (third range)
  - Gluten free
  - Meat and cold cuts
  - Oil, Vinegar and other Condiments
  - Organic
    - Pasta, Rice, Flour and Grains
  - Ready meals
  - Sauces and preserves
  - Snacks and dried fruits
  - Soft drinks
  - Water
  - Wholesalers
    - Wine & spirits
- Business services
- Construction, home and contract
- Energy & Environment
- Health and life science
- ICT, media and new technologies
- Industry, Machinery & Components
- Logistics
- Multisector
- Personal care, Fashion & Accessories
- Real estate
- Security
- Tourism
- Trade
- Transportation
- Other

**Business Data \***

**Turnover (Euro)**

- Less than 1 million
- From 1 to 2,5 millions
- From 2,5 to 5 millions
- From 5 to 25 millions
- From 25 to 50 millions
- >50 millions


**Number of employees**

- Up to 9
- 10 to 19
- 20 to 49
- 50 to 99
- <250
- >250

**Foreign turnover**

- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%

Example of company profile displayed to counterparts



**Overview**

Construction, home and contract | Other | Business services

Promos Italia is the national agency of the chamber of commerce system that supports Italian companies in internationalization processes and assists institutions in the development of the local economy and the enhancement of the territory.

Thanks to its expertise and presence in the territories, it is able to intercept the needs of Italian companies and provide concrete support for their commercial development in foreign markets, either directly or through a consolidated network of relationships. It also expands the international business of companies already active in foreign markets and promotes the development of territories with policies to attract investment and tourism promotion. This happens both by directly supporting companies, and by acting as a service for the main Italian institutions and by providing them with the expertise developed over the years.

Promos Italia offers companies information services, training, first orientation (Webinar, NIDI Business School, Infoexport, MGlobale.it), specialized services of business matching (InBuyer, Outgoing), activities of support to digital export (Digit Export).


**Certifications**

**Contacts**


<https://promositalia.camcom.it/>  
+39  
Italy  
Milano (Milano)  
in LINKEDIN  
f FACEBOOK  
t TWITTER

**Company products**

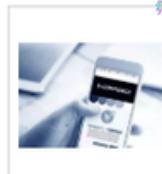
Altro



Other  
Know How! Training And early orientation services



Other  
Match It! Specialized business matching services



Other  
Go Digital! Digital Export support activities

# COMPANY PRODUCTS

## FILLING OUT

From the company profile section you can also access the company products section, from which you can add an unlimited number of product sheets. by clicking on “+”.

In each product sheet you may add:

- **product name**
- **min. 2 product pictures**
- **abstract** short description (one sentence)
- **product description** (detailed description)

Add useful information such as *certifications, possible private label production, price range, type of production.*

Don't forget to flag **1 tag** in **Macro-Sector** section.

PLEASE NOTE: remember to save (by clicking on Save) in order to access the compilation of the latest information.

Compilation of company products is optional but strongly suggested

## Company profile

Company Profile
Products
Users

Go to company





To be completed ▼

Each new product sheet will be displayed as "To be completed" by default. Once the compilation is completed select "Pending Approval" from the drop down menu. The InBuyer staff will validate the form and once checked it will appear as "Approved". From that moment on, the form will be visible to counterparts.

Product name

Product Images

Describe your product with some representative images (square size suggested)

Background image	Main product image	Other image	Other image
			

Brochure (Max 10MB)

Please save in order to access the management of this information

Abstract

Please fill in all the fields in English

Save

|

# COMPANY PRODUCTS

## FILLING OUT

As with the company profile, you are asked to fill out the product sheets only once. They will be saved and you can use them for all the events hosted on the BMATCH platform..

Each inserted product sheet will be set by default to **“To be completed”** in the drop-down menu at the top. This indicates that the card is in progress and therefore, in draft.

Always remember to save (by clicking on **Save**)

Once the compilation is completed, select the item **“Pending approval”** from the drop-down menu.

The InBuyer staff will validate the form and once checked it will appear as **“Approved”**. From that moment on, the form will be visible to the counterparts.



# COMPANY PRODUCTS EXAMPLE

Example company product sheet in compilation

**BMATCH** Home InBuyer + Outgoing + Adm +

Go to company  
Visible

**Product name**  
KNOW how! Training and early orientation services

**Images**

Background image Main product image Other image Other image

Brochure (Max 10MB)  
+ Document

**Abstract**  
Please fill in all the fields in English

**B I**

In international business there are several crucial aspects you need to consider and know about, even in light of frequent regulatory updates that are often not easy to understand and apply. To meet this need, we have developed individual export guidance services and an ever-evolving educational offering, drawing on a network of authoritative experts.

**Product Description**  
Please fill in all the fields in English

**B I**

Need guidance in your internationalization journey?  
Find out about our training activities and specialized services dedicated to initial assistance.

**Seminars and Webinars**  
We select for you the main news on internationalization issues and organize events to update you on foreign trade news.

**NIBI Training - Business School**  
Through NIBI, our business school for internationalization, we design and implement master's and executive courses for those operating in foreign markets.

**One-on-one assistance meetings**  
We organize individual meetings with experts in customs, taxation, international contracting and other export-related topics.

**Export check-up**  
Starting with the customs code, we identify the most suitable markets in which to export your product.

**Infoexport**  
With Infoexport we guarantee an online consulting service through which you can ask questions to selected experts on the main issues of international trade.

**Specialist information: MGlobale**  
By reading MGlobale, Promos Italia's online magazine, you stay up-to-date on technical issues related to internationalization.

Example of company product displayed to counterparts

## KNOW how! Training and early orientation services

Need guidance in your internationalization journey?  
Find out about our training activities and specialized services dedicated to initial assistance.

### Seminars and Webinars

We select for you the main news on internationalization issues and organize events to update you on foreign trade news.

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### One-on-one assistance meetings

We organize individual meetings with experts in customs, taxation, international contracting and other export-related topics.

### Export check-up

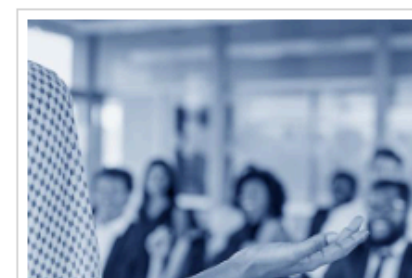
Starting with the customs code, we identify the most suitable markets in which to export your product.

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### Specialist information: MGlobale

By reading MGlobale, Promos Italia's online magazine, you stay up-to-date on technical issues related to internationalization.



# BUSINESS MATCHING

## THE STEPS IN BRIEF

7 DAYS BEFORE THE  
EVENT STARTS

DURING EVENT DAYS

**A. ACTIVATION  
BUSINESS  
MATCHING  
SECTION**

**B. MANAGE YOUR  
AVAILABILITY  
SCHEDULE**

**C. SEARCH FOR  
COUNTERPARTS OF  
INTEREST**

**D. REQUEST  
APPOINTMENTS  
OR SEND A  
MESSAGE**

**E. JOIN THE  
VIDEO CALL**

THE INBUYER  
TEAM WILL SEND  
YOU AN EMAIL  
NOTIFICATION  
WHEN THE  
SECTION IS  
ACTIVATED

SET YOUR  
VIRTUAL AGENDA  
AVAILABILITY

USE THE FILTERS  
PROVIDED TO  
REFINE YOUR  
SEARCH

SEND  
APPOINTMENT  
REQUESTS OR  
USE THE  
INTEGRATED  
CHAT TO  
COMMUNICATE  
WITH  
COUNTERPARTS

MEET THE  
COUNTERPARTS IN  
A 30-MINUTE  
VIDEO CALL  
DIRECTLY ON  
BMATCH  
PLATFORM



**DON'T FORGET TO  
EVALUATE THE  
APPOINTMENTS HELD!**

22

# BUSINESS MATCHING

## B2B SECTION ACTIVATION

Seven days before the start of the event, if your registration has been approved and you have filled out the company profile correctly, you will see the B2B matching form on the page of the event you are registered to. You will receive an e-mail notification.

From here you will be able to:

- search for counterparties
- consult company profile information and product sheets
- select contact persons of interest, to see their availability and **request appointments** or get in touch with them, using provided filters.

In the **Profile/Agenda section** you can always get an overview of your availability schedule, accept or decline appointment requests, or cancel time slots when you are unavailable.

### Buyer view

### Seller view

# BUSINESS MATCHING

## PROFILE/AGENDA SECTION

You can access the **Profile / Agenda** section from the top left bar of the platform.

From **Home** you can view:

- your **general information**
- the events in which you are registered (**My Events** box)
- your availability schedule (**Agenda**, starting 7 days before the event)

From **Edit My Profile** you can:

- edit/complete personal information
- add a profile photo
- add a bio
- edit privacy preferences

From **My Network**\* you can:

- Managing **business cards**

\*The section "My Network" will be visible when the first business card is added.



# BUSINESS MATCHING PROFILE/AGENDA SECTION

The B2B Matching section will be activated on the event page starting **seven days before the event**. You will receive an alert email and from this time you will be enabled to receive and request appointments from Italian counterparts.

You will automatically be assigned event time slots, which will be visible in **Profile/Agenda** in the Home subsection, under **Agenda**. You will see all of them as available. If for personal or work matters or for time zone reasons you are not available to meet counterparts in one or more time slots, **you can mark those slots as inactive by clicking the icon with the "-" (minus) symbol at the top right of the slot.**

If, on the other hand, **you wish to reactivate an inactive slot, you can do so at any time by clicking the icon with the "+" (plus) symbol at the top right of the slot.**

For each appointment request received, confirmed or cancelled **you will receive an email** and a notification in the platform.

You can access confirmed appointments:

- via the Home section of Profile/Agenda.
- directly from your personal calendar (Google, Outlook) if you manually added the appointment. In this case should the appointment be deleted, you will have to proceed independently to delete it manually from your personal calendar.

## Scheduled Meetings

09 May, 09:00-09:30 **ex. FREE SLOT**

Status: Free

-

09 May, 10:00-10:30 **ex. INACTIVE SLOT**

Status: Not available

+

The screenshot shows an email from B-Match (bmatch@promositalia.camcom.it) to 'me'. The email contains an appointment card for 'Appointment with Test Seller' on March 14, 2023, from 09:00 to 09:30 CET. The location is a video link. The organizer is 'Unknown Organizer\*'. A button labeled 'Registrati al calendario »' is highlighted with a blue box. Below the card, the email body says 'Dear Test, Test Seller of Test Seller Srl has confirmed the appointment of 14/02/2023 from 09:00 to 09:30. Check your appointments here https://b-match.promositalia.camcom.it/myprofile.aspx#appts'. At the bottom, there is an attachment 'Appointment with Test Seller.ics' with a 'Scarica' button.

# BUSINESS MATCHING COUNTERPARTS SEARCH

To browse counterparts of interest on the **B2B Matching** tab (this can be found on the event page you are registered to) you can use the following **search filters**:

- Product Categories
- Target
- Main activities
- Country
- Certifications

In the **Seller/Buyer finder section**, the tabs of users and related companies in line with your search will appear.

Click on:

- **First and Last Name** to view the profile, request appointments or send a chat message
- **Company Name** to view their company profile

## Buyer view

Overview **B2B Matching**

### Partner Search - Filter by

#### Certifications

BRCCS glutenfree (GFCP)

#### Product Categories

Dairy

#### Specific Products

Aged cheese

#### Main activities

Producer

### Seller finder

Nomeseller Test  
Cognomeseller Test  
Sales Manager

COMPANYTEST2024



Macro-sector:  
Agri-food and beverages  
Product Categories:  
Dairy  
Main activities:  
Producer

## Seller view

Overview **B2B Matching**

### Partner Search - Filter by

#### Certifications

BRCCS glutenfree (GFCP)

#### Product Categories

Baked goods, sweets and chocolate

Sauces and preserves

#### Specific Products

Bread and Bakery

Preserves

#### Target

E-commerce

Large scale distributor

Specialised shop

#### Main activities

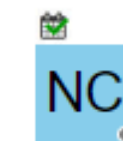
Agent

Wholesaler

### Buyer finder

Nomebuyer Test  
Cognomebuyer Test  
Marketing

COMPANYBUYER TEST



Macro-sector:  
Agri-food and beverages  
Product Categories:  
Baked goods, sweets and chocolate  
Main activities:  
Wholesaler

Nomebuyer2 Test  
Cognomebuyer2 Test  
Sales Director

COMPANYBUYER2 TEST



Macro-sector:  
Agri-food and beverages  
Product Categories:  
Sauces and preserves  
Main activities:  
Agent

# BUSINESS MATCHING COUNTERPARTS SEARCH

If there is a calendar icon in the counterpart's tab, it means that that person has time slots entered for B2B meetings.

By clicking on the counterpart's name, you will be able to:

- view his/her card and access information about the company (by clicking on the company name),
- request to add the counterparts to your network by exchanging a business card with direct contact information
- communicate via chat.

## Buyer view

### Seller finder

Nomeseller  
Cognomeseller  
Owner/Administrator  
COMPANYSELLERTEST



Macro-sector:  
Tourism  
Product Categories:  
Sports/Adrenaline activities  
Country:  
Italy  
Main activities:  
Agent

### My Network

Add to my business network

### Chat

3/2/2023

Messaggio test  
14:48

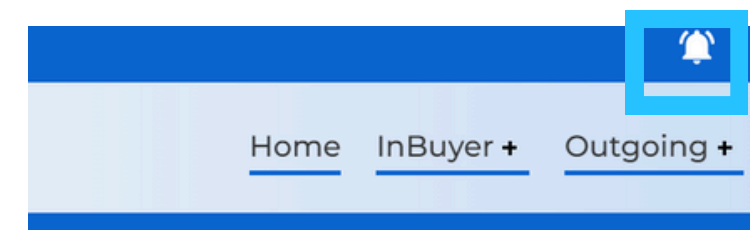
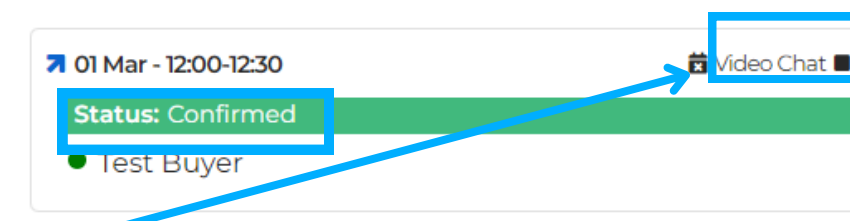
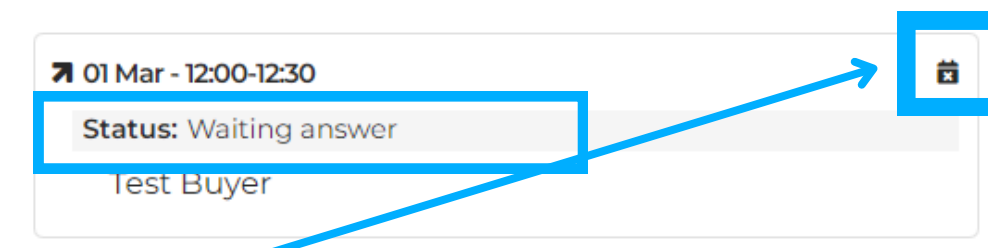
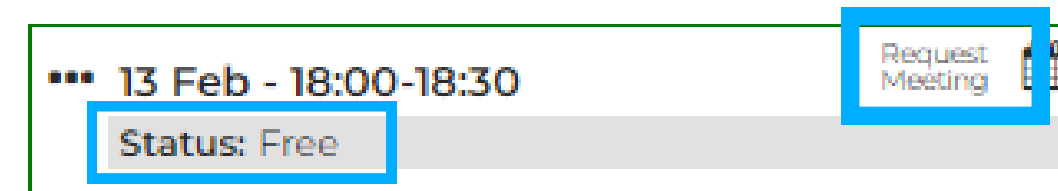
Write a message

# BUSINESS MATCHING

## APPOINTMENT REQUEST

### REQUESTING AN APPOINTMENT WITH A COUNTERPART

- In the B2B Matching section, search and select the user card of the counterpart you want to meet with and identify a free time slot of your interest on their schedule (**Status: Free**)
- Click on **Request meeting** to send an appointment request
- Wait for the other party to accept/reject the appointment; until that happens you will display that time slot on your schedule as busy, with **Status: Waiting answer**
- Should you wish to cancel the request before it is accepted, on your schedule click on the calendar icon and the time slot in question will revert to **Status: Free**
- If the other party accepts you will receive a confirmation email, a notification and you will view the appointment request as **Confirmed** on your calendar and you will be able to conduct the meeting on the scheduled day and time by clicking on the video chat icon (it will be displayed a few minutes before the appointment)
- If the other party declines your request, you will receive an update email, a notification, and the time slot in question will revert to **Status: Free** in both agendas.

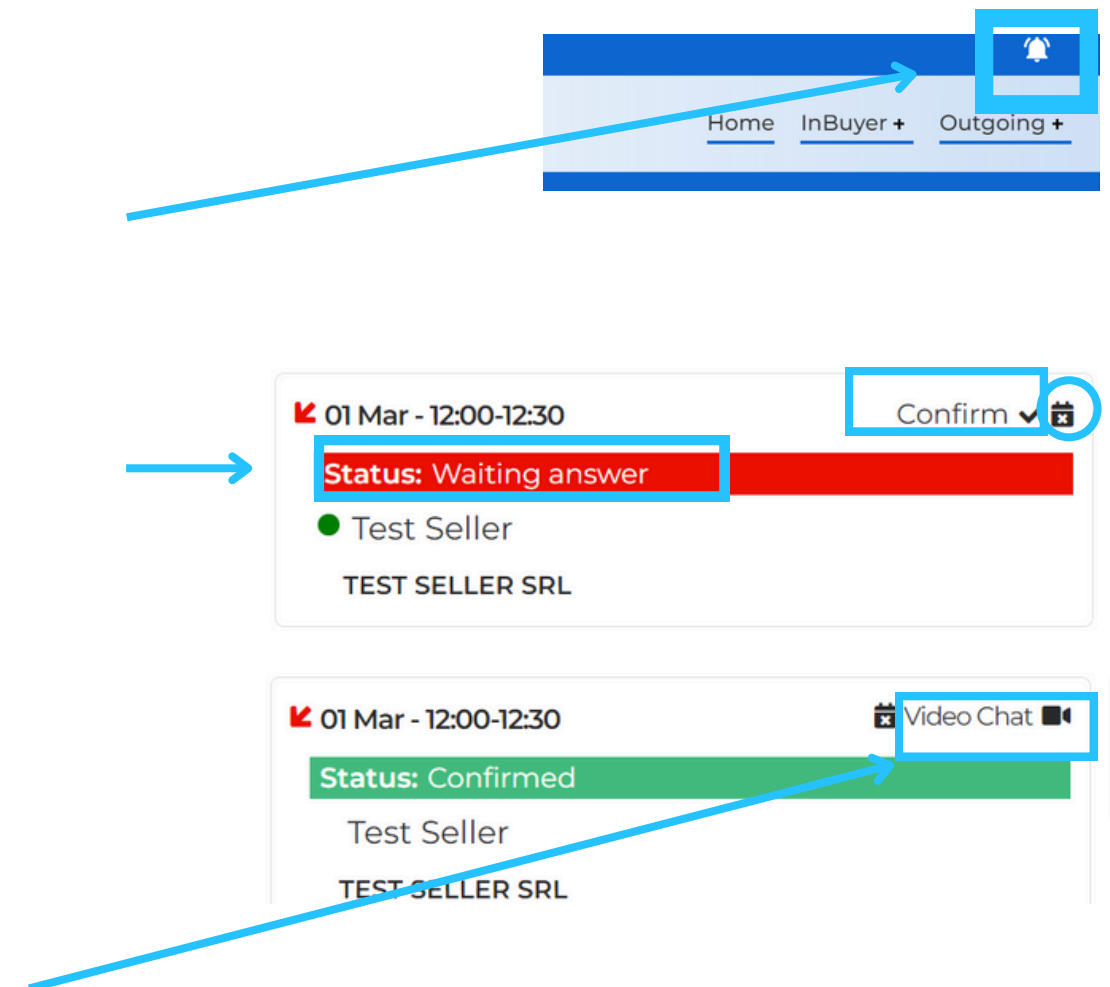


# BUSINESS MATCHING

## APPOINTMENT RECEIVED

### RECEIVE AN APPOINTMENT REQUEST FROM A COUNTERPART:

- You will receive an appointment request email and a notification on the top right bar
- On your schedule you will find the time slot selected by the counterpart highlighted in red and with the status **Waiting answer**
- You will be able to approve the appointment by clicking on the **Confirm** icon and you can then conduct the meeting on the appointed day and time by clicking on the video chat icon (it will be displayed a few minutes before the appointment)
- Should you wish to **decline the appointment** you will simply click on the **crossed out calendar icon** and your time slot will return to **Free**, ready to receive new appointments.



# BUSINESS MATCHING CHAT

From the profile of the counterpart you are interested in, you can start a message exchange from the dedicated **Chat** section.

It is possible to send an initial message from here: **the chat will be activated when the counterpart replies to your message**, otherwise it will not be possible to continue the conversation.

It is also possible to send files (e.g. price lists, brochures, etc.).

The screenshot displays a user interface for a business matching platform. At the top left, there is a profile card for 'NomeBuyer Test' with a blue 'NC' logo and the location 'Germany Berlin'. Below this is an 'Agenda' section titled 'Your appointments with NomeBuyer'. On the right side, there is a 'My Network' section with a 'Remove' button. The main focus is the 'Chat' section, which is highlighted with a blue border and a blue arrow pointing to a larger, detailed view of the chat window below. The chat window shows a message from the counterpart: 'Good morning, is it possible to receive more information about the products you handle?' (17:34). The user has replied: 'yes, of course!' (17:34). The chat input field at the bottom contains the placeholder text 'Write a message' and a send button.

# BUSINESS MATCHING VIDEO CALL

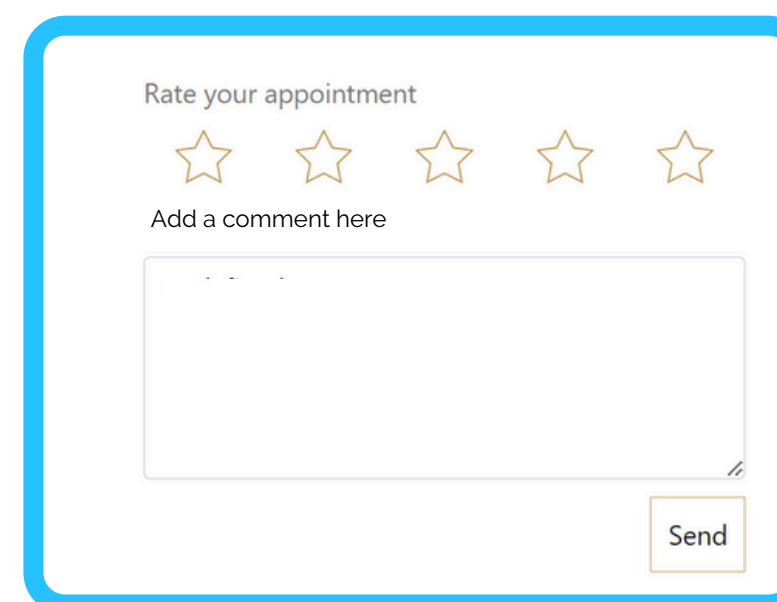
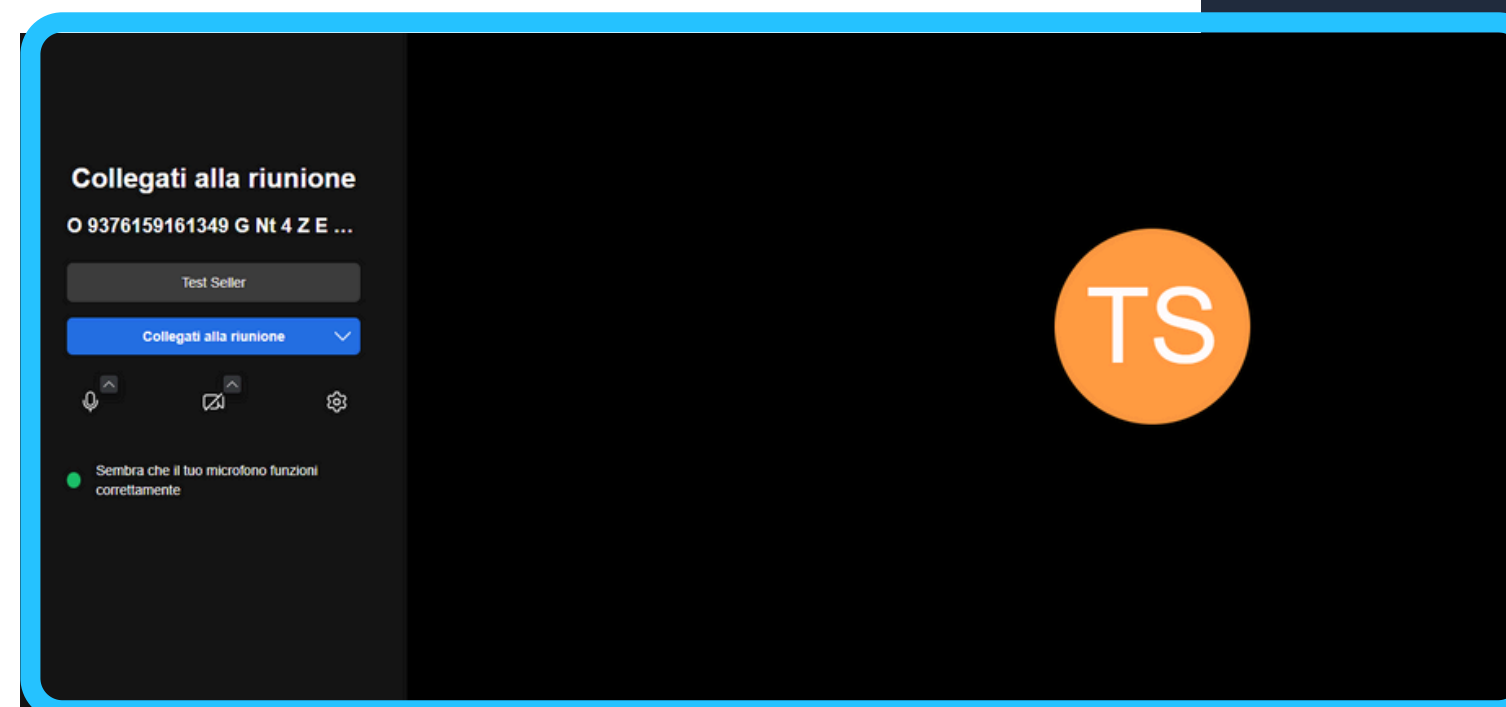
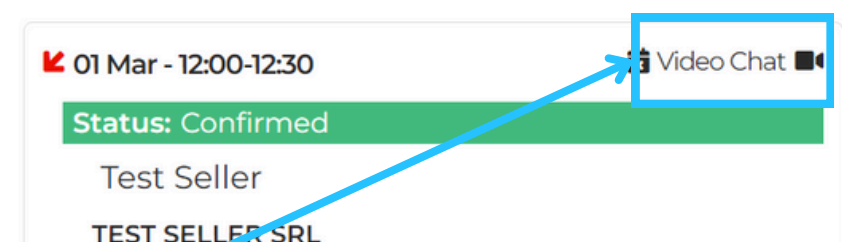
Log in at the designated time and day to the virtual room with your counterpart from Profile/Agenda section directly from the Confirmed time slot by clicking on Video Chat. The icon will appear a few minutes before the appointment.

## Be sure to be on time!

When entering the virtual room, check your microphone and camera settings and authorize them.

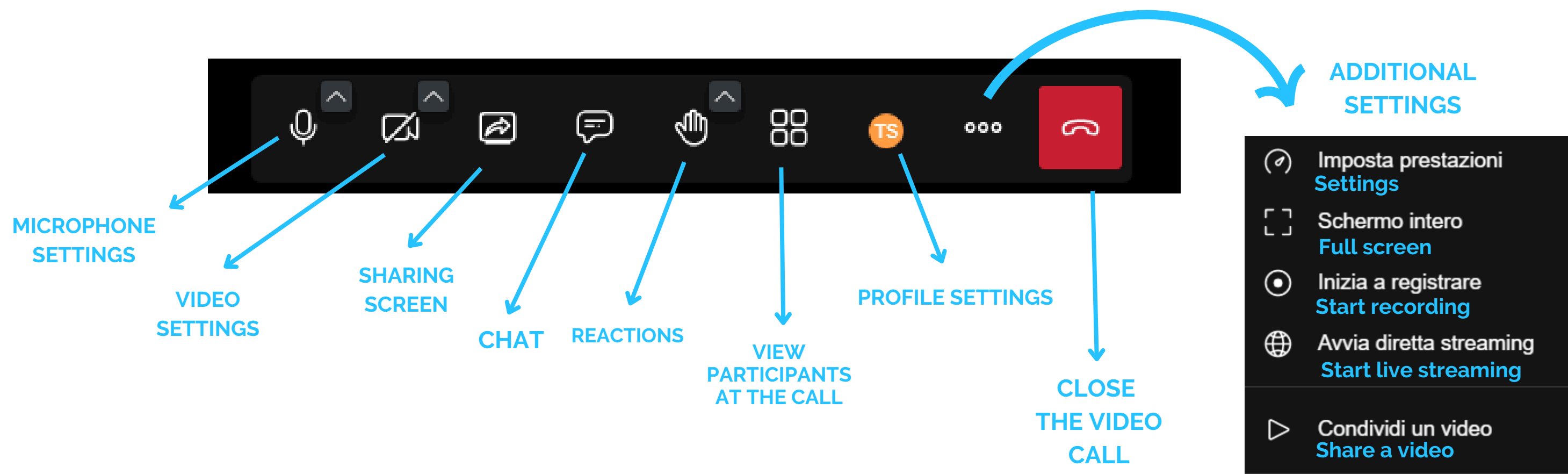
At the end of the video call, don't forget to **rate the meeting**.

You will also be able to add your own comment in the designated space.



# BUSINESS MATCHING

## THE VIRTUAL ROOM CONTROLS





# BUSINESS MATCHING

## MY NETWORK

In Profile / Agenda section there is also **My Network** subsection that will be activated when the first business card of a counterpart is added. **The business card contains the counterpart's direct contact information (e-mail and direct phone), and it is up to the operator to decide whether or not to consent the card exchange.**

How to add a business card:

- search for the operator you are interested in the B2B matching section
- click on the counterpart user profile
- click on the top right button "Add to my business network" to submit the contact exchange request

Wait for the other party to accept your request: **if they accept**, you will see the business card appearing in the **My Network** subsection.

The screenshot displays the 'My Network' interface. At the top, a user profile for 'NomeSeller test CognomeSeller Test' is shown with a red 'NC' logo and a blue button labeled 'Add to my business network'. Below the profile is a chat input field. The navigation bar at the bottom includes 'Home', 'Edit my profile', and 'My Network', with 'My Network' highlighted. Below the navigation bar, two business cards are visible: 'T. Buyer Consultant' with a purple 'TB' logo and 'Test Buyer 2 Employee' with a yellow 'TB' logo.

# ASSISTANCE TUTORIAL

In this section you can find:

- User Manual
- Video Tutorials
- Rules of participation

If you still have doubts or need assistance, the InBuyer team is at your disposal. In the Help Desk section you can find our direct contacts.

## Tutorial

Here you will find all the essential information to fully utilize the B2B matching platform.



### Instructions & User Manual

Do you want to understand how to make the most of the potential of the BMATCH platform?  
In this section you will find all the instructions on how to join our events and you can download the user manual.

### Video Tutorial

Would you like to participate in InBuyer events but do you want to better understand how to do it and how the platform works?  
Watch the video tutorial that explains step by step how to register and participate to B2B matching events!

### Rules of participation

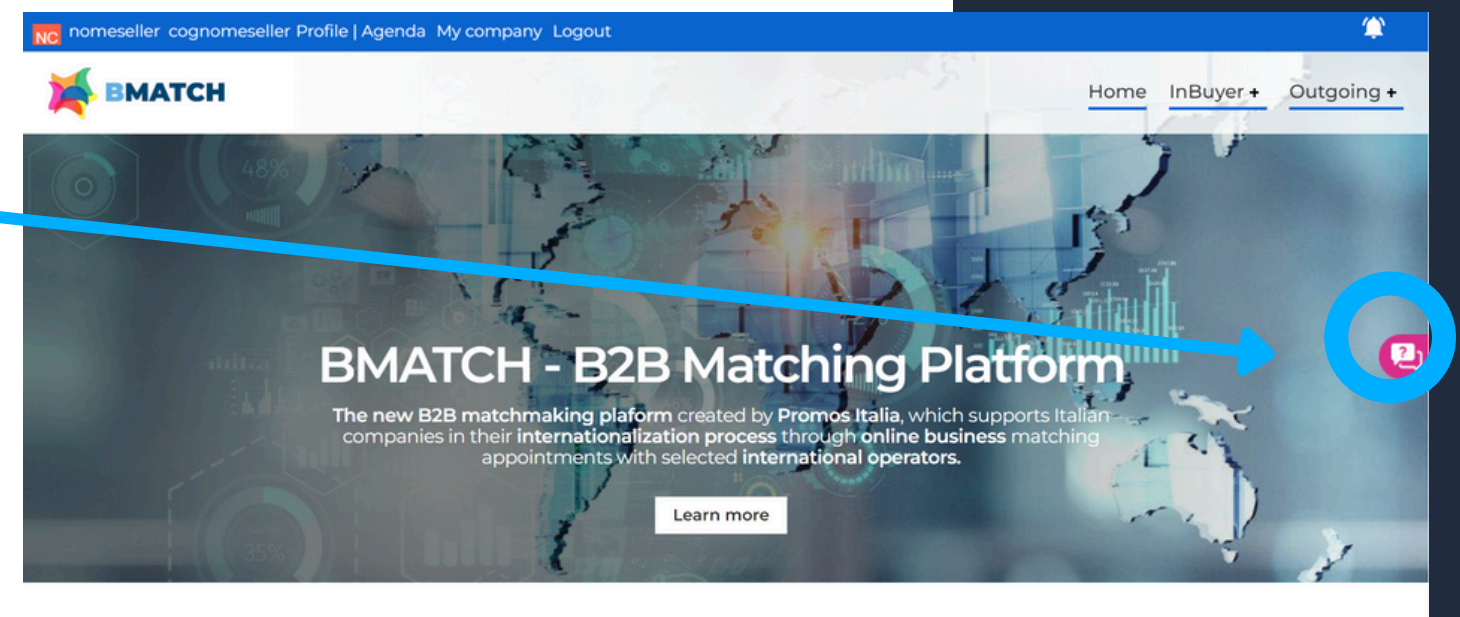
Whether you are an Italian company or a foreign operator please read the rules of participation in InBuyer events.

# ASSISTANCE HELP DESK



Contact the Help Desk for any problems, or enquiries before, during and after the events.

On each platform page, on the right, you will find the **Help Desk icon**, as shown in the picture, to reach the dedicated page.



Select the **InBuyer Help Desk** to receive the assistance you need.



### Help Desk InBuyer

Need assistance with InBuyer events area?  
We are glad to assist you!



**inBUYER**  
L'EXPORT NELLA TUA CITTÀ

[incomingbuyer@promositalia.camcom.it](mailto:incomingbuyer@promositalia.camcom.it)

[WWW.INBUYER.IT](http://WWW.INBUYER.IT)