

ma[®]ca
by **BolognaFiere**
PRIVATE LABEL CONFERENCE AND EXHIBITION



DIGITAL
SESSION

**2021
MARCH
15-25**

WELCOME TO MARCA by BolognaFiere DIGITAL SESSION, 15-25 Marzo 2021



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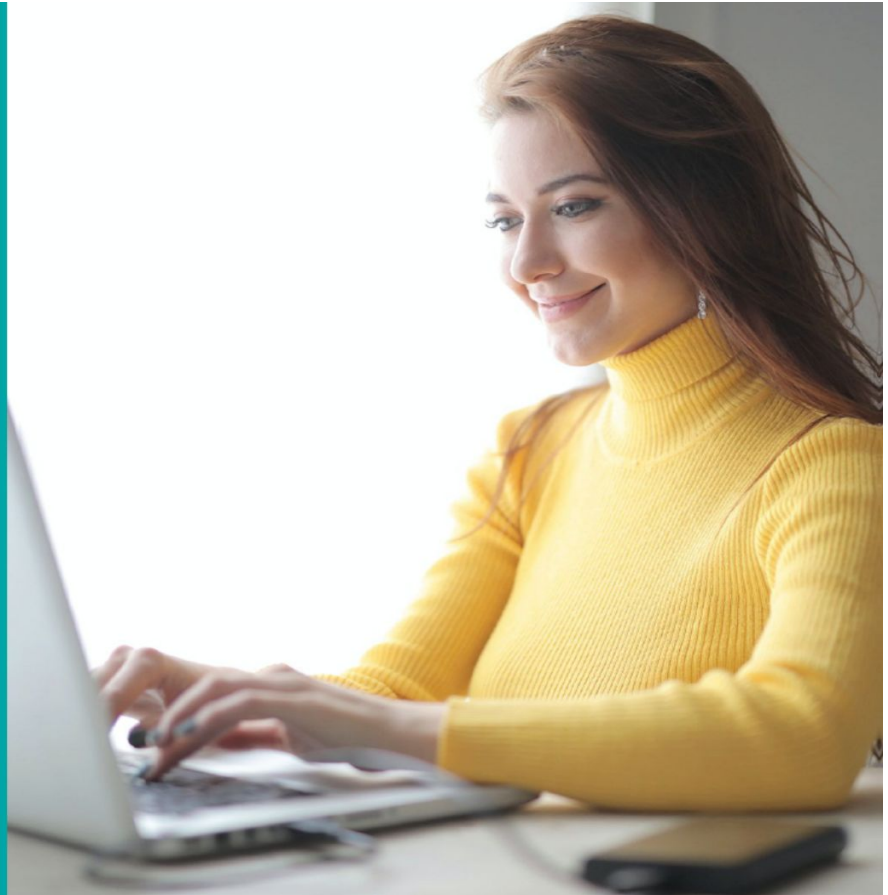
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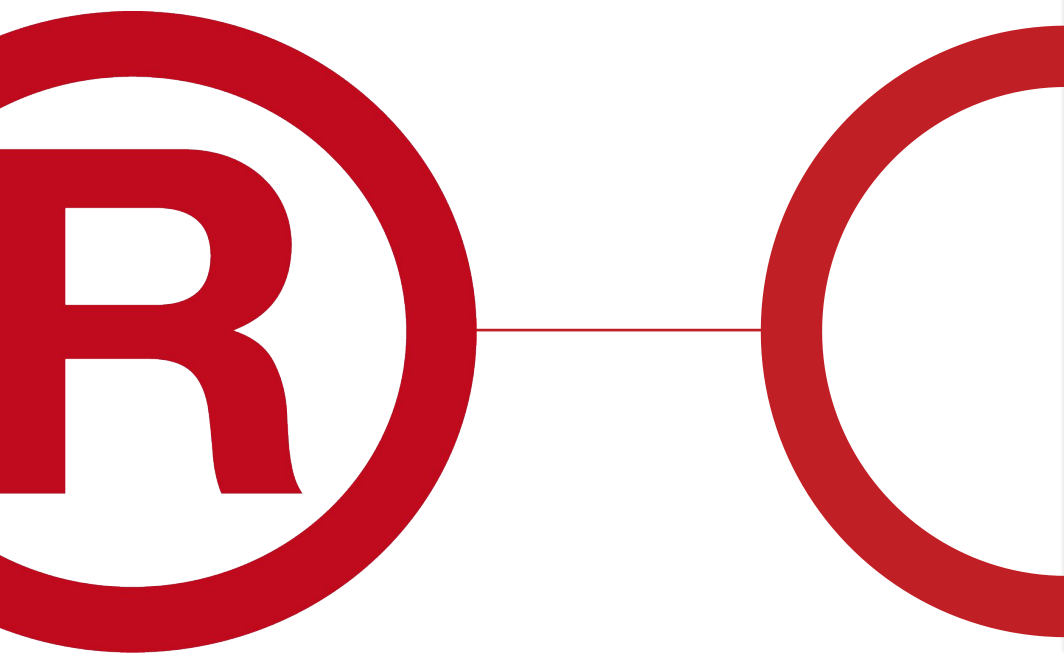
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S.p.A. - Agenzia per la promozione e l'affiliazione
Rappresentazioni e servizi di marketing



Virtual Event Solution





MARCA DIGITAL SESSION

- HOW MARKETPLACE WORKS
- MEETINGS & NETWORKING
- EXPERIENCE IN B2MATCH
- HOW MARCA DIGITAL SESSION WILL WORK?



B2MATCH – ADVANTAGES OF USING THE PLATFORM

- **Flexible Tool** that allows to organize face to face or also online meetings
- Marca's Exhibitors and Buyers have already used this platform with **great satisfaction**. They really appreciated it for its **Fast** and **intuitive** navigation and **easy** registration process
- All the Exhibitors' data registered to MARCA 2021 Digital Session will be included on the platform
- The platform will be available in both English and Italian



B2MATCH – HOW MARKETPLACE WORKS

- Participants can create their profile listing details and information, also including images or video for products, services, special requests
- Participants can **browse**, **evaluate** and **select** potential partner profiles to invite them



B2MATCH – MEETINGS & NETWORKING (1)

- Buyers and Exhibitors **communicate directly, organize and plan meetings** with each other during the booking phase and the event
- The platform will be active for quite a long time (from the 15th to the 25th of March 2021) to encourage introductory meetings
- Participants can **send messages** and **request meetings** to all the potential partner profiles for which they are interested in
- BolognaFiere will monitor on a daily basis the progress of registration, booking and meetings, so that to solve possible problematic cases (no show, meeting shifts, etc)



B2MATCH – HOW WILL WORK IN THE 2021

MARCA Digital Session is organized in three steps:

- **1 REGISTRATION:** Exhibitors joining MARCA 2021 will be invited to subscribe on the platform by BolognaFiere; also Buyers will register on b2match by entering their company details and writing their requests in the Marketplace area
- **2 BOOKING:** Once all the buyers and the exhibitors will be on the platform, from 15th February till the last day of the event, it will be possible to book and organize meetings (request, confirm, re scheduled or delete them)
- **3 DIGITAL SESSION:** from the 15th to the 25th of March



B2MATCH – FIRST STEP: REGISTRATION

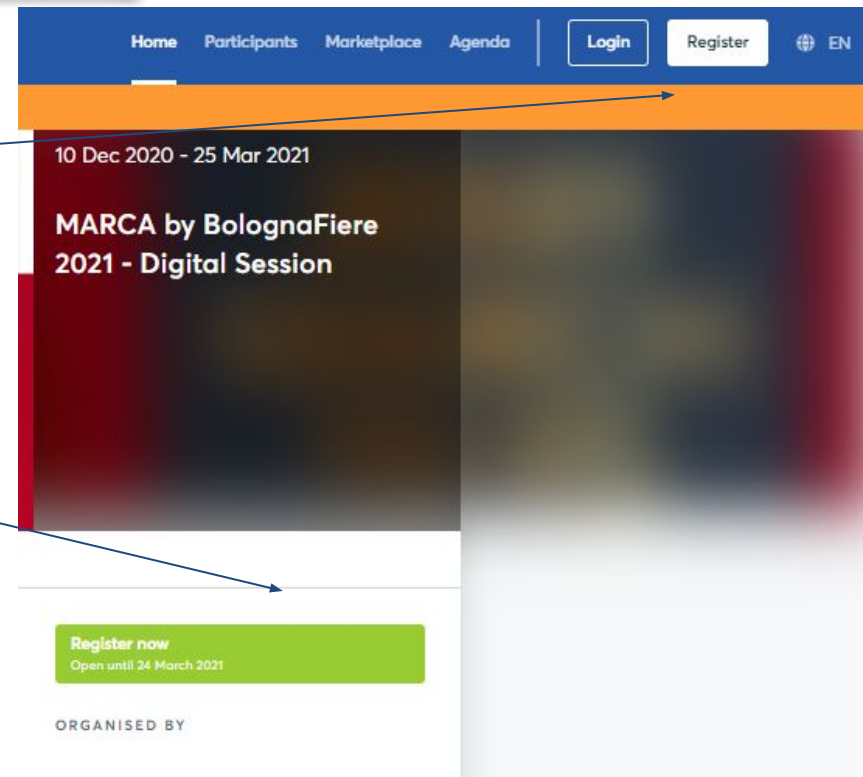
REGISTRATION PROCEDURE

On the dedicated page of MARCA Website you can find the link to MARCA 2021 on B2Match

<https://marca-by-bolognafiere-2021-digital.b2match.io/>

On the landing page it is possible to **Log in**
or to **Register**.

By clicking on **Register Now** buyers will access
the page for the creation of a new account





B2MATCH – FIRST STEP: REGISTRATION

REGISTRATION PROCEDURE

**The Buyer will create an account by entering his email address
(where he will receive all the meetings requests)
and setting up his personal password**

If the buyer has already used the platform for past events, it is also possible to retrieve the login details



Sign in

It's good to see you again!

☐ Remember me

Log In

[Don't have an account?](#)

[Forgot your password?](#)

[Didn't receive confirmation instructions?](#)

[Didn't receive unlock instructions?](#)

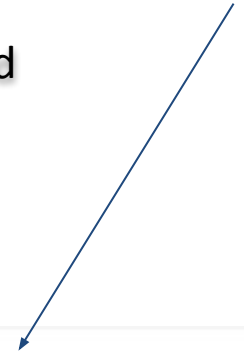


B2MATCH – FIRST STEP: REGISTRATION

BUYER PROFILE

During the registration process the buyer has to enter his name and surname then select his participation type

By selecting «*Buyer*» he will have the opportunity to request meetings and receive meeting requests by the Exhibitors of MARCA 2021 Digital Session



Participant Type *

Participation Types are used to group participants by type in order to distinguish them in the system and to apply booking rules (Examples: start-up cannot book investor, buyer can only book seller, exhibitor can only book visitor).

Buyer





B2MATCH – FIRST STEP: REGISTRATION

BUYER PROFILE

- ***Personal Information: POSITION in your company and PHONE NUMBER.***

Please note that these information **will not be seen** by the other participants but only to BolognaFiere staff to contact you in case of need

Personal Information

JOB POSITION

PHONE



B2MATCH – 1. STEP: REGISTRATION

CREATING YOUR BUYER PROFILE

Company Information

In creating your profile you will be requested to add some information in order to give a **presentation of your company**: the process is quick, but we suggest to be as accurate as possible, because these details will be visible to the Exhibiting companies (who will use these details to decide whether to ask for or to accept a meeting or not).



B2MATCH – 1. STEP: REGISTRATION

CREATING YOUR BUYER PROFILE

Company Information

Organization Information Participant's organization details.	ORGANIZATION NAME * <input type="text" value="Coop. GustoItaliano"/>
	ORGANIZATION TYPE <input type="text" value="Retail Chain"/>
	WEBSITE <input type="text" value="www.gustoitaliano.com"/>
	ORGANIZATION DESCRIPTION <input type="text" value="Italian Retailer of made in Italy food. Since 1995 in the Italian market through 50 stores."/>

As a suggestion, you could add some reference to your buyer's business, especially if you are looking for a particular product or if you are searching for items with specific features.



B2MATCH – 1. STEP: REGISTRATION

CREATING YOUR BUYER PROFILE

Business Field

In this section you can highlight and select the business area you are interested in: you shall choose the products which are suitable for your activity in order to receive suitable meeting requests.

The area of activity is one of the parameters/active filters for the research in the matchmaking process

Areas of Activity *

Areas of Activity help us to categorize what you do and offer. This makes it easier for other participants to find you and makes your profile more expressive.

Please select areas of activity that suit your profile.

Fresh and Frozen Food Products

☐ Bread and bakery products ☐ Pies, Pastries ☐ Milk, butter and other dairy products

☐ Cheese ☐ Desserts, ice creams ☐ Meat, poultry, cold cuts ☐ Seafood

☐ Fruit and vegetables ☐ Potatoes ☐ Eggs ☐ Pasta, Pizza ☐ Ready meals

☐ Other frozen and refrigerated food

☐ Cakes and sweets for special occasions, Italian Christmas cakes, Easter cakes

☐ Brioches, croissants

Shelf Stable Products

☐ Pasta, rice ☐ Canned Fruits and Vegetables ☐ Soups ☐ Canned Meat and Poultry

☐ Cereals, muesli ☐ Baking mixes ☐ Sugar and sweeteners

☐ Puddings, Toppings, Syrups and other Desserts ☐ Baby Food ☐ Rice cakes

☐ Fish preserves ☐ Flours ☐ Stock cubes ☐ Dried fruit ☐ Ethnic food

☐ Other shelf stable products

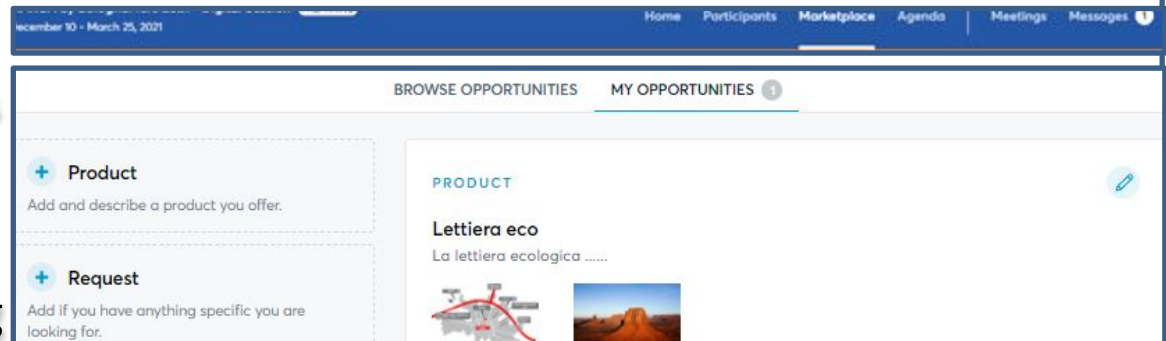


B2MATCH – 1. STEP: REGISTRATION

CREATING YOUR BUYER PROFILE

Marketplace

As a further chance in this area you can mark some specific products or services you are searching for by filling the **Request** field within the **My Opportunities** option.



You don't need to enter any data: the "product" area is especially dedicated to manufacturers to present their latest or best-selling products, and it is notably useful in the consultation stage (so you can book an appointment)



B2MATCH – 1. STEP: REGISTRATION

CREATING YOUR BUYER PROFILE

Marketplace: Completing the Request field

In the Marketplace area you can look for particular products or services: these requests will be seen by the participating companies, who will be able to browse their research by keywords.

BROWSE OPPORTUNITIES MY OPPORTUNITIES 1

NEW REQUEST X

Title* (0/960)

Description*

File upload

Select file

Cancel Save

Product
Add and describe a product you offer.

Request
Add if you have anything specific you are looking for.

icerca in Windows e nel Web

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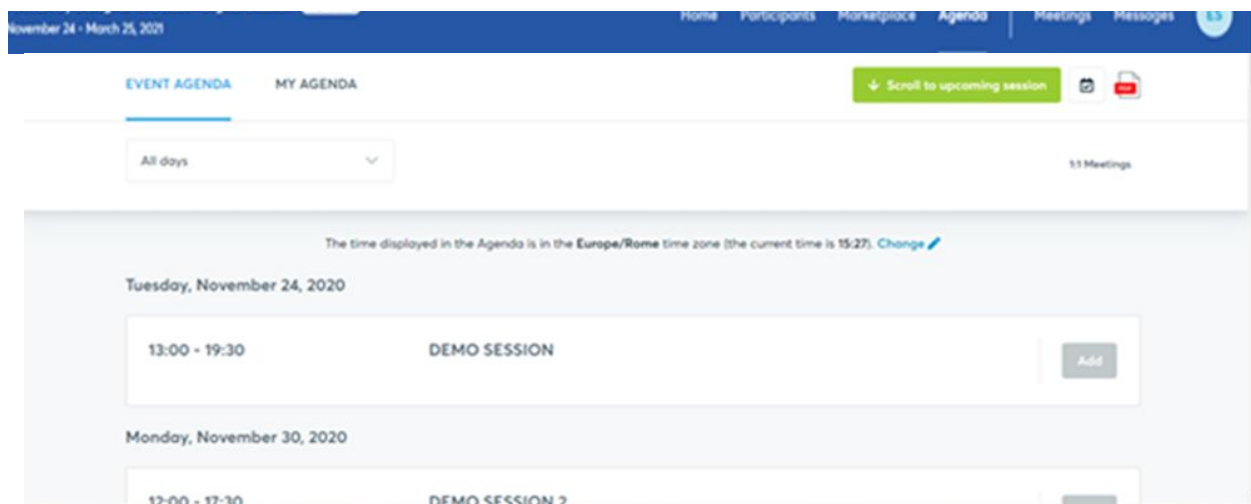


B2MATCH – 1. STEP: REGISTRATION

CREATING YOUR BUYER PROFILE

The meeting calendar has been scheduled by sessions which allow great flexibility: the buyer can decide whether to take part to all the sessions or only to some of them, depending on his or her commitments.

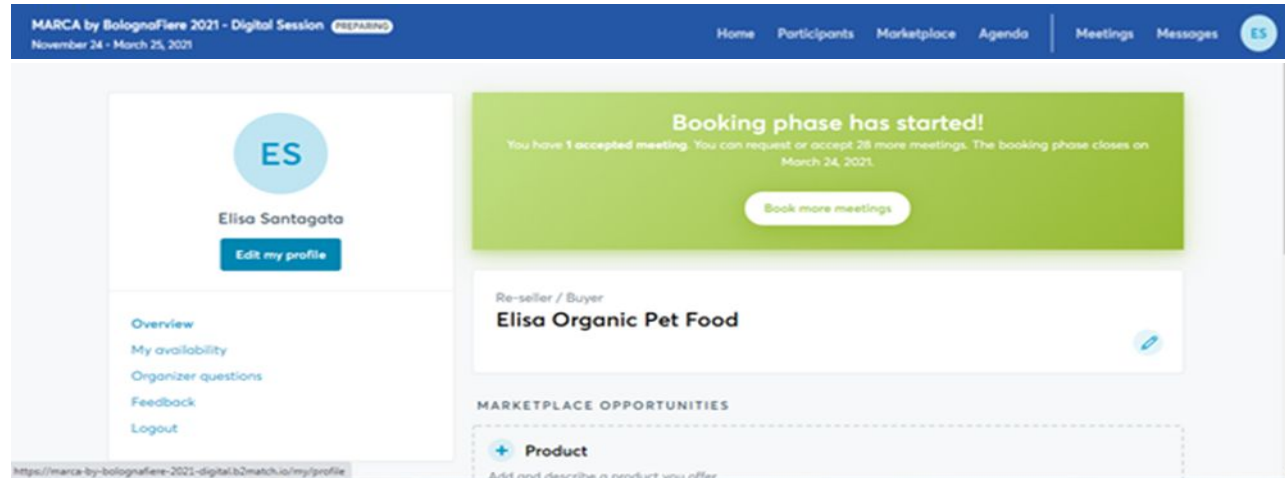
Choose the **Agenda** field to select the sessions you prefer: time slots have been conceived in order to allow the matching participation of buyers from Asia and U.S. (starting time 7:00 am – ending time 10:00 pm)





B2MATCH – 1. STEP: REGISTRATION

CREATING YOUR BUYER PROFILE



Enter the platform with your account credentials to modify your profile: you can update information (OVERVIEW), add businesses and/or products you are interested in (MARKETPLACE), you can change days and time slots of your meetings (MY AVAILABILITY or AGENDA).



B2MATCH – 2. STEP: BOOKING

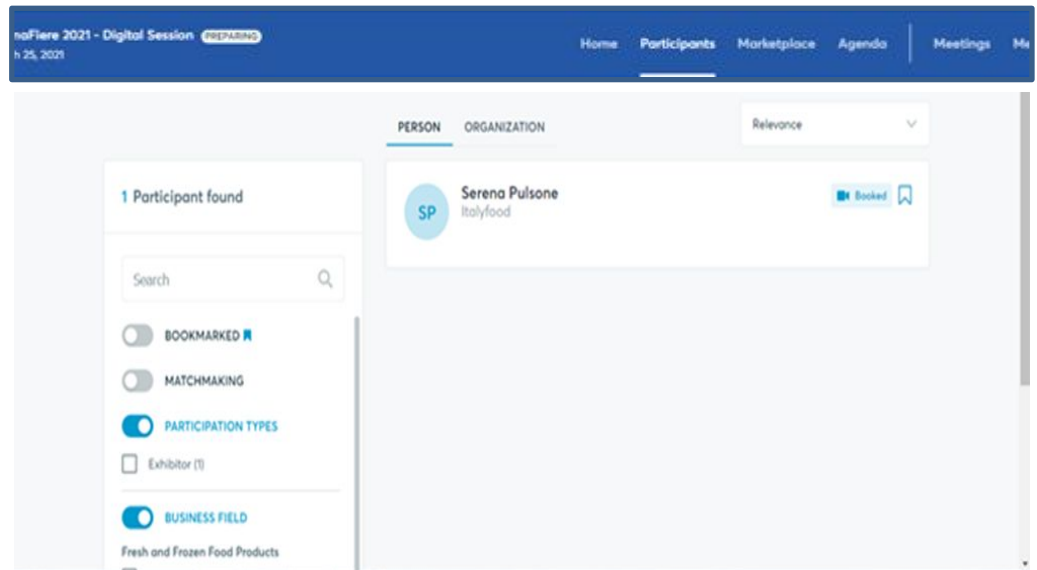
BOOKING A VIRTUAL MEETING

Starting from February 15 registered buyers can browse the list of the participating companies; from that date it will be possible to network and set the agenda.

Select the **Participants** field in your profile page to see all companies registered until that moment.

You can select the most interesting meetings for you by using the filters of the menu on the left side of the page.

Remember to check on a regular basis for new participants!

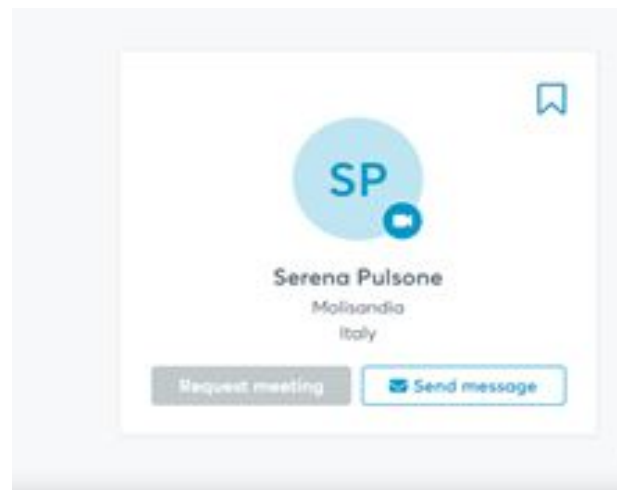




B2MATCH – 2. STEP: BOOKING

BOOKING A VIRTUAL MEETING

The booking process is simple: click on the exhibitor name in the Participants list to see all the detailed information concerning the company or to send a message and request a meeting





B2MATCH – 2. STEP: BOOKING

BOOKING A VIRTUAL MEETING

The invited person will receive an email message containing the option of accepting the invitation.

The invited person can check the company information available on the profile and then decide whether to accept or to refuse the invitation.

The decision will appear through a message in the B2Match messages area.



Elisa Santagata requested a meeting with you!

Buyer at Elisa Organic Pet Food, Tirana, Albania

Accept request

Open request



B2MATCH – 2. STEP: BOOKING

BOOKING A VIRTUAL MEETING

It will be possible to book meetings as long as there will be free meeting time slots (30 minutes each) in the participants' availability.

Please note that the platform can display available meetings **only if the buyer and the exhibitor share at least one session** (if this condition is not satisfied the meeting cannot be booked, but it will be possible to send a message to the person through the process previously showed).

It is very important to CONFIRM the meetings: only the confirmed ones can be included in the buyer's and private label partner's calendar.

Pending meetings will be cancelled after 10 days!



B2MATCH – 2. STEP: BOOKING

BOOKING A VIRTUAL MEETING

The confirmed meeting enters the personal agenda, which can always be accessed for consultation or printing in the personal page.

Participants can also sync the B2MATCH agenda to their calendar app (Google calendar, Outlook, ...) and **manage the schedule according to their time zone**, if it is different from the Rome one.

The screenshot displays the 'MARCA by BolognaFiere 2021 - Digital Session' interface. The top navigation bar includes 'Home', 'Participants', 'Marketplace', 'Agenda', 'Meetings' (selected), and 'Messages'. Below the navigation bar, the '1x1 Meetings' section is visible, with tabs for 'ALL', 'CONFIRMED', 'PENDING', and 'CANCELED'. A 'Camera and microphone test' button is located in the top right corner. The main content area shows 'Next meetings' with a list of participants: Elisa Santogata (Buyer at Elisa Organic Pet Food) and Serena Pulsone (at Italyfood). The meeting details indicate a time of 15:00 - 15:30 on Tuesday, November 24, via Online Video Conference. At the bottom, there are buttons for 'Cancel', 'Reschedule', 'Invite guests', and 'Start Meeting'.

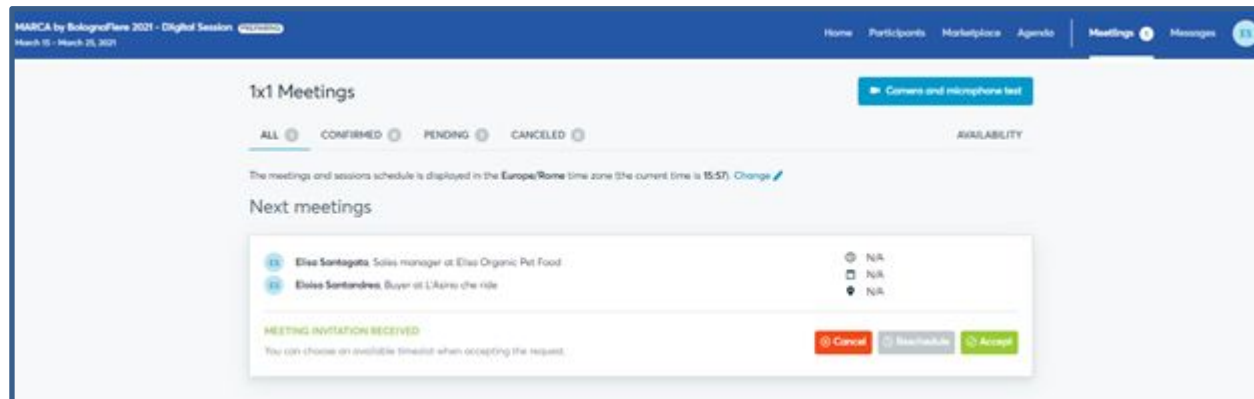


B2MATCH – 2. STEP: BOOKING

BOOKING A VIRTUAL MEETING

How to accept a meeting request

The person who has been invited can accept or refuse the invitation from the **Meeting** area



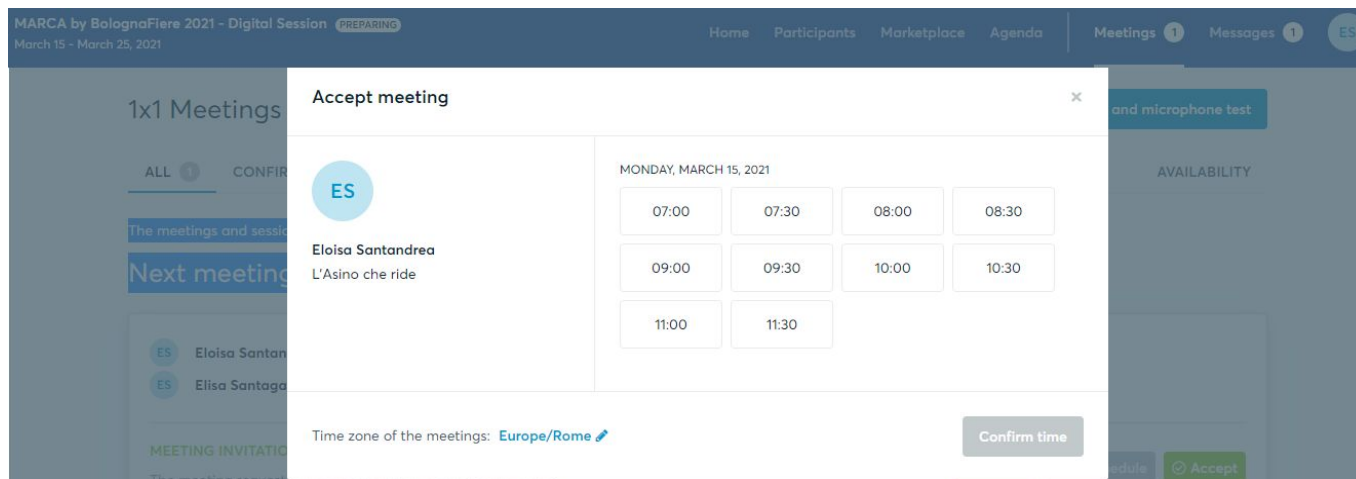


B2MATCH – 2. STEP: BOOKING

BOOKING A VIRTUAL MEETING

Choosing the time slot

By clicking the **Accept** option a time table will be displayed, and the invited person can choose the preferred time slot for the meeting.





B2MATCH – 3. STEP: DIGITAL SESSION

THE DIGITAL SESSION (MARCH 15 – 25, 2021)

By logging in the personal page and choosing the **Meeting** option the buyer can join the meeting on the agreed day. The buyer will enter the video platform by clicking the **Start meeting** button

The screenshot displays the 'MARCA by BolognaFiere 2021 - Digital Session' interface. The top navigation bar includes links for Home, Participants, Marketplace, Agenda, Meetings, and Messages. The 'Meetings' tab is active, showing a '1x1 Meetings' section with a 'Camera and microphone test' button. Below this, filters for ALL (1), CONFIRMED (1), PENDING (0), and CANCELED (0) are visible. A note states the schedule is in the Europe/Rome time zone. The 'Next meetings' section shows a meeting between Elisa Santagata (Buyer at Elisa Organic Pet Food) and Serena Pulsone (at Italyfood) scheduled for 15:00 - 15:30 on Tuesday, November 24, as an Online Video Conference. The status is 'MEETING SCHEDULED'. Action buttons include Cancel, Reschedule, Invite guests, and Start Meeting. The footer contains the Event organiser (BolognaFiere), Help links (Terms of service, Privacy policy), and a language dropdown set to English.

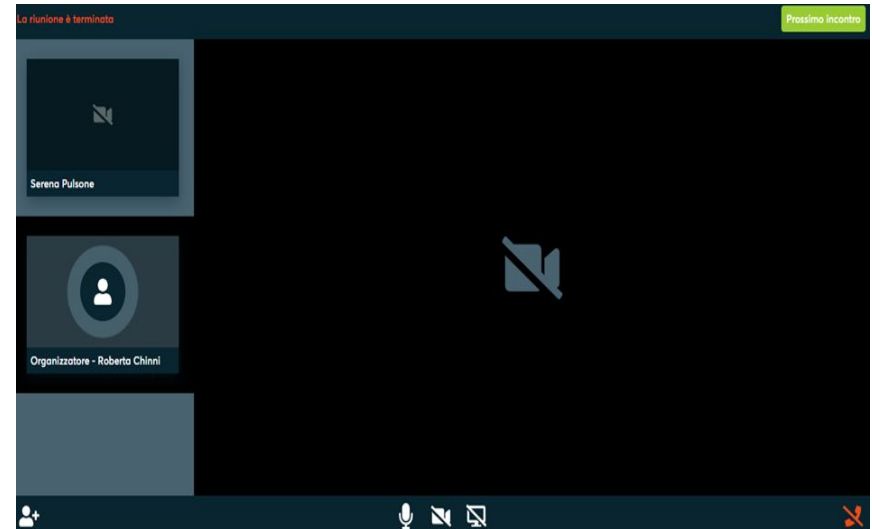


B2MATCH – 3. STEP: DIGITAL SESSION

WHAT CAN YOU DO THROUGH THE VIDEO PLATFORM ?

Once the meeting has started:

- a timer is displayed (conversation is not interrupted at the end of the given time: the timer helps participants avoid skipping the forthcoming meeting)
- the buyer can have another person joining the meeting
- participants can share their screen





B2MATCH – 3. STEP: DIGITAL SESSION

FINAL FEEDBACK

You can help us improve our service from the technical point of view: we kindly ask the buyers to take a little time to assess the meetings held (you can give us your impressions and motivations in your **Profile** area by choosing the **Feedback** option).



☐ Non ha avuto luogo

VALUTA L'INCONTRO *

☐ Interesse insufficiente/nessun ulteriore contatto

☐ Molto informativo ma una cooperazione non è prevista

☐ Possibile cooperazione

☐ Cooperazione già concordata

ULTERIORI COMMENTI



B2MATCH

