BMATCH

USER MANUAL

INDEX

PROMOS ITALIA
BE GLOBAL

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

3
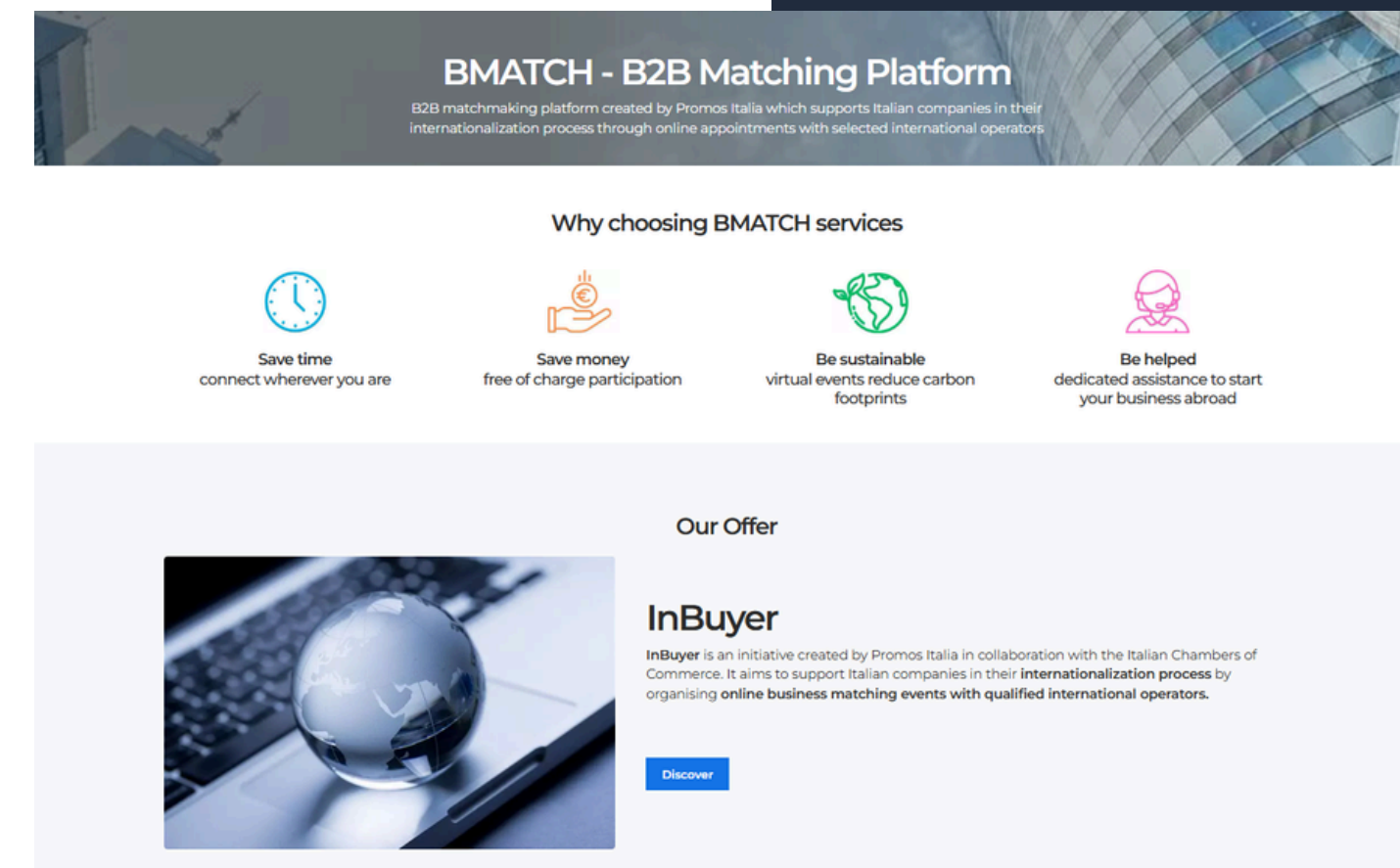
REGISTRATION ON BMATCH
ENROLLMENT PROCESS IN BRIEF

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

4

PROMOS ITALIA
BE GLOBAL

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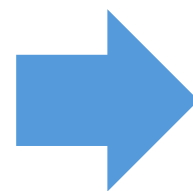
From a specific event page you can register from the **Register or Login button** and see the products allowed

REGISTRATION ON BMATCH
HOW TO REGISTER ON PLATFORM
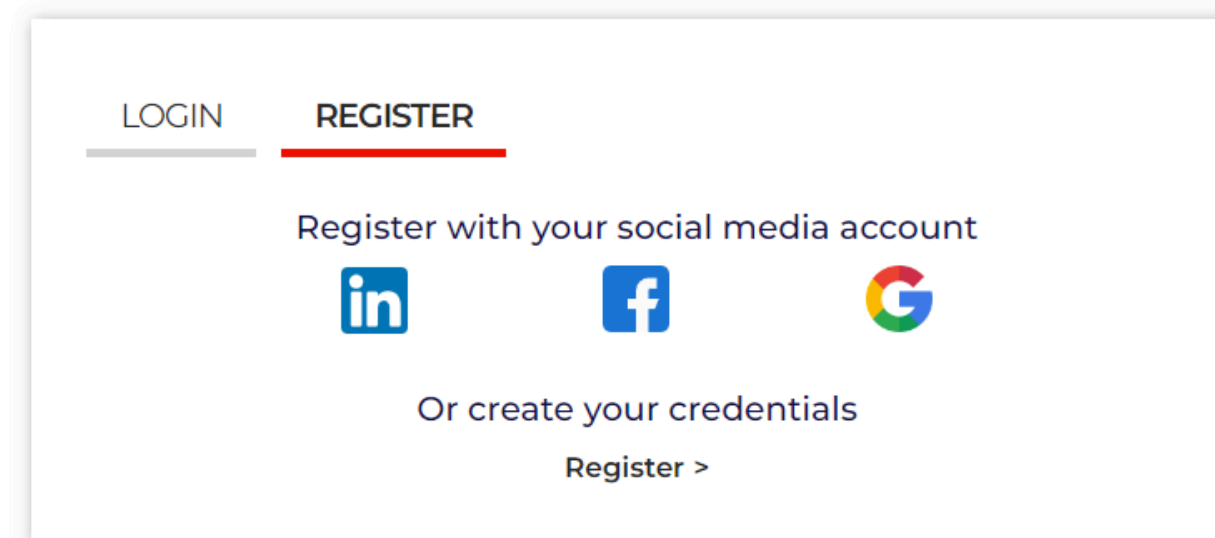
After choosing the event you are interested in, you will be redirected to the **Register/Login** screen.
Select the "REGISTER" tab .

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.

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
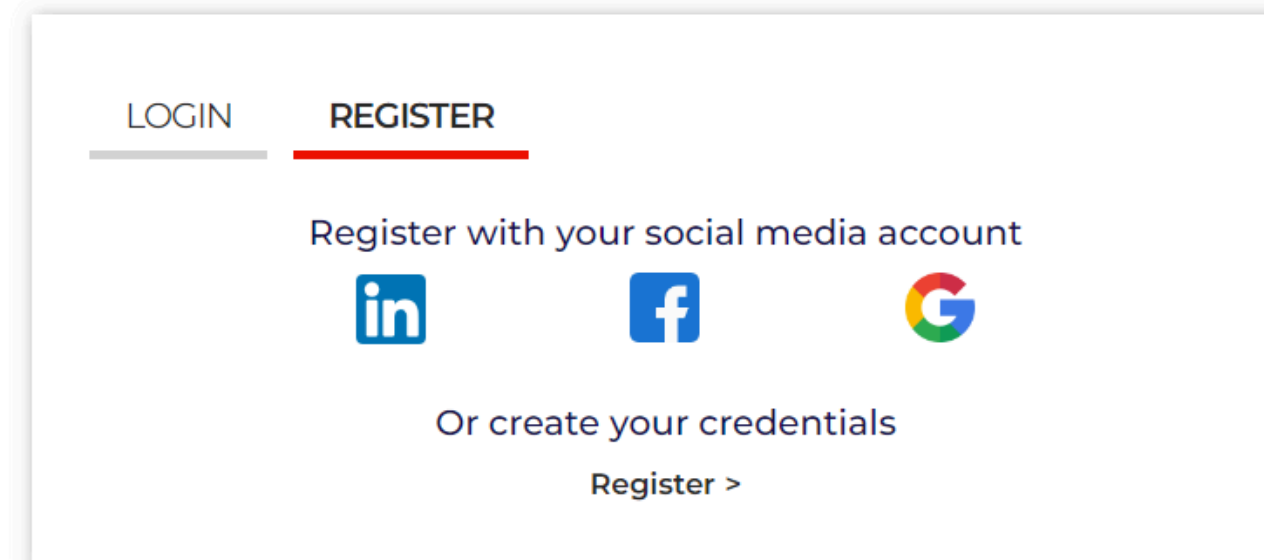
Please note: If for future logins you no longer remember your credentials, you will need to retrieve them in the following ways:
- If you registered with **social media**, via your chosen social media account;
- If you registered **via credentials** perform password recovery.

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

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.

PROMOS ITALIA
BE GLOBAL

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 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.
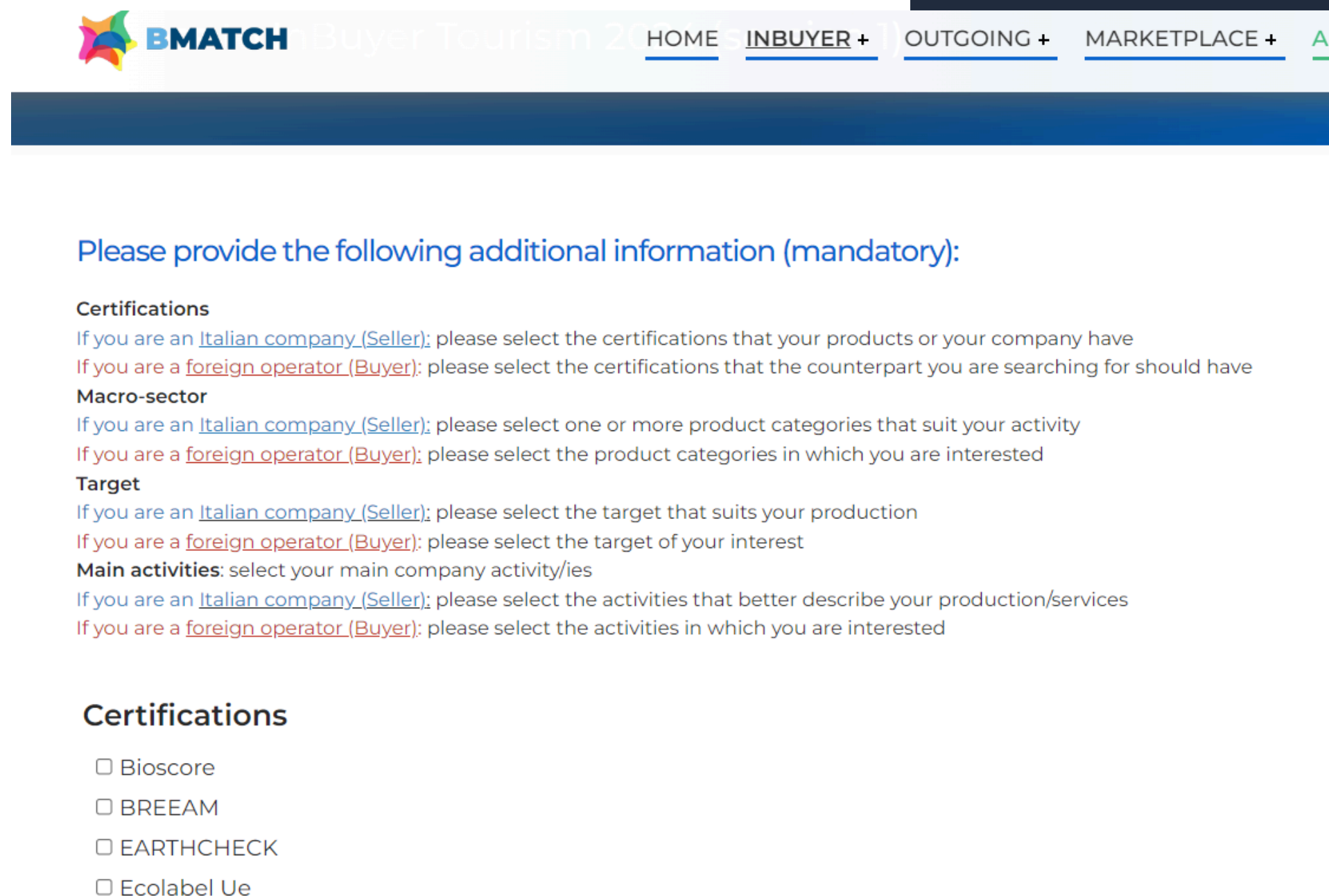
REGISTRATION ON BMATCH
EVENT INFO

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.

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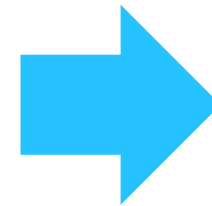**Main activities**: select your main company activity/ies
If you are an Italian company (Seller): please select the activities that better describe your production/services
If you are a foreign operator (Buyer): please select the activities in which you are interested

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.

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.

11

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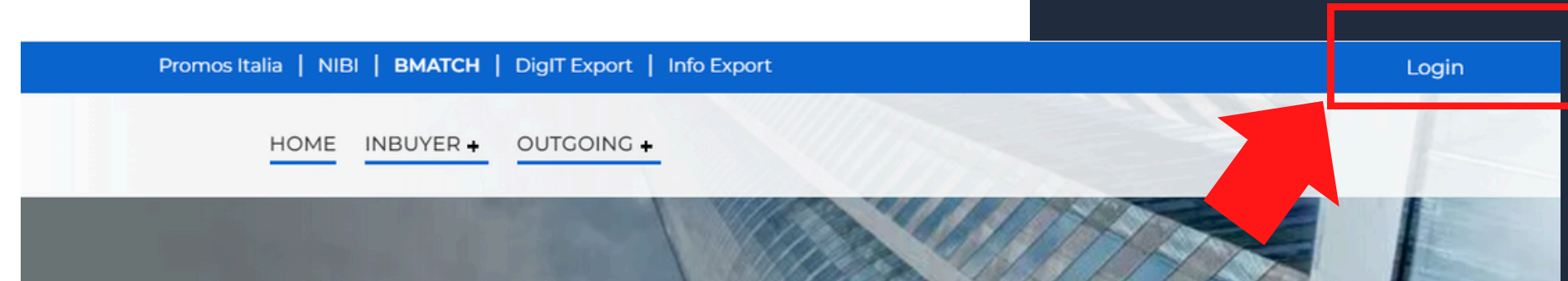
Next, click on **click here** and log in with the social network you used previously or with your credentials you created. If you do not remember the entered password, follow the recovery procedure. Remember that if you first registered through a social media account, you cannot recover that passwords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

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.

12
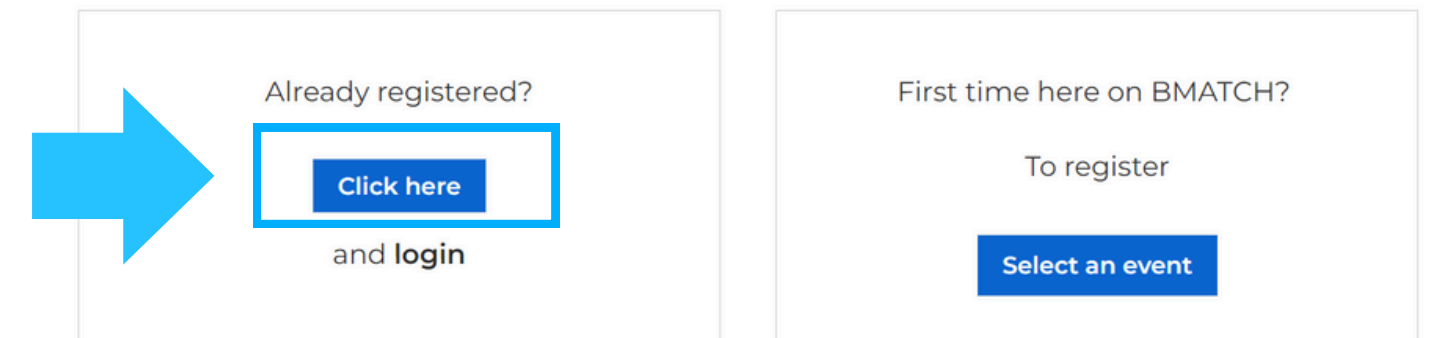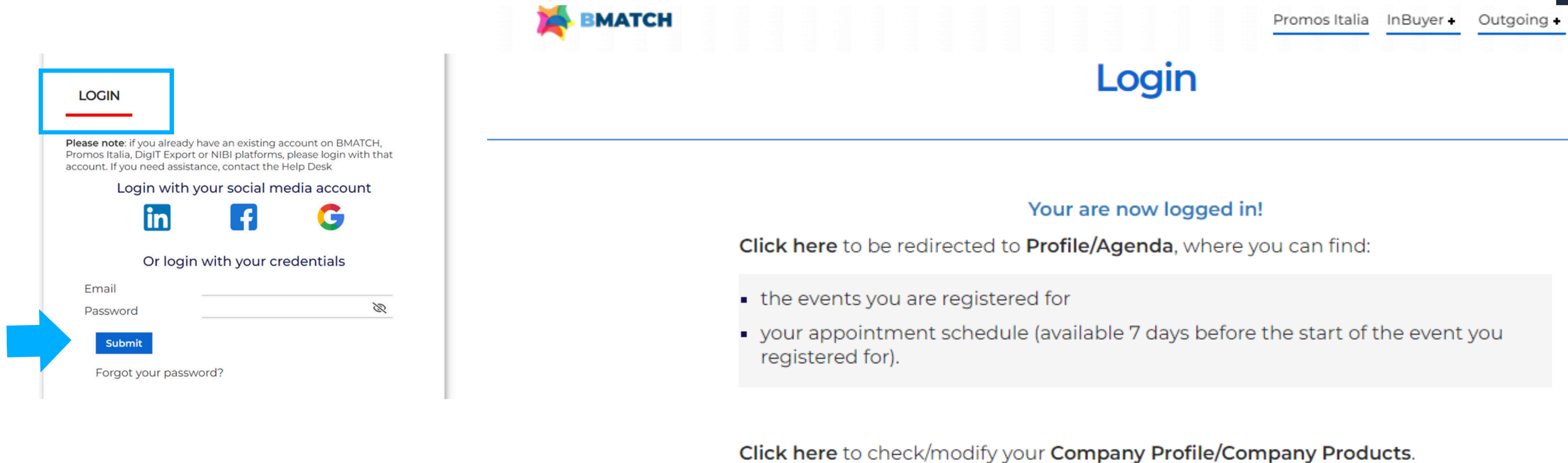
ACCESS TO BMATCH
HOW TO ACCESS THE PLATFORM

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.

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

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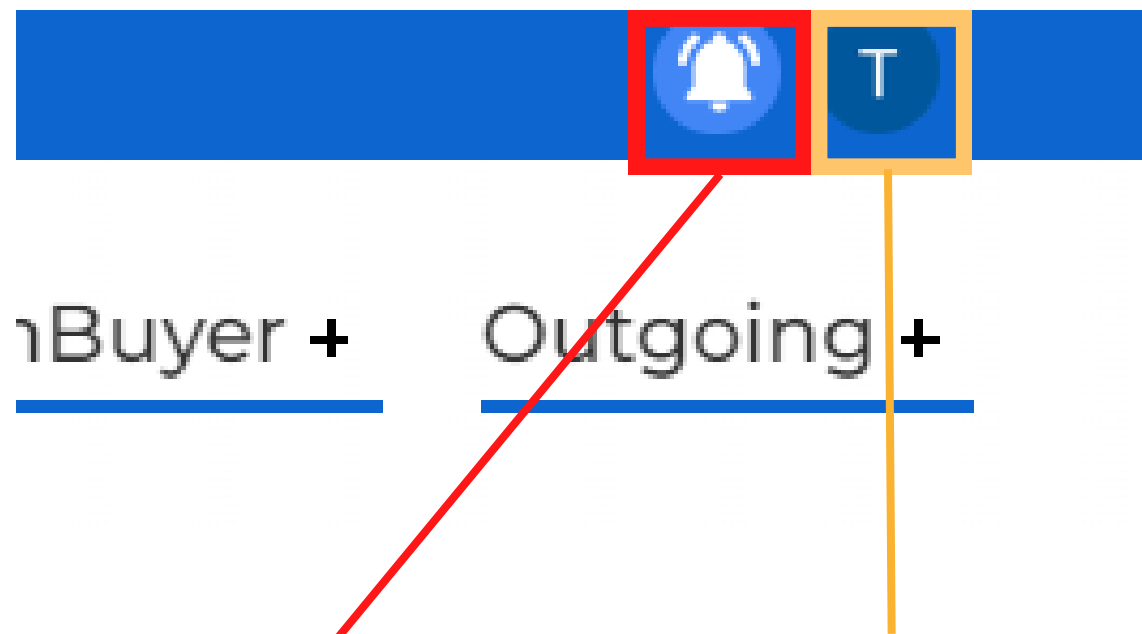
Notifications
In this section you will see all activity notifications in the platform (ex. confirmed event registration, appointment requests, chat notifications, updates)

User Menu
Click on the icon to see the drop down menu
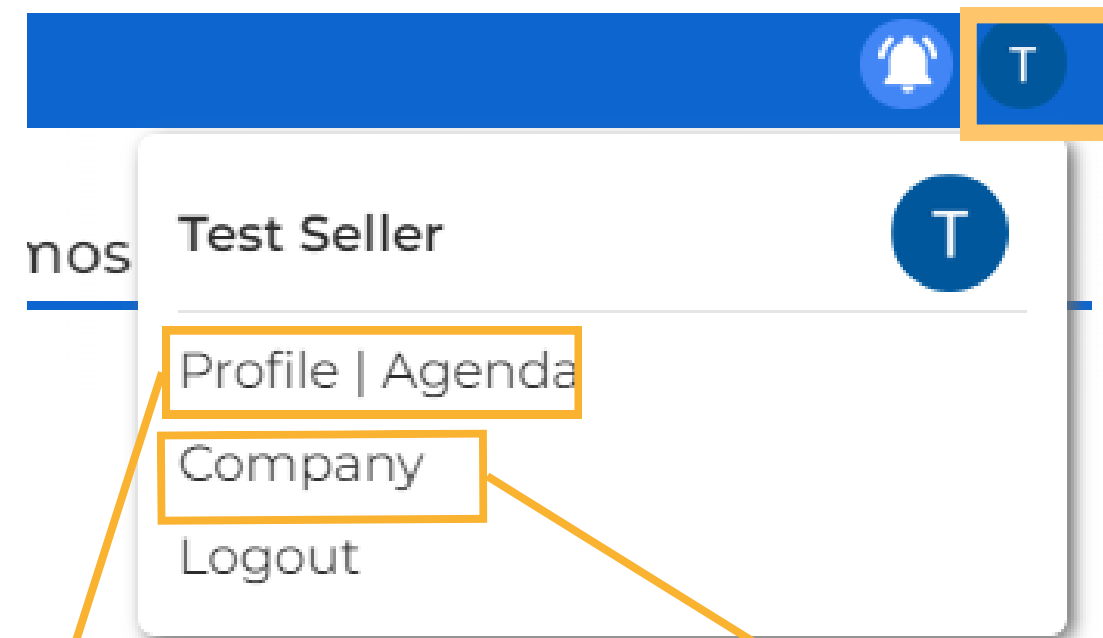
Profile/Agenda
From this section you can:
- Edit profile settings (eg. add photo and bio)
- See the events you are registered for
- See and edit appointment schedule (7 days before events)
- Manage your business card (ref. My Network section)

Company
From this section you can:
- View and edit the company profile
- Create and edit company product sheets

14

PROMOS ITALIA
BE GLOBAL

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.
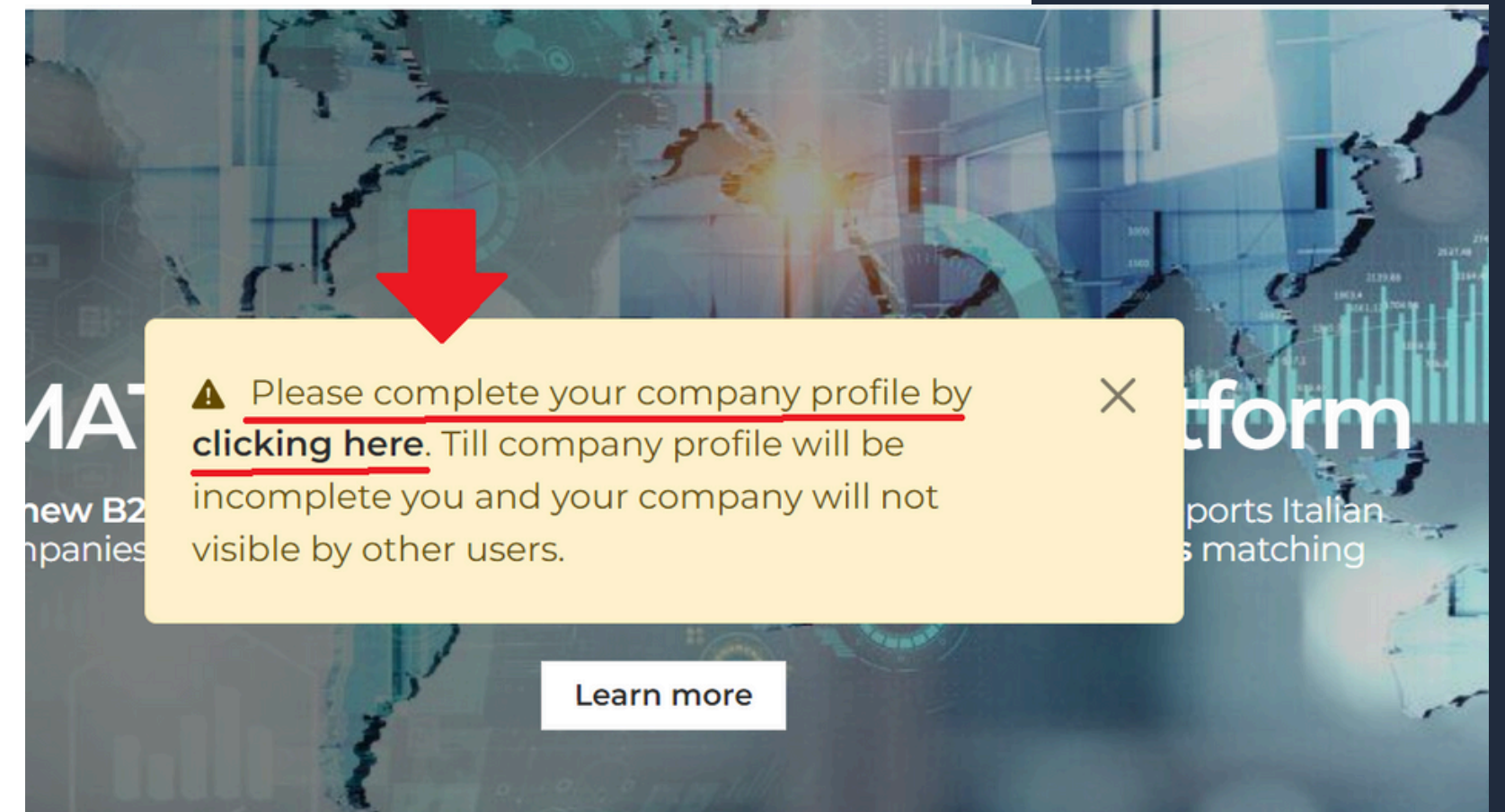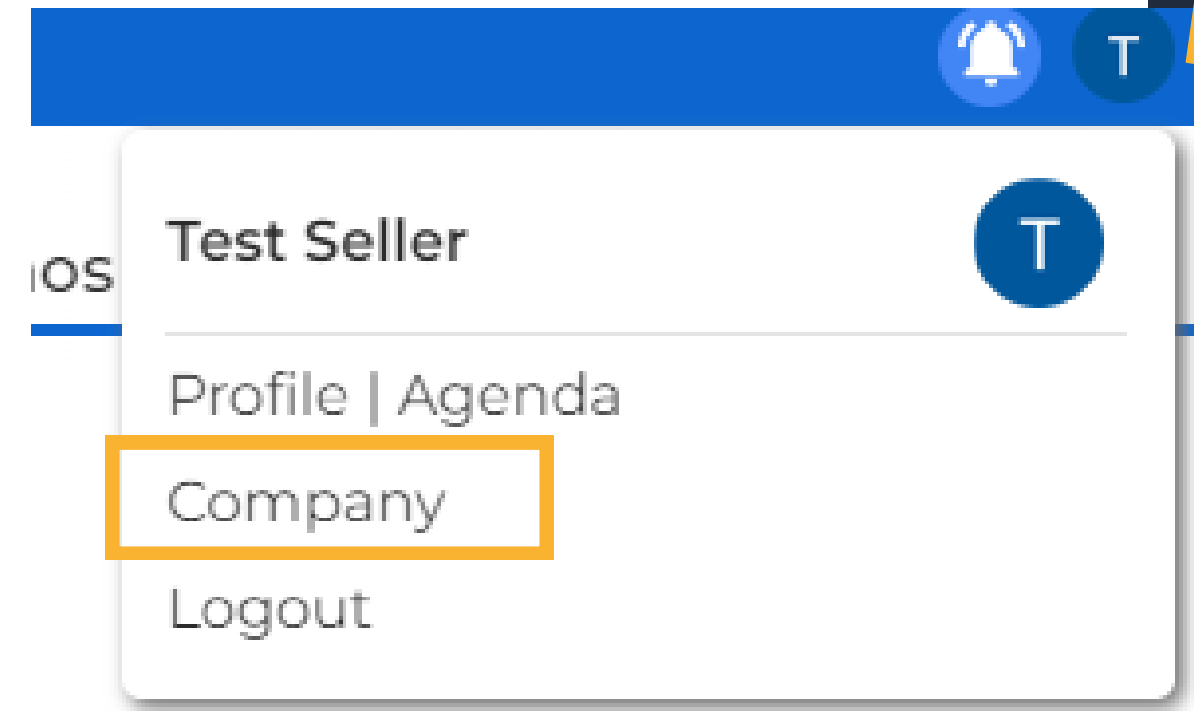
COMPANY PROFILE
FURTHER INFORMATION

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).

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
EXAMPLE

Sample of a company profile in compilation

Example of company profile displayed to counterparts

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

19

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.

Go to company

To be completed ⌄

Go to company

Pending Approval ⌄

PROMOS ITALIA
BE GLOBAL

COMPANY PRODUCTS
EXAMPLE

Example company product sheet in compilation

Example of company product displayed to counterparts

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

PROMOS ITALIA
BE GLOBAL

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.

| Home | Edit my profile | My Network |

Test Seller
🏢 testtest

Italy Milano

CAMERA DI
COMMERCIO
MILANO
MONZABRIANZA
LODI
La provincia della mia azienda è: **Milano Monza Brianza Lodi**

My events

17 Dec 2024

InBuyer
InBuyer Evento Test 1_2024
Click here to enter

21 Oct / 21 2022

Help desk
Help Desk InBuyer
Click here to enter

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.

24

PROMOS ITALIA
BE GLOBAL

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.

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

Seller view

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.

27

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 dispayed 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.

28
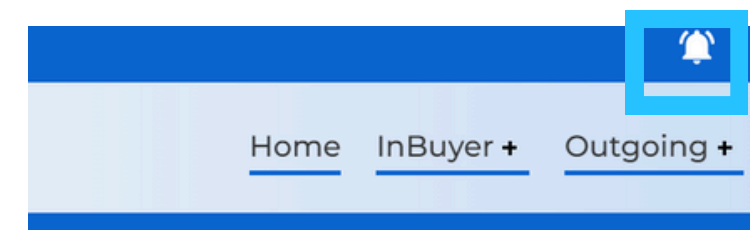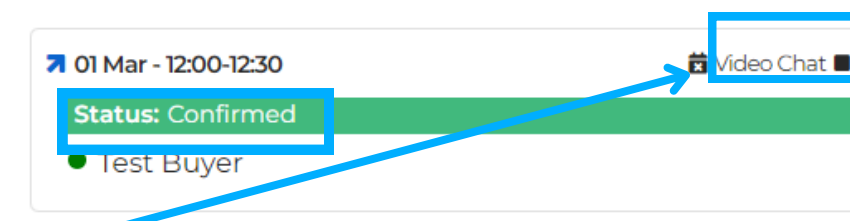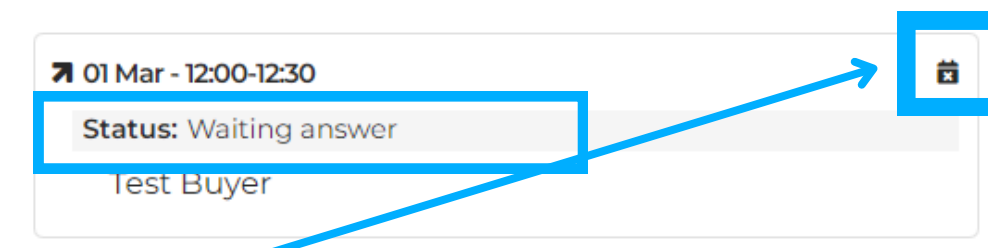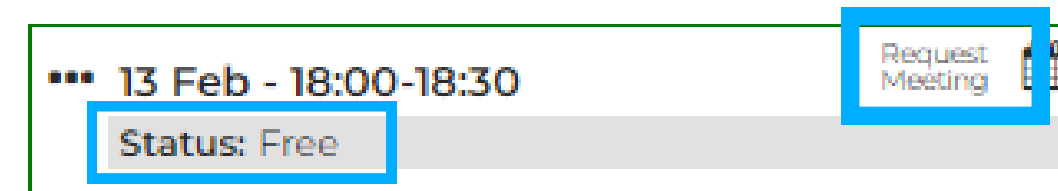
BUSINESS MATCHING
APPOINTMENT RECEIVED

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 dispayed 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.

29
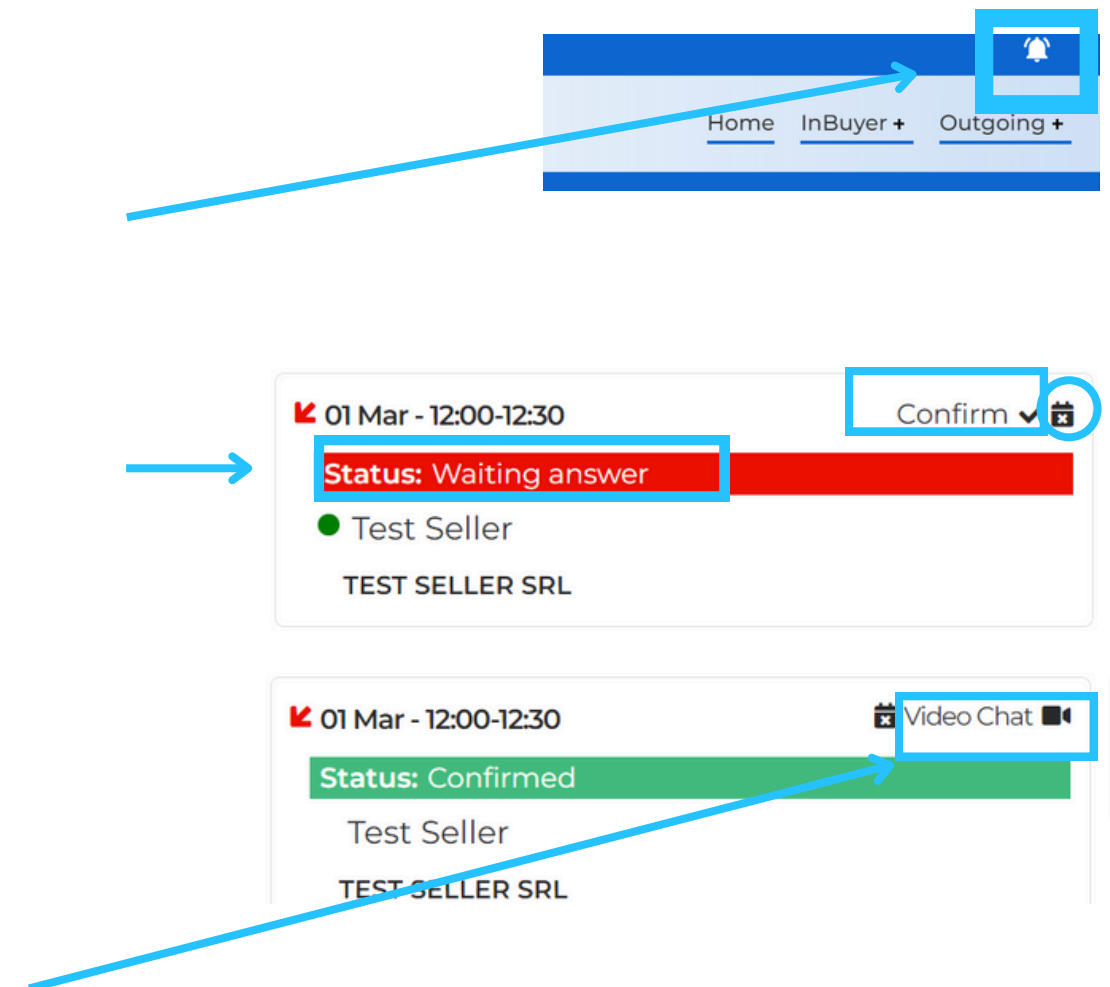
BUSINESS MATCHING
CHAT

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.).

NC

NomeBuyer Test CognomeBuyer Test

🏛 CompanyBuyer Test

Germany Berlin

My Network

Remove

Chat

✎ Write a message   ➤

Events

Agenda

Your appointments with NomeBuyer

Chat

Good morning, is it possible to receive more information about the products you handle?
17:34

yes, of course!
17:34

📎 Write a message   ➤

30

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.

E

01 Mar - 12:00-12:30   Video Chat

Status: Confirmed

Test Seller

TEST SELLER SRL

Collegati alla riunione
O 9376159161349 G Nt 4 Z E ...

Test Seller

Collegati alla riunione

Sembra che il tuo microfono funzioni correttamente

TS

Rate your appointment

Add a comment here

Send

31

PROMOS ITALIA
BE GLOBAL
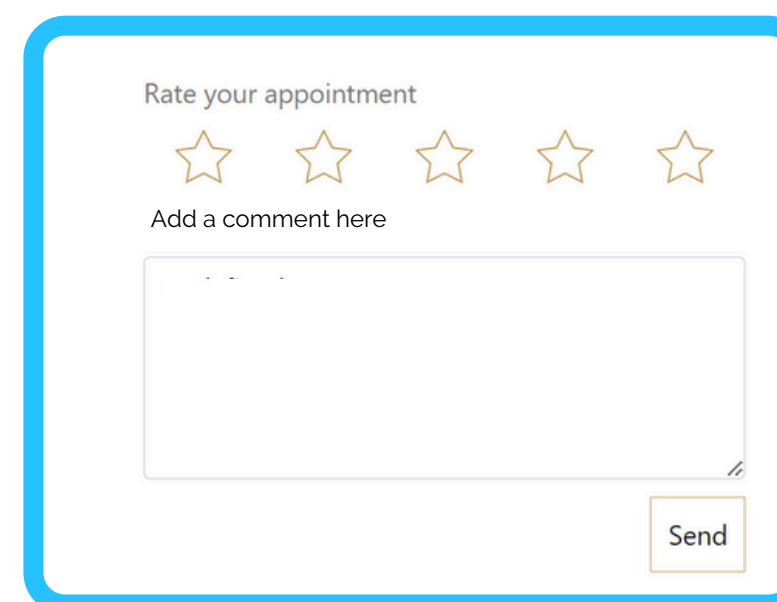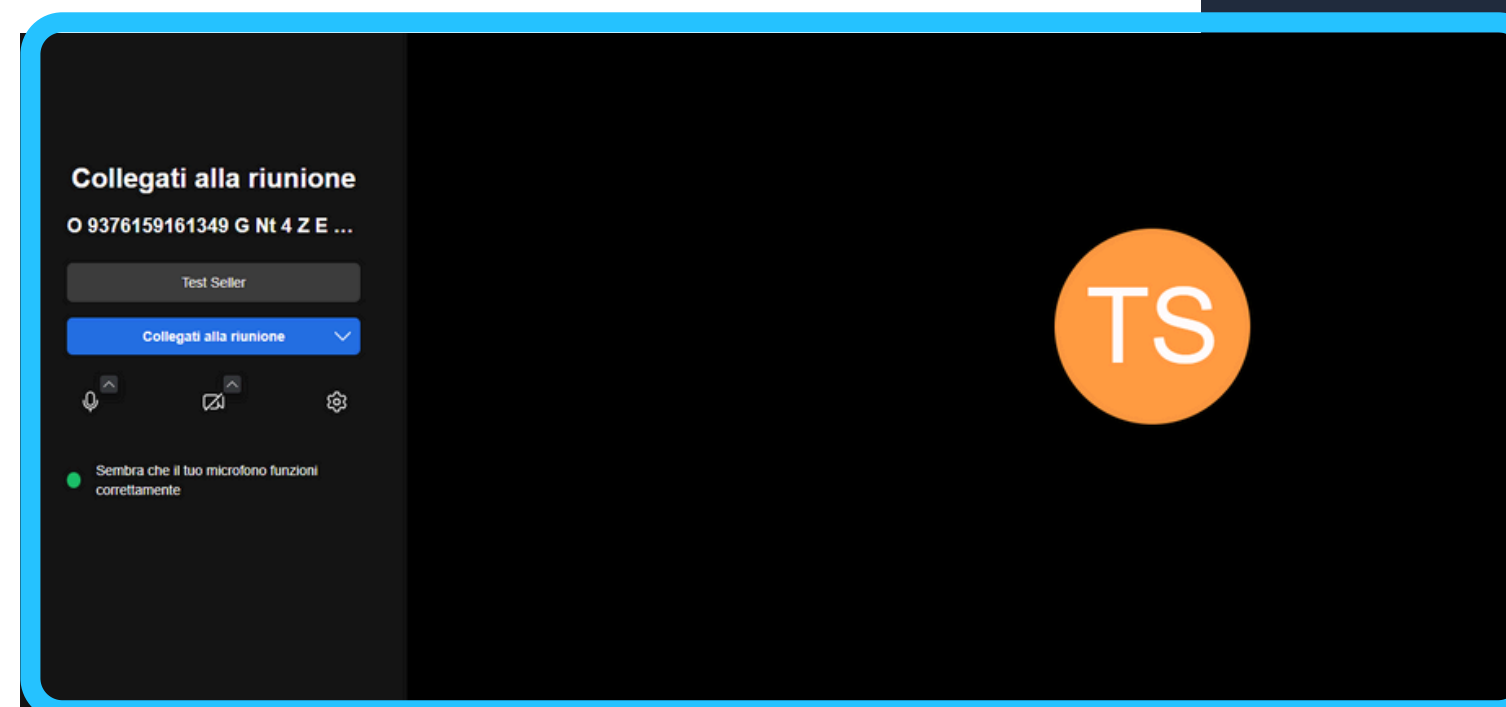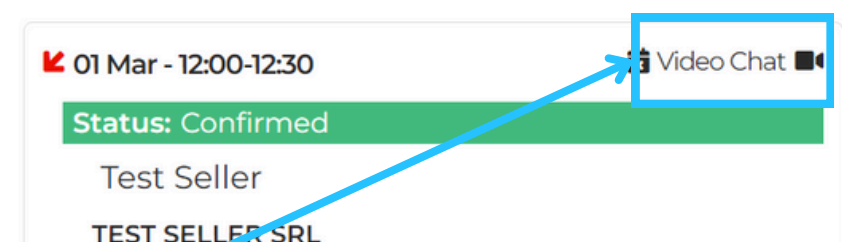
BUSINESS MATCHING
THE VIRTUAL ROOM CONTROLS

MICROPHONE
SETTINGS

VIDEO
SETTINGS

SHARING
SCREEN

CHAT

REACTIONS

VIEW
PARTICIPANTS
AT THE CALL

PROFILE SETTINGS

CLOSE
THE VIDEO
CALL

ADDITIONAL
SETTINGS

Imposta prestazioni
Settings

Schermo intero
Full screen

Inizia a registrare
Start recording

Avvia diretta streaming
Start live streaming

Condividi un video
Share a video

E

PROMOS
ITALIA
BE GLOBAL
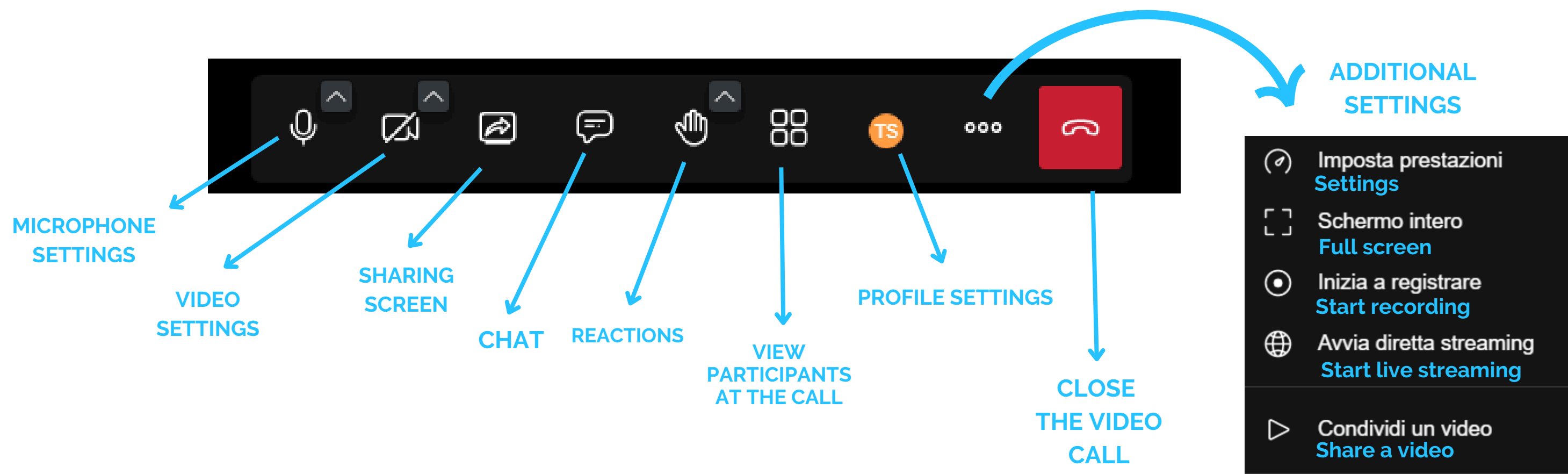
BUSINESS MATCHING
MY NETWORK

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.

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.

PROMOS
ITALIA
BE GLOBAL

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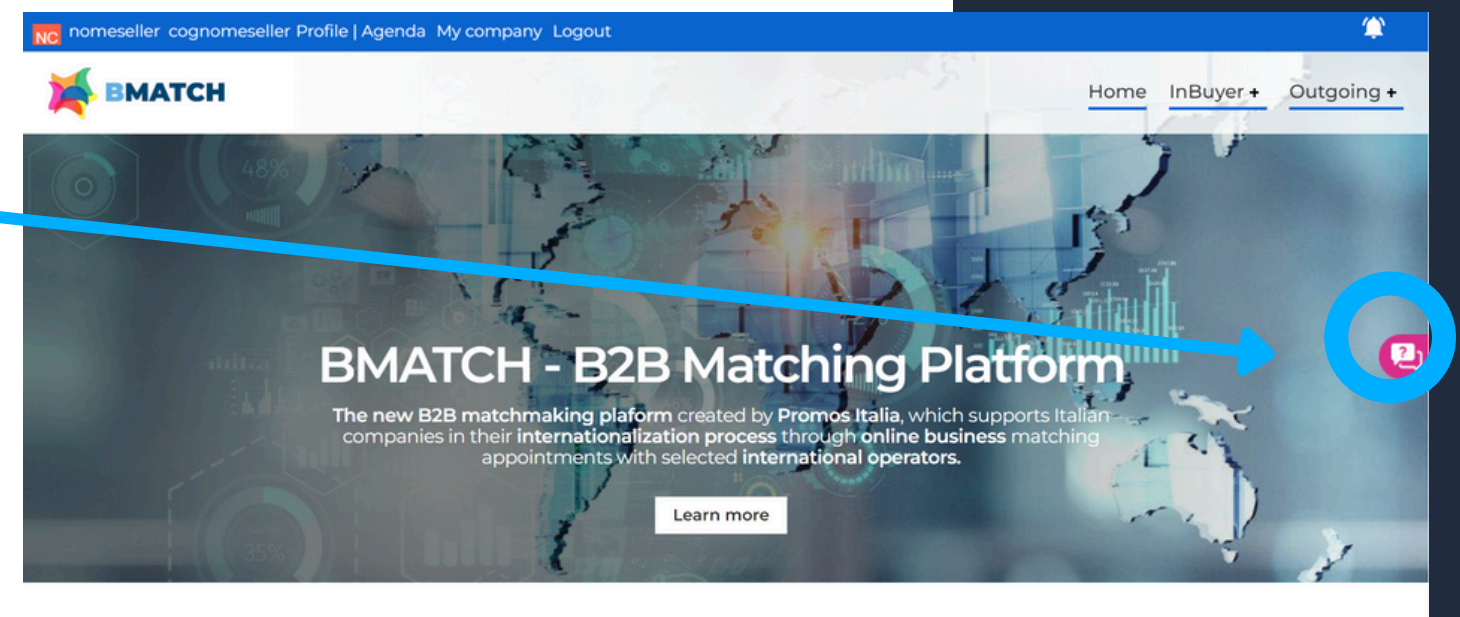
Select the **InBuyer Help Desk** to receive the assistance you need.

Help desk

Help Desk InBuyer

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

35

incomingbuyer@promositalia.camcom.it

WWW.INBUYER.IT