



inBUYER

L'EXPORT NELLA TUA CITTÀ

BMATCH

USER MANUAL

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BMATCH

BRIEF INTRODUCTION

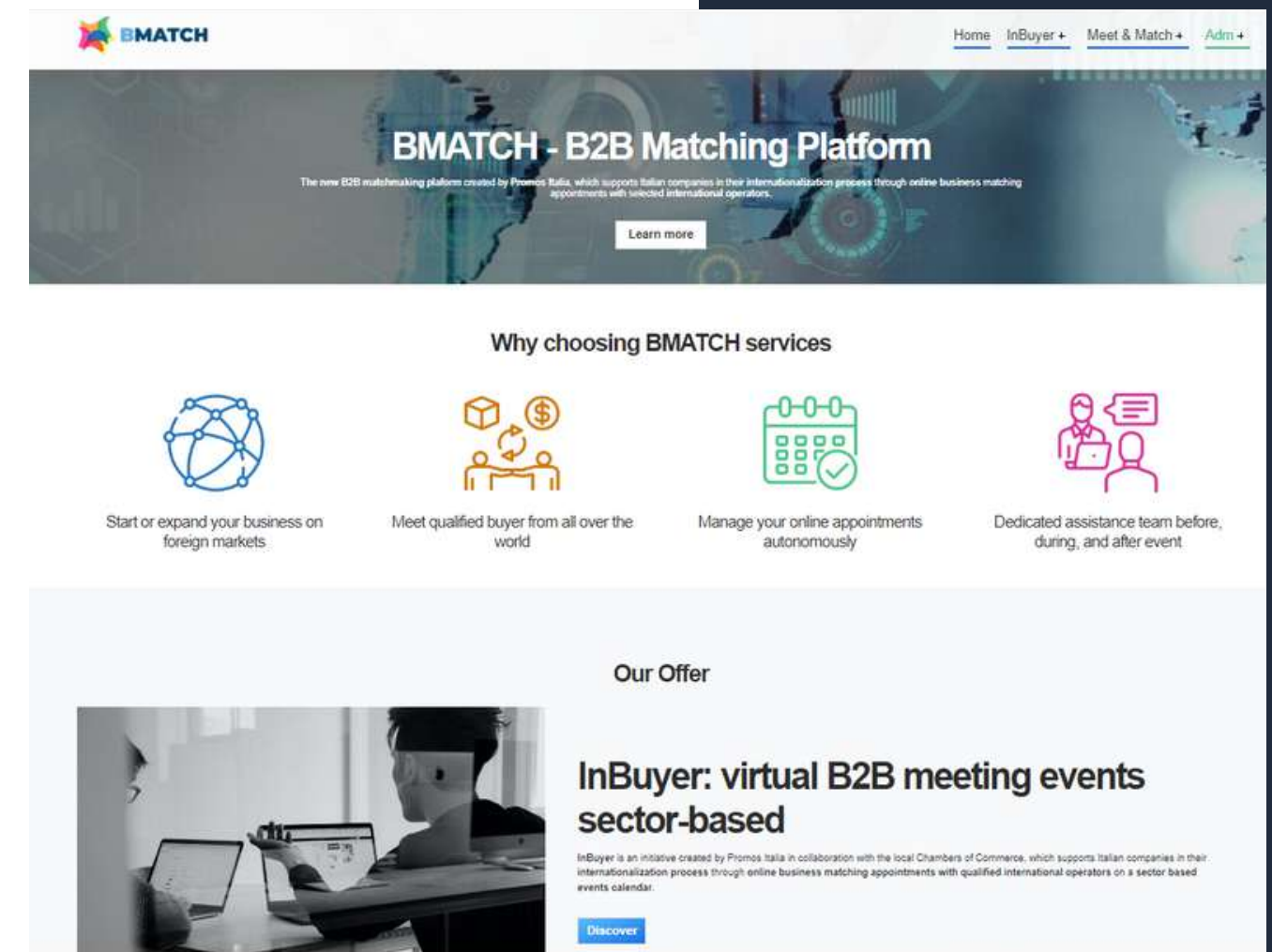
InBuyer is the event format that supports Italian companies in the internationalization process through online **business matching sessions with international operators**.

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

Navigating the platform is simple: browse the event 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**.

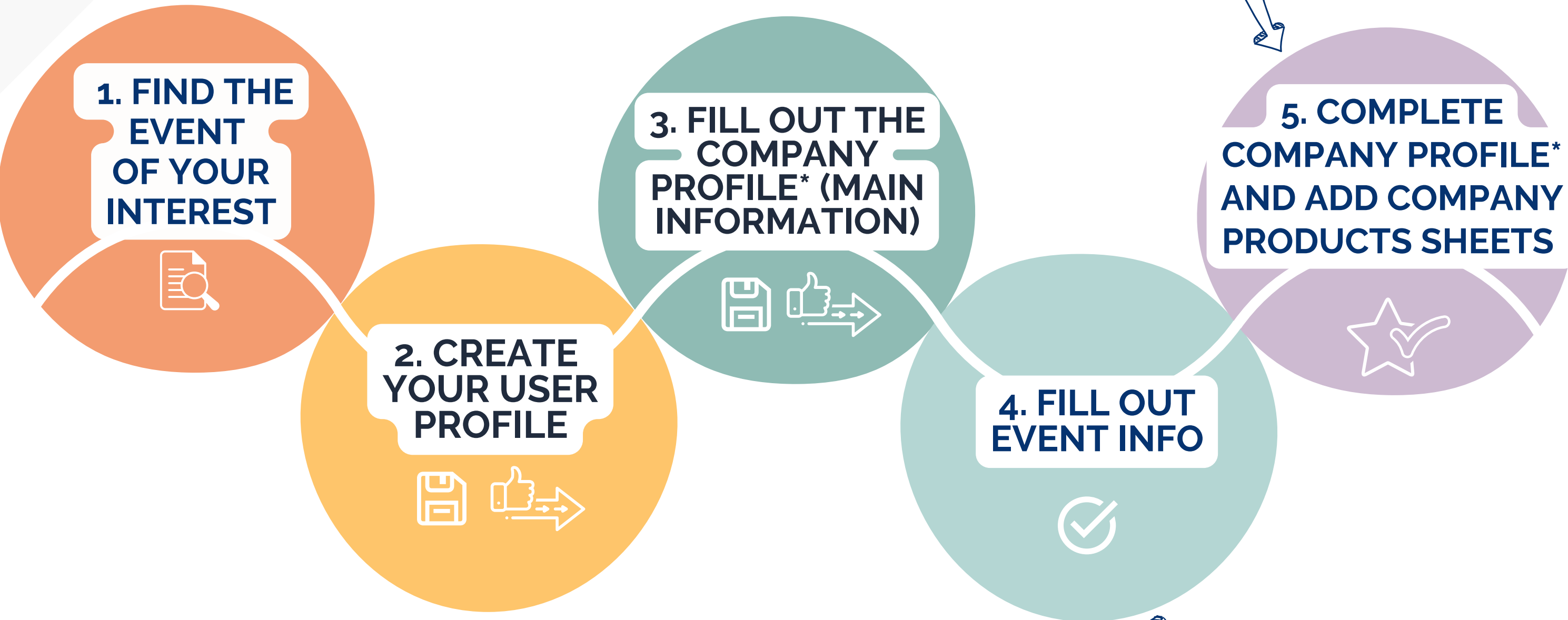
N.B. The platform is entirely in English, so all the information you will be asked for must be written in that language.

[Access to BMATCH Platform](#)



REGISTRATION ON BMATCH

ENROLLMENT PROCESS IN BRIEF



 WAITING FOR YOUR REGISTRATION TO BE VALIDATED

 APPLICATION FORM SENT!

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

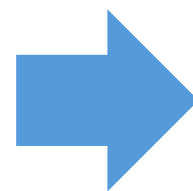
- **Main data** (main information): to be mandatory filled in at the time of registration
- **Ancillary data** (further information): to be filled in in order to participate in the business matching activity.

REGISTRATION ON BMATCH ACCESS POINT

In the **Events calendar** section you will find the calendar of active Inbuyer sessions (filterable by province and commodity 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**, see the products allowed and the Italian provinces for which that event is available.

Business sectors

- Construction
- Cosmetics
- Food
- Foodtech & Packaging
- Furniture
- Tourism
- Wine & spirits

Search by Italian provinces

- Bergamo
- Genova
- Monza
- Sondrio
- Brescia
- Lecco
- Pavia
- Terzi
- Caserta
- Lodi
- Perugia
- Udine
- Como
- Mantova
- Ravenna
- Varese
- Cosenza
- Milano
- Reggio Emilia
- Cremona
- Modena
- Salerno

Upcoming events

InBuyer MICE Tourism 28 / 30 March Register or login	InBuyer Food 18 / 20 April Register or login	InBuyer Furniture 09 / 11 May Register or login	InBuyer Wine 16 / 18 May Register or login
InBuyer Tourism 30 / 01 May / June Register or login	InBuyer Construction 14 / 15 June Register or login	InBuyer Cosmetics 27 / 29 June Register or login	InBuyer Packaging 05 / 06 July Register or login

Overview

[Register or login](#)

Macrosettore > Food

Digital B2B Matching session dedicated to the food 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.

Click on Register/Login button on this page to ask to be admitted to the event or login with your credentials.

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.

Product Categories

- Vinegar
- Chocolate
- Sweets
- Honey
- Pasta
- Rice
- Soft drinks
- Dressings/Sauces
- Flour
- Oil
- Ready meals
- Cold Cuts
- Coffee
- Preserves
- Healthy food and snacks
- Bread and Bakery
- Dairy
- Sweet and savoury snacks

Italian Provinces Admitted

- Bergamo
- Como
- Genova
- Mantova
- Monza
- Ravenna
- Sondrio
- Brescia
- Cosenza
- Lecco
- Milano
- Pavia
- Reggio Emilia
- Terzi
- Caserta
- Cremona
- Lodi
- Modena
- Perugia
- Salerno
- Udine

Tutorial & FAQ

- Instructions & User Guide
- FAQ
- Rules of participation

REGISTRATION ON BMATCH

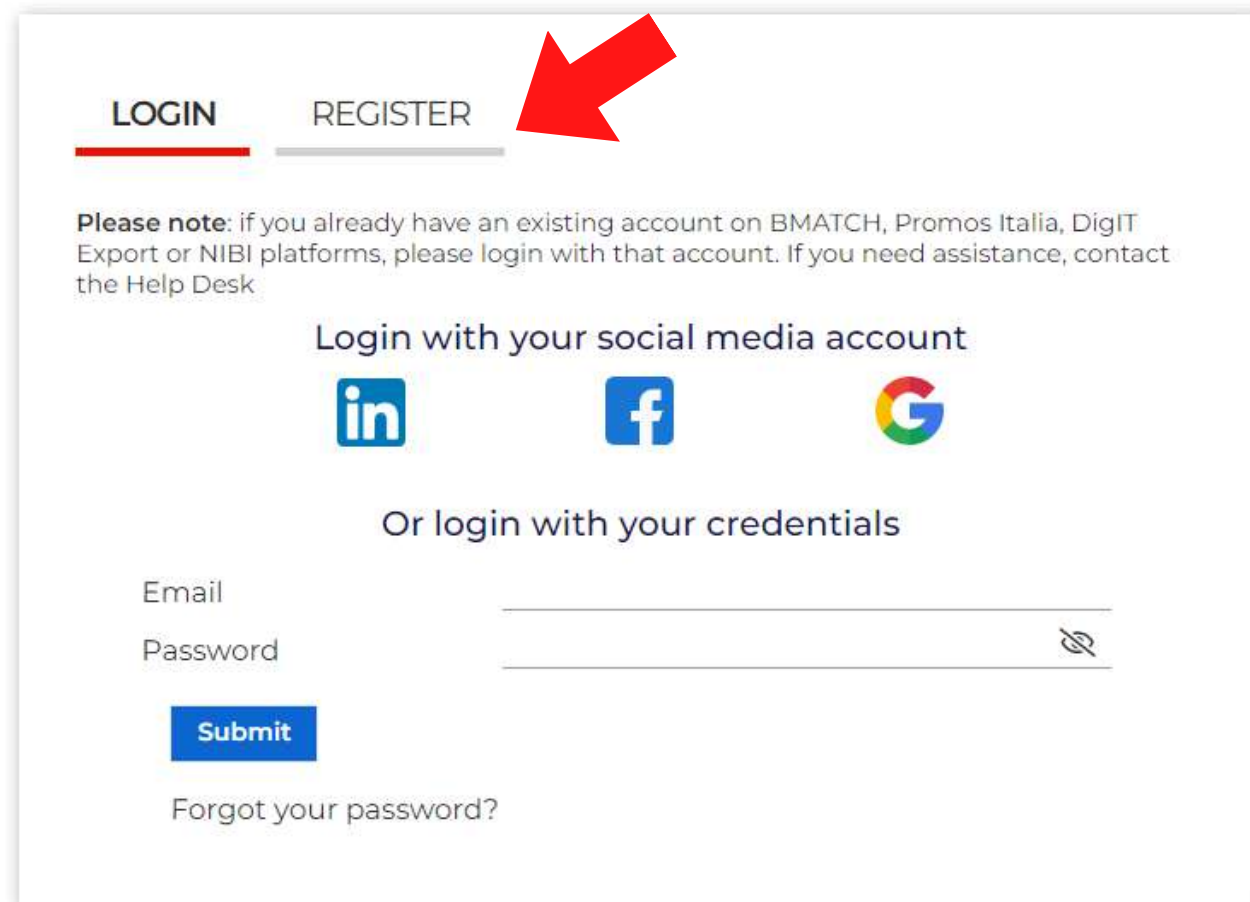
HOW TO REGISTER ON PLATFORM

1

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



LOGIN REGISTER

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

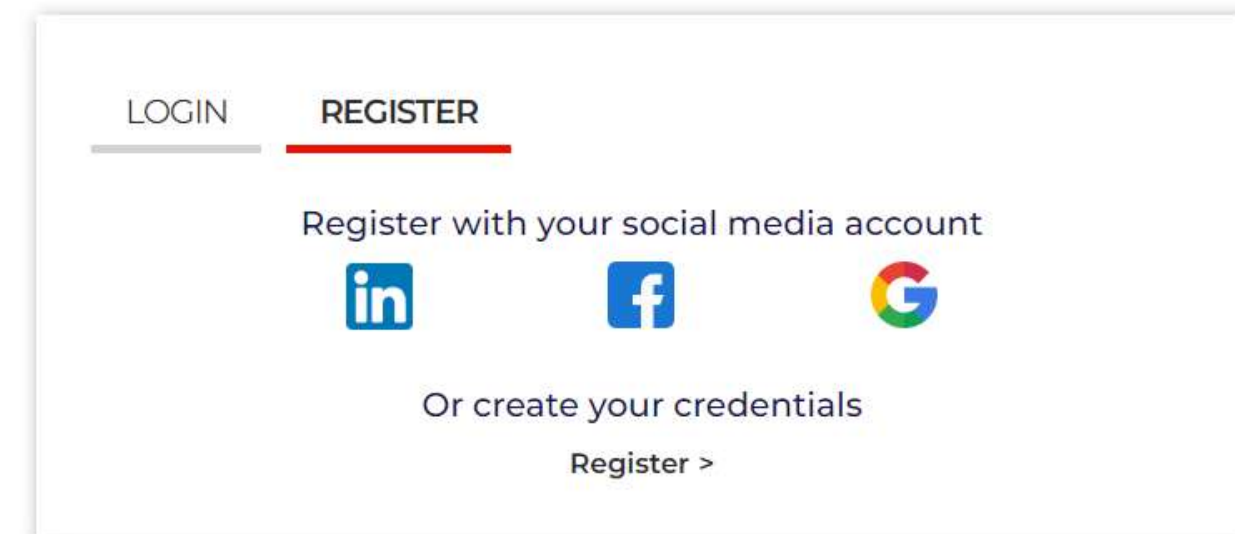
Email

Password

[Submit](#)

[Forgot your password?](#)

Welcome to our B2B matching platform



LOGIN REGISTER

Register with your social media account

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

Or create your credentials

[Register >](#)

6

REGISTRATION ON BMATCH

HOW TO REGISTER ON PLATFORM

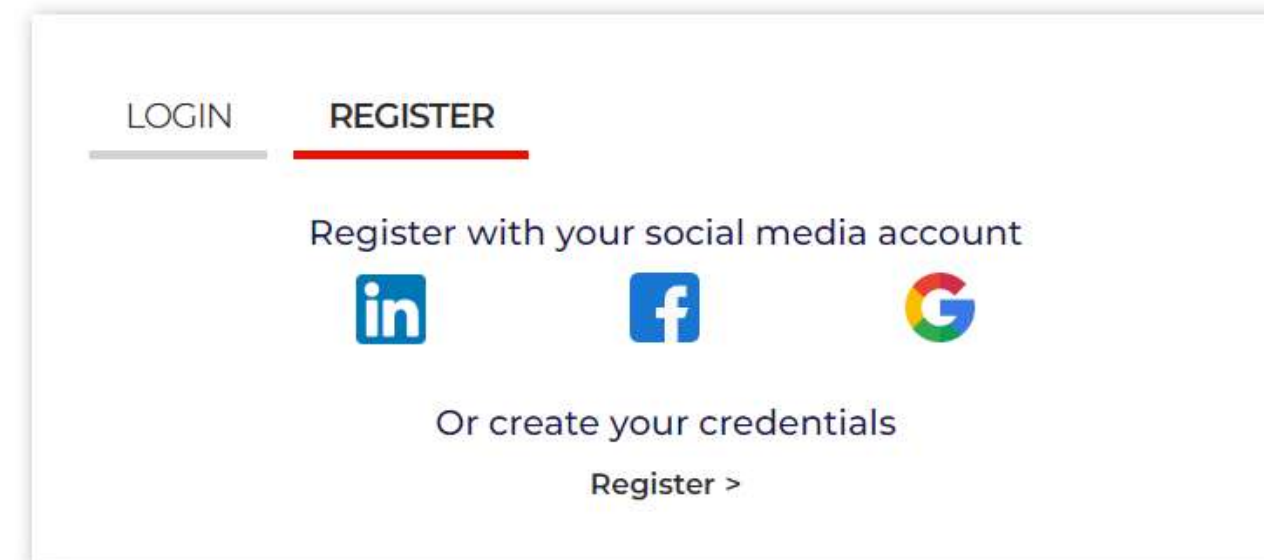
1

You can register in two ways:

1) Through a social media channel (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;
- If you registered via credentials perform password recovery.

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

7

REGISTRATION ON BMATCH

USER ACCOUNT CREATION

On the profiling page, **complete all the required user information**, specifying whether you are part of an Italian company (seller) or 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 not, click **If you don't find your company, click here** and enter it manually.

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

Registration

User Role*

Seller / Italian Company
 Buyer / Foreign Company

Personal data

First name* Last name* Company*

Job title* Country* City*

Phone number

Create your profile

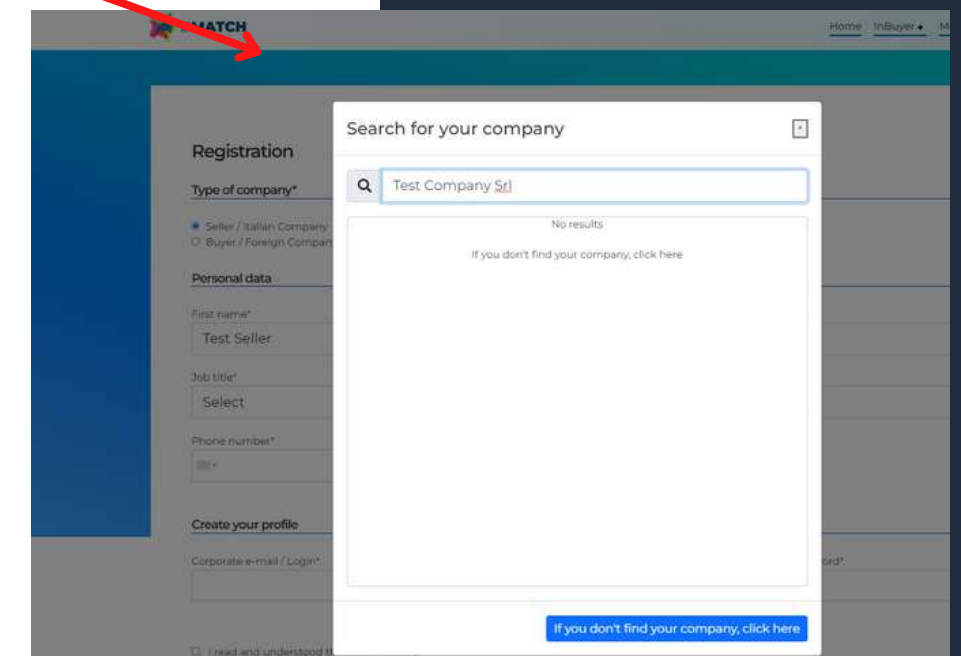
Corporate e-mail / Login Password* Confirmation password*

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 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
- Vat id (mandatory only for Italian companies)
- Tax id (mandatory only for Italian companies)
- Business Data
- Macro-sector and at least one product category among those proposed

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 (for detailed instructions [click here](#)).

Main information (mandatory)

Company name*
Test Seller Srl

Country*
Italy

Province*
Milano

City*
Milano

Address
Via Test 123

Zip code
20131

Administrative

VAT Code (P.IVA - no country code)*
IT12345678910

Tax ID (Cod. fiscale aziendale - no country code)*
IT12345678910

Business Data *

Turnover

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

None
 Less than 20%
 From 20% to 50%
 More than 50%

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

- ▶ Agricultural Machinery
- ▶ Construction
- ▶ Cosmetics
- ▶ Energy
- ▶ Fashion
- ▶ Food
- ▶ Foodtech & Packaging
- ▶ Furniture
- ▶ Home Decor
- ▶ Mechanical
- ▶ Medical Industry
- ▶ Naval
- ▶ Surface treatment
- ▶ Tourism
- ▶ Wine & spirits

Further information

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.

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 international 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.

Please provide the following additional information (mandatory):

- **Macro-sector:** if you are an Italian company (Seller) please select the macro-sector that suits your production and select one or more product categories. If you are a foreign buyer please select the macro-sector and the product categories of your interest.
- **Target:** if you are an Italian company (Seller) please select the target that suit your production, if you are a foreign buyer please select the target of your interest.
- **Main activities:** select your main company activity/ies

Macro-sector

Tourism

- Sports/Adrenaline activities
- Boutique/Design/Lifestyle Hotel
- Winery
- Hotel/Resort Chain
- Catering
- Conference Centre
- Home Chef
- Convention & Visitor Bureau
- DMC/Travel Agency/Tour Operator
- Factory Store/Outlet
- Golf Club
- Independent Hotel/Resort
- Incentive/Team Building
- Entertainment and Shows
- Location/Venue
- Museum/Gallery
- Event Organisation
- PCO (Professional Congress Organiser)
- Exhibition Centre
- Restaurant
- Translation/Interpreting Services
- Audiovisual company
- Spa/Beauty Farm
- Transport/Rental
- Guided tours/Enogastronomic tours
- Wellness

Target

- Business
- Cultural
- Food & Wine
- Leisure
- Luxury
- MICE

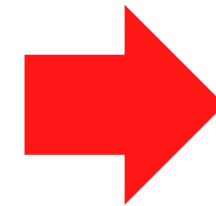
Main activities

- Agent
- Distributor
- Wholesaler
- Importer
- Producer

Ok

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 Furniture

Overview

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

Macrosettore > Furniture

Digital B2B Matching session dedicated to the furniture 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.

Click on Register/Login button on this page to ask to be admitted to the event or login with your credentials.

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

09
11
May
from 9:00 to 18:30

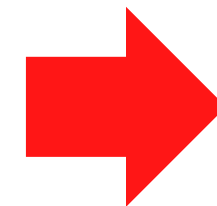
Tutorial & FAQ

Instructions & Us

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 InBuyer business matching sessions.

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



InBuyer Furniture

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)

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 at the time. If you do not remember the credentials you created, follow the password recovery procedure.

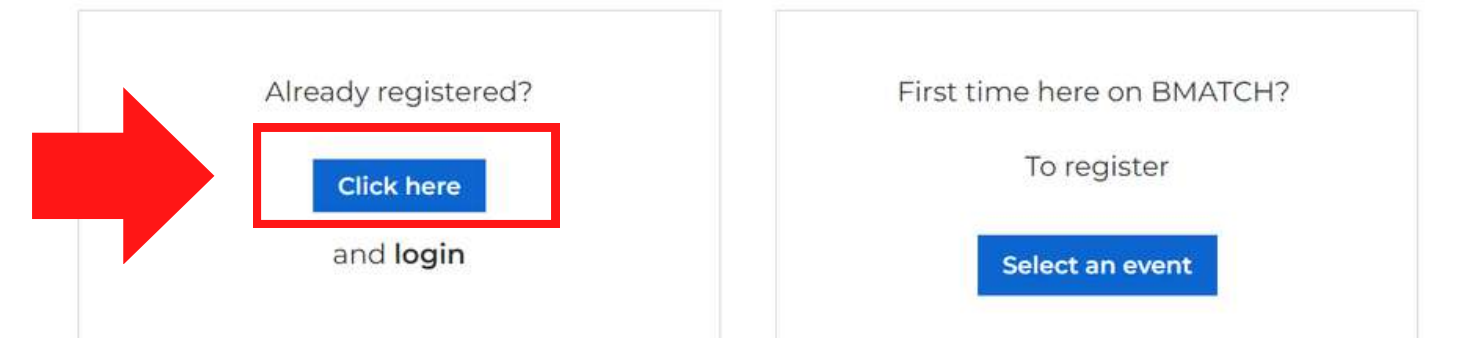
Remember that if you first registered through a social media outlet, you cannot recover passwords through the platform.

Please note: If 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.



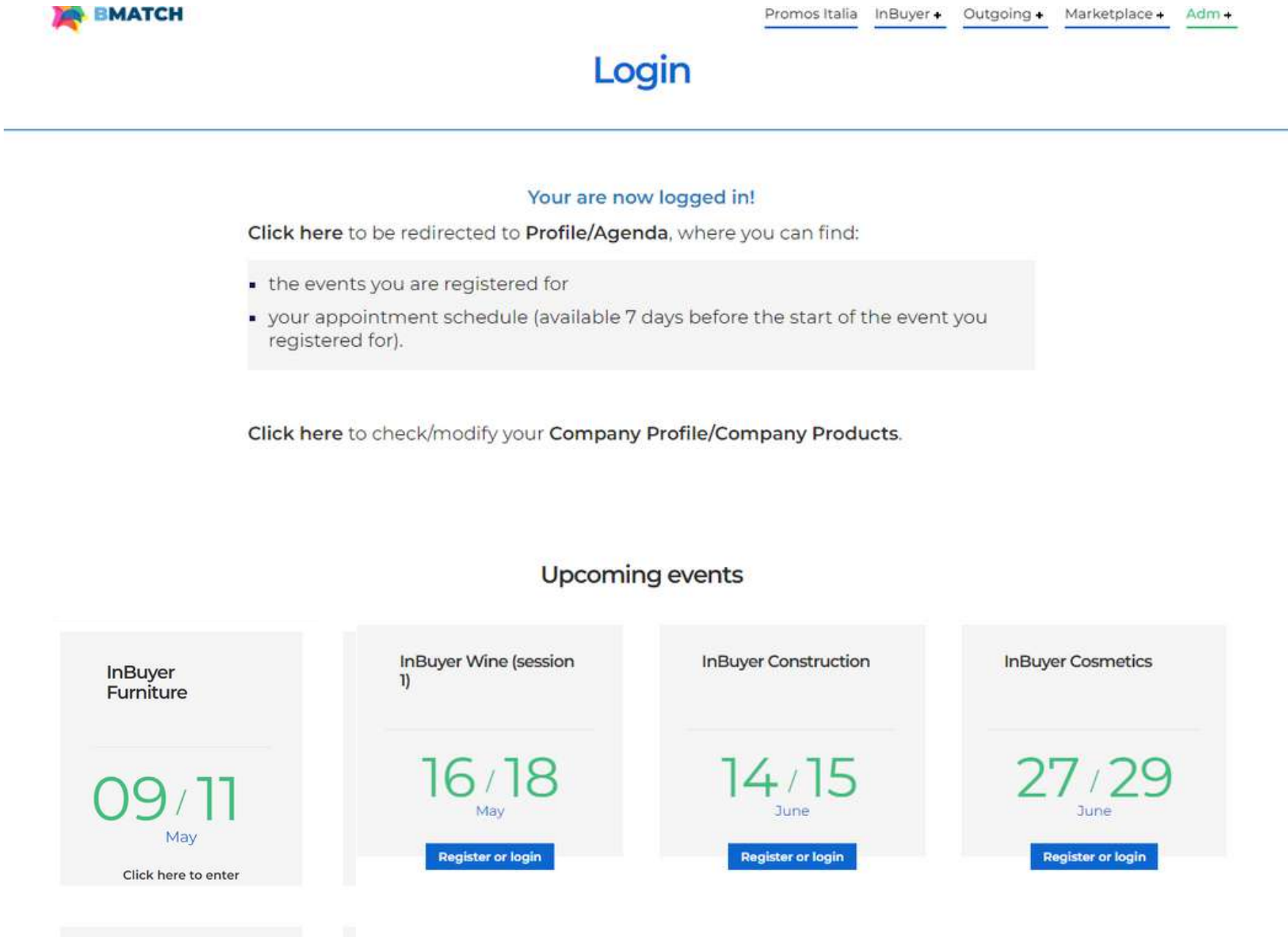
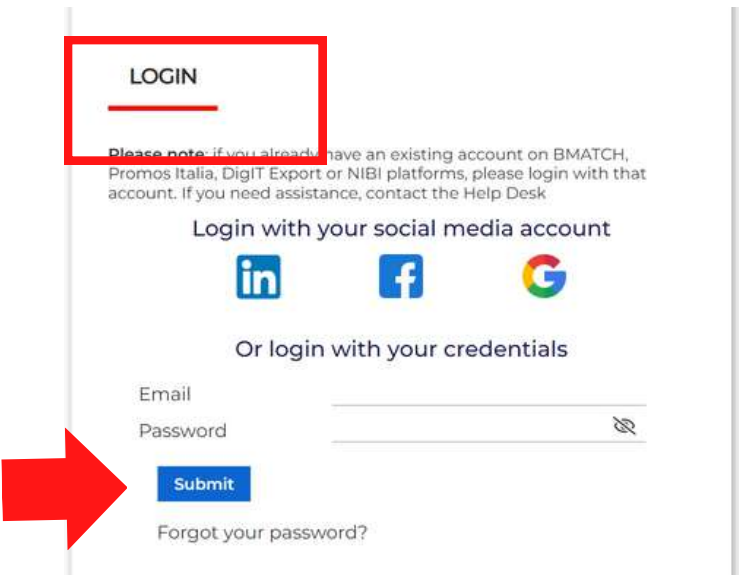
BMATCH is the new B2B matchmaking platform for conducting business meetings between Italian companies and selected international operators.



ACCESS TO BMATCH

HOW TO ACCESS THE PLATFORM

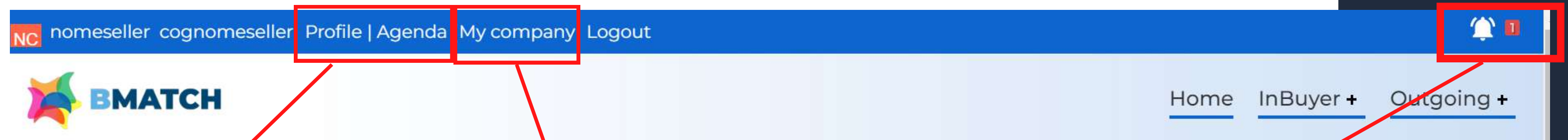
The **Login** screen will appear and, following authentication, you will be redirected to the **Welcome page** from which you can access the Profile/Agenda section, the Company Profile and the list of upcoming events.



NAVIGATION BAR

MENU

Once you have created your user profile you will see the following menu bar that will allow you to navigate the platform quickly and easily.



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 (sec. My Network)

My company

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

Notifications

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

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 notifications that will appear on each page of the platform to remind you to complete the registration. They 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 My 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.

The screenshot shows a user interface for a B2B platform. At the top, there is a blue navigation bar with three items: 'Agenda', 'My company', and 'Logout'. The 'My company' item is highlighted with a red box, and a red arrow points upwards to it. Below the navigation bar, there is a large banner with a world map background and the text 'BMA' and 'The new B2 companies'. A yellow notification box with a warning icon and a close button (X) is overlaid on the banner. The notification text reads: 'Please complete your company profile by clicking here. Till company profile will be incomplete you and your company will not visible by other users.' Below the notification box, there is a white button with the text 'Learn more'.

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 thoroughly 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 the counterparts.

Upload your company logo:



Brand

Website

Email

Phone number

Social media

LinkedIn




Facebook

Twitter

Instagram

Images

Describe your business with some representative images

Company Description

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

P **R** **O** **M** **O** **S** **I** **T** **A** **L** **I** **A** 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, NBI Business School, Infoexport, MGlobal.it), **specialized services of business matching** (InBuyer, Outgoing), activities of support to **digital export** (DigIT Export).

Certifications

B **I** **U**

Internationalization tools

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

Sales Agent - Broker

Business Matchings

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 is 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 or 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

Company profile

Company Profile Products

Stato:

Main information (mandatory)

Company name*: Country*: Provincia*:

City*: Address: ZIP code:

Administrative

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

Business Data *

Turnover	Number of employees	Foreign turnover
<input type="checkbox"/> Less than 1 million <input checked="" type="checkbox"/> From 1 to 25 millions <input type="checkbox"/> From 25 to 50 millions <input type="checkbox"/> From 50 to 250 millions <input type="checkbox"/> From 250 to 500 millions <input type="checkbox"/> >500 millions	<input type="checkbox"/> Up to 9 <input type="checkbox"/> 10 to 19 <input type="checkbox"/> 20 to 49 <input checked="" type="checkbox"/> 50 to 99 <input type="checkbox"/> >99	<input checked="" type="checkbox"/> None <input type="checkbox"/> Less than 20% <input type="checkbox"/> From 20% to 50% <input type="checkbox"/> More than 50%

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

- ▶ Agricultural Machinery
- ▶ Construction
- ▶ Cosmetics
- ▶ Energy
- ▶ Fashion
- ▶ Food
- ▶ Foodstuffs & Packaging
- ▶ Furniture
- ▶ Home Decor
- ▶ Mechanical
- ▶ Medical Industry
- ▶ Naval
- ▶ Surface Treatment
- ▶ Tourism
- ▶ Wine & spirits

Further information

Fill in the following section, the more complete is your company profile, the more attractive you will be to the counterparts.

Upload your company logo

Brand

Website

Example of company profile displayed to counterparts

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, B2B Business School, Infoexport, Microsai.it), specialized services of business matching (Buyer, Outgoing), activities of support to digital export (E-Export).

Contacts

<https://promositalia.camcom.it/>
 02 8615 5146
 Italy
 Milano (Milano)
 In Italian
 Facebook
 Twitter

Macro-sector:
 Agricultural Machinery, Construction, Cosmetics, Energy, Fashion, Food, Foodstuffs & Packaging, Furniture, Naval, Mechanical, Tourism, Wine & spirits

Foreign turnover:
 None

Turnover:
 From 1 to 25 millions

Number of employees:
 50 to 99

Company products

KNOW how! Training and early orientation services

MATCH it! Specialized business matching services

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.

You will be able to highlight all the peculiarities of the products you intend to present, adding photos, description and useful information such as certifications, possible private label production, price range, type of production.

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

You will be able to update their information at any time and choose whether to make them visible using the appropriate flag.

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

Compilation of company products is optional.

The screenshot displays the 'Company profile' interface. At the top, a blue header contains the text 'Company profile'. Below it, a navigation bar shows 'Company Profile' and 'Company Products', with the latter highlighted in a red box. A red arrow points to a '+' icon labeled 'Add Product'. The main content area is a form for creating a product sheet, with sections for: 'Product name' (text input), 'Product images' (four image upload slots: Background image, Main product image, and two Other images), 'Brochure (Max 10MB)' (text input), 'Abstract' (text input), 'Product Description' (text input), 'Certifications' (text input), 'Additional information' (text input), 'Price Range' (text input), and 'Type of Production' (text input). Each text input field has a small 'Save' button at the bottom left.

COMPANY PRODUCTS EXAMPLE

Example company product sheet in compilation

The screenshot shows a web form for adding a product. At the top, there is a navigation bar with 'Home', 'InBuyer', 'Outgoing', and 'Adm'. Below the navigation, there is a 'Go to company' button and a 'Visible' checkbox. The main form area is titled 'Product name' and contains a text input field with the text 'KNOW how! Training and early orientation services'. Below this, there is an 'Images' section with four image slots: 'Background image', 'Main product image', and two 'Other image' slots. Each slot contains a small thumbnail image. Underneath the images is a 'Brochure (Max 10MB)' section with a '+ Document' button. The 'Abstract' section is titled 'Please fill in all the fields in English' and contains a rich text editor with the text: '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.' The 'Product Description' section is also titled 'Please fill in all the fields in English' and contains a rich text editor with the text: '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.

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.



BUSINESS MATCHING

THE STEPS IN BRIEF



7 DAYS PRIOR TO THE
EVENT



A.
ACTIVATION
BUSINESS
MATCHING
SECTION



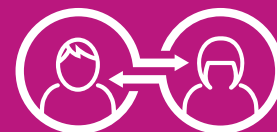
B. MANAGE YOUR
AVAILABILITY
SCHEDULE FROM
YOUR PROFILE



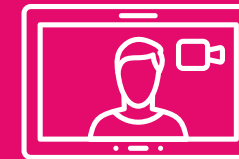
C. SEARCH FOR
COUNTERPARTS
OF INTEREST
USING THE
FILTERS



D. REQUEST
APPOINTMENTS
OR SEND A
MESSAGE



E. PARTICIPATE
TO THE MEETINGS
VIA THE
INTEGRATED VIDEO
CALL SYSTEM



EVALUATE
HELD
MEETINGS

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 for. You will receive an e-mail alert.

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.

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

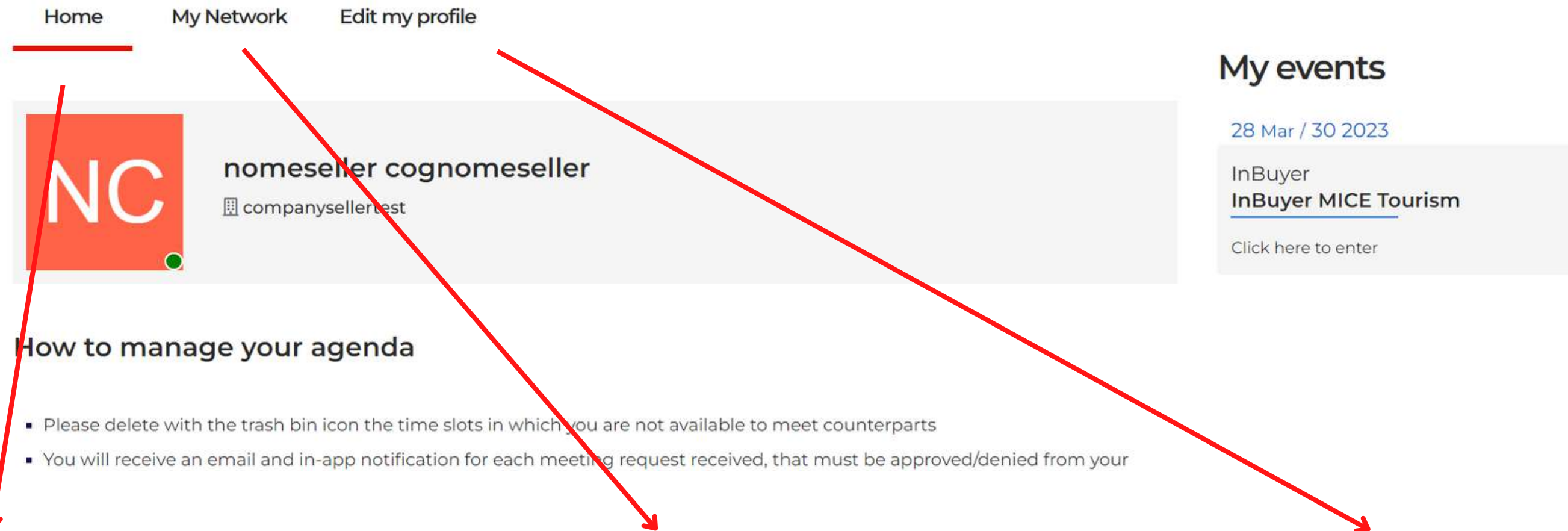
Buyer view

Seller view

BUSINESS MATCHING

PROFILE/AGENDA SECTION

Puoi accedere alla sezione **Profile / Agenda** dalla barra in alto a sinistra della piattaforma.



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 **My Network*** you can:

- Managing **business cards**

*The My Network section will be visible when the first business card is added ([see My network section here](#)).

From **Edit My Profile** you can:

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

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 foreign counterparts.

You will automatically be assigned event time slots, which will be visible in **My 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 notification here 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 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

+

B-Match <bmatch@promositalia.camcom.it>
a me

Appointment with Test Seller

Quando mar 14 feb 2023 09:00 – 09:30 (CET)

Dove <https://b-match.promositalia.camcom.it/video.aspx?id=092941591531WZRyjhzw585j9Z7II4J9V6TLIZnwjzU9pQ5W1H&a=9294>

Chi Unknown Organizer*

[Registrati al calendario »](#)

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>.

Un allegato • Scansione eseguita da Gmail

Appointment with Test Seller.ics Scarica

BUSINESS MATCHING

COUNTERPARTS SEARCH

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

- Product Categories
- Target
- Main activities
- Country

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

Product Categories

Sports/Adrenaline activities

Main activities

Agent

Country

Italy

Seller finder

Nomeseller
Cognomeseller
Owner/Administrator
COMPANYSELLERTEST



Seller view

Overview **B2B Matching**

Partner Search - Filter by

Product Categories

Sports/Adrenaline activities

Target

Cultural

Main activities

Wholesaler

Country

Germany

Buyer finder

Nomebuyer
Cognomebuyer
Consultant
COMPANYBUYERTEST



BUSINESS MATCHING COUNTERPARTS SEARCH

If there is a calendar icon in the counterpart's tab, it means that it 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.


For appointment management [please see here](#)..

Buyer view

Seller finder

Nomeseller
Cognomeseller
Owner/Administrator

 **NC**


 **COMPANYSELLERTEST**


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

Seller view

Buyer finder

Test Buyer
Marketing

 **TD**

 **TEST BUYER SRL**

Product categories:
Food
Product Categories:
Vinegar
Country:
Germania
Main activities:
Wholesaler

My Network

Add to my business network

Chat

3/2/2023

Messaggio test
14:48

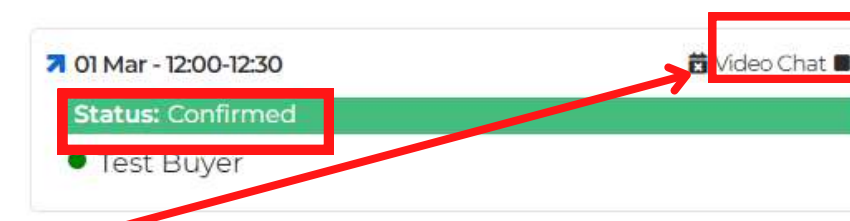
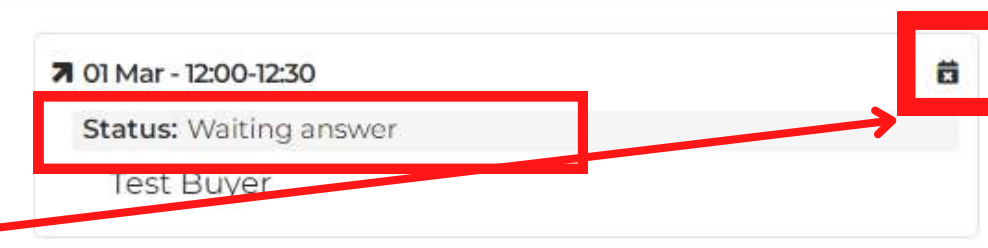
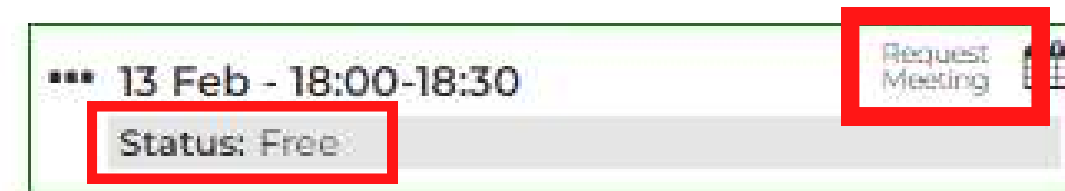
 Write a message 

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.
- 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.

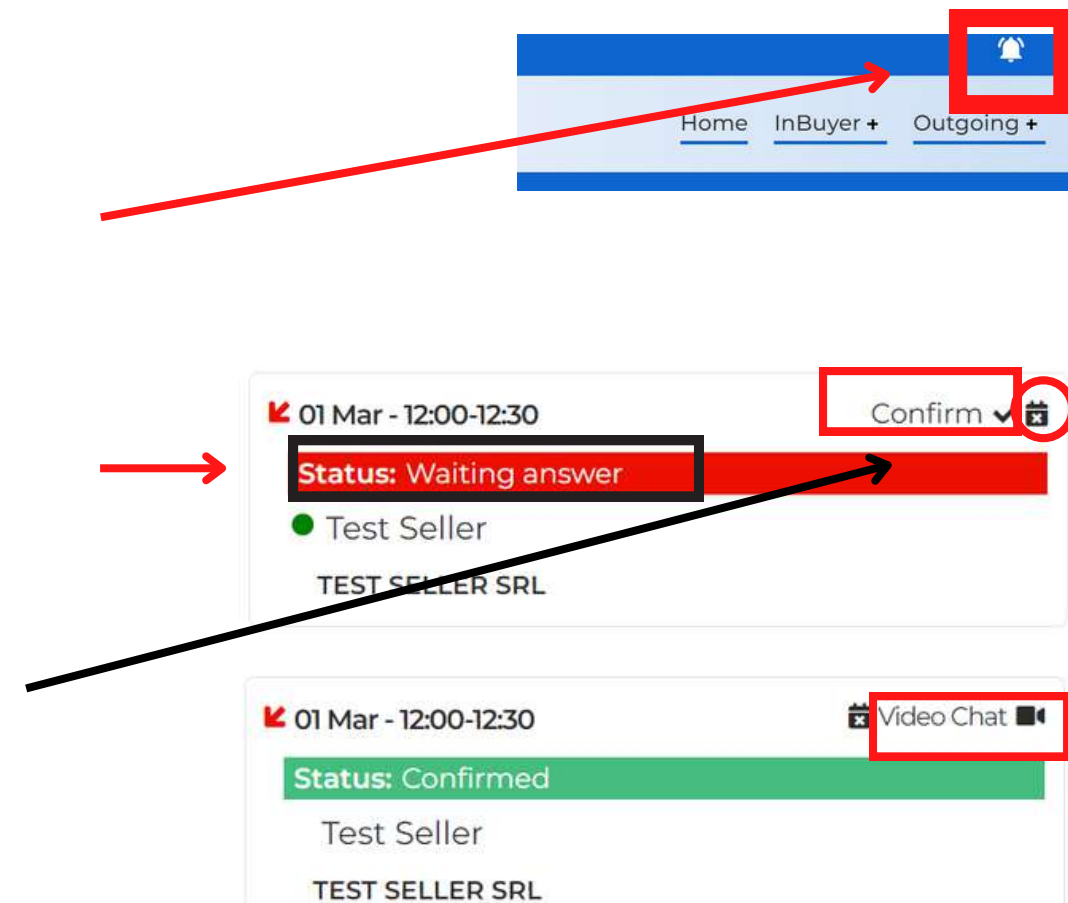


BUSINESS MATCHING

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.
- 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 initiate 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 profile for 'NomeBuyer CognomeBuyer' with a purple 'NC' logo and a 'Remove' button. Below the profile is an 'Agenda' section titled 'Your appointments with NomeBuyer'. To the right, a 'My Network' section is visible. The 'Chat' section is highlighted with a red box and contains a 'Write a message' input field with a send button. Below this, the 'Events' section is partially visible. A red arrow points from the 'Write a message' input field to a larger chat window below. This chat window shows a message history: a green bubble with the text 'Good morning, is it possible to receive more information about the products you handle?' and a timestamp of 17:34, followed by a white bubble with the text 'yes, of course!' and a timestamp of 17:34. At the bottom of the chat window is another 'Write a message' input field with a send button.

BUSINESS MATCHING VIDEO CALL

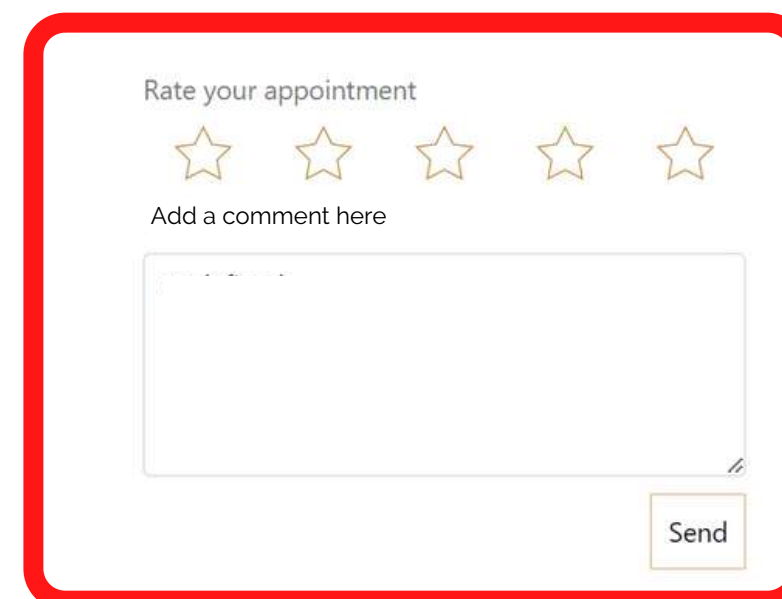
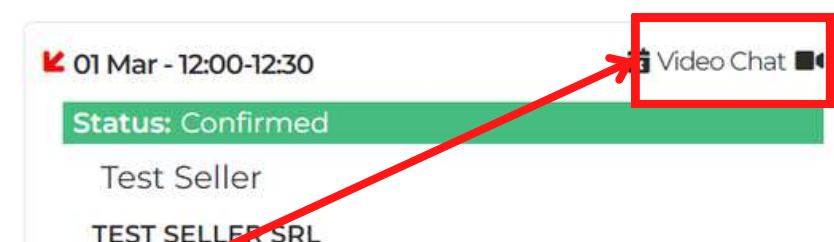
Log in at the designated time and day to the virtual room with your counterpart from Profile/Agenda section directly from the Confirmed time slot by clicking on Video Chat.

Be sure to be on time!

The **virtual room** will open for you. Check your microphone and camera settings, change your name (if necessary), and log in to the room.

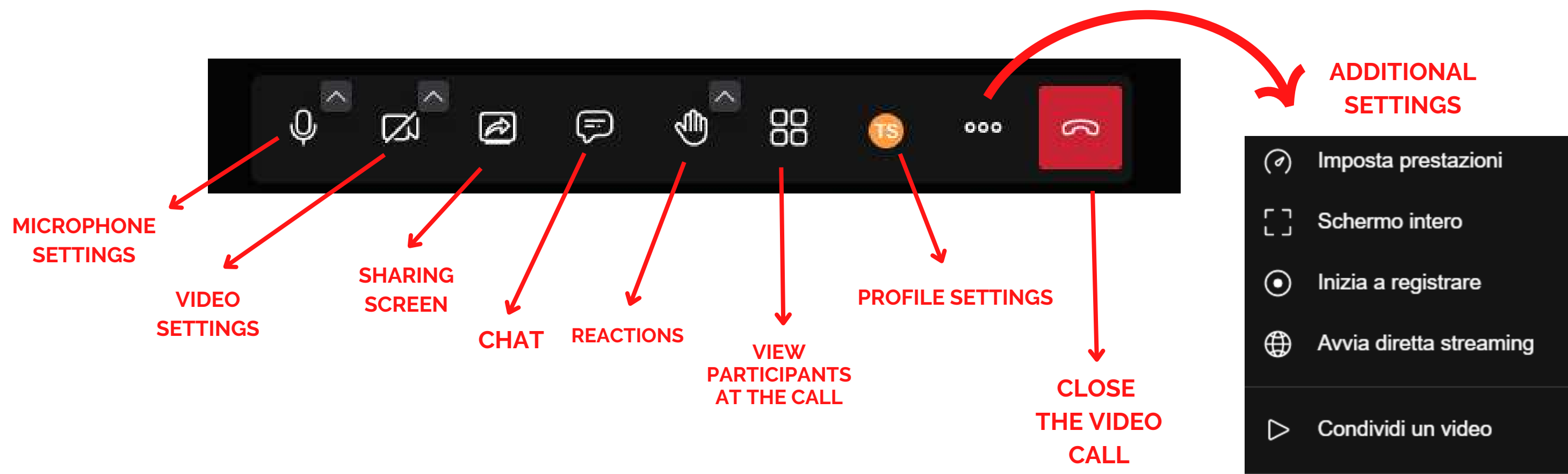
At the end of the video call, don't forget to **rate the meeting**.

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



BUSINESS MATCHING

THE VIRTUAL ROOM CONTROLS



BUSINESS MATCHING

MY NETWORK

In the My profile / Agenda section there is a My Network section that will be activated as soon as the first business card of a foreign operator 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 data exchange.**

How to add a business card:

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

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

The image shows a screenshot of the BMATCH website interface. At the top, the BMATCH logo is visible on the left, and navigation links for 'Home', 'InBuyer +', and 'Outg' are on the right. The main content area is divided into sections: 'My Network', 'Chat', and 'Agenda'. In the 'My Network' section, a red arrow points to a blue button labeled 'Add to my business network'. Below this, a 'Chat' section shows a message dated '3/2/2023' with the text 'Messaggio test'. At the bottom, a navigation bar includes 'Home', 'My Network' (which is underlined in red), and 'Edit my profile'. Below the navigation bar, a 'Network' section displays a detailed view of a business card for 'Test Buyer'. The card includes a profile picture with the initials 'TB', the name 'Test Buyer', the email address 'ibtestbuyer@gmail.com', and the phone number '3357232611'. A red arrow points to the left side of this card.

ASSISTANCE TUTORIAL E FAQ

In this section you can find:

- User Manual
- Video Tutorials
- FAQ
- 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 & FAQ

Here you will find all the essential information to make full use of the B2B matching platform.

Instructions & User Guide

Are you a new user and need a step by step participation guide? 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!

FAQ

Here you will find a quick recap of all the most frequently asked questions. Please check them out before contacting the help desk, probably the answer is already here!

Rules of participation

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

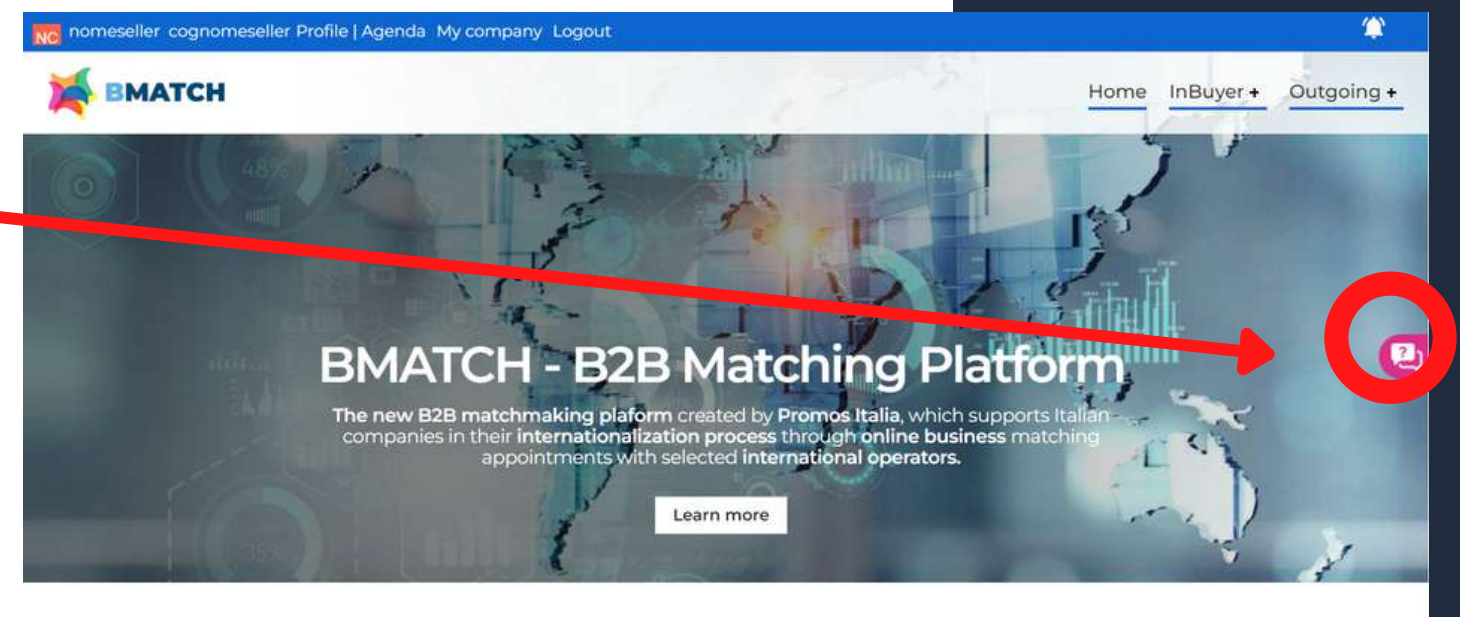
Doubts? Questions? Contact us through the Help Desk!

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 activities of InBuyer and Special Events area?
We are glad to assist you!

Outgoing Events
Need assistance with activities of Outgoing and Meet & Match area?





inBUYER
L'EXPORT NELLA TUA CITTÀ

Per info e assistenza:

incomingbuyer@promositalia.camcom.it

WWW.INBUYER.IT