



inBUYER
L'EXPORT NELLA TUA CITTÀ

BMATCH

USER MANUAL

INDEX

1. **BMATCH: BRIEF INTRODUCTION** p. 3

2. **REGISTRATION ON BMATCH**

- ENROLLMENT PROCESS IN BRIEF p.4
- ACCESS POINTS p. 5
- HOW TO REGISTER ON PLATFORM pp. 6-7
- USER ACCOUNT CREATION p.8
- COMPANY PROFILE: MAIN INFORMATION p.9
- EVENT INFO p.10
- APPLICATION FORM SENT p.11
- HOW TO ACCESS THE PLATFORM pp. 12-13

3. **NAVIGATION BAR: MENU** p.14

4. **COMPANY PROFILE**

- FURTHER INFORMATION p. 15-16
- PROPERTY CHANGE p.17
- EXAMPLES p.18

5. **COMPANY PRODUCTS**

- FILLING OUT p.19-20
- EXAMPLES p.21

6. **BUSINESS MATCHING**

- THE STEPS IN BRIEF p. 22
- B2B SECTION ACTIVATION p. 23
- PROFILE/AGENDA SECTION pp. 24-25
- COUNTERPARTS SEARCH pp. 26-27
- APPOINTMENT REQUEST p. 28
- APPOINTMENT RECEIVED p. 29
- CHAT p. 30
- VIDEOCALL pp. 31-34
- MY NETWORK p. 35

7. **ASSISTANCE**

- TUTORIAL p. 36
- HELP DESK p. 37

BMATCH

BRIEF INTRODUCTION

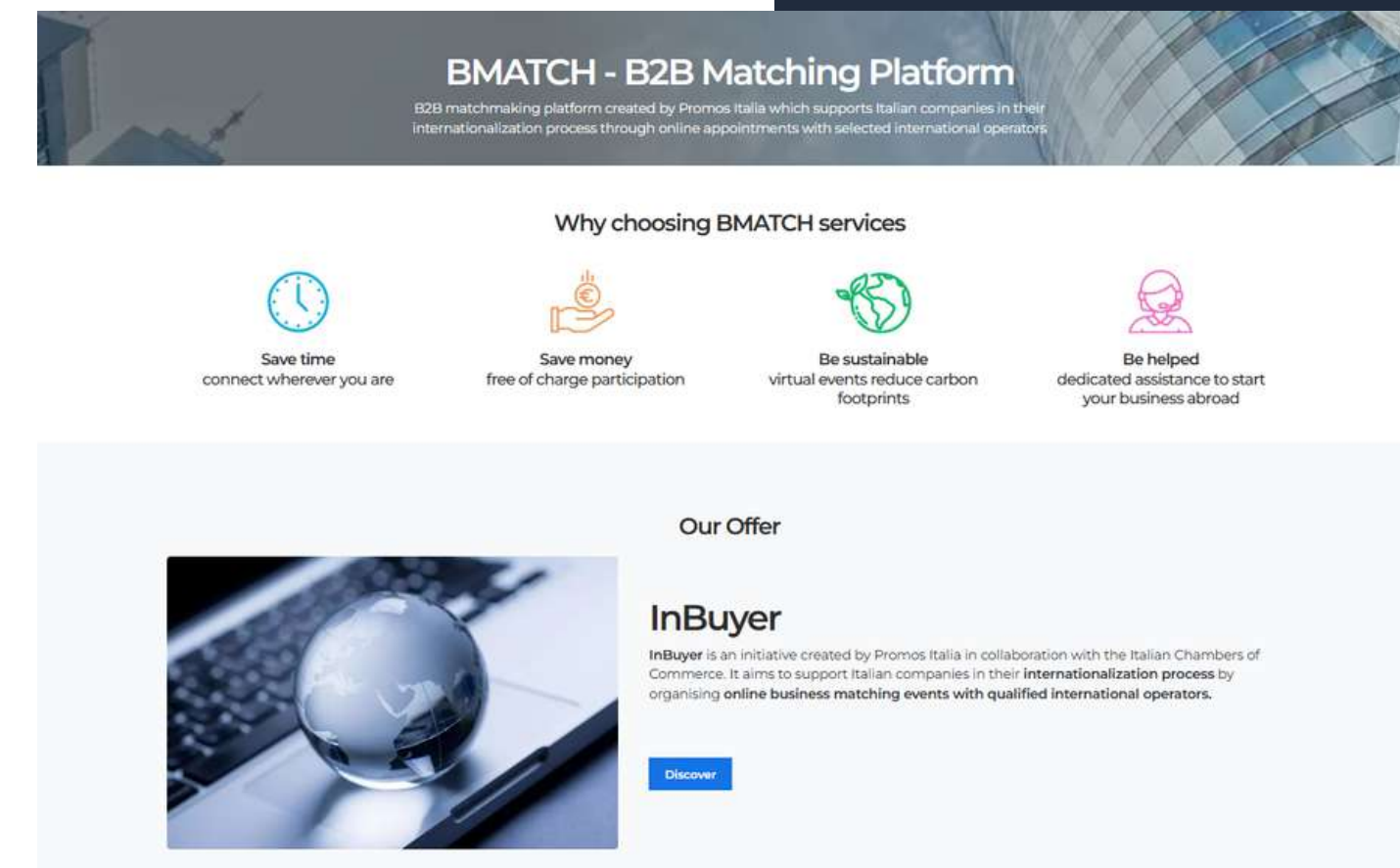
InBuyer is the event format that supports Italian companies in the internationalization process through online **business matching sessions with international operators**.

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

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

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

Access to BMATCH Platform



REGISTRATION ON BMATCH

ENROLLMENT PROCESS IN BRIEF



1. FIND
THE EVENT OF
YOUR INTEREST

2. CREATE
YOUR USER
PROFILE

3. FILL OUT
YOUR COMPANY
PROFILE

4. FILL OUT
EVENT INFO

5. APPLICATION
REQUEST
SUBMITTED

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

CHOOSE AMONG
THE GIVEN
CHOICES THE
TAGS THAT
DESCRIBE YOUR
BUSINESS

**WAIT FOR YOUR
REGISTRATION TO BE
VALIDATED**

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

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

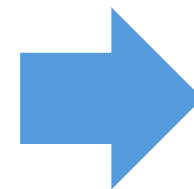
- **Main information:** to be mandatory filled in at the time of registration
- **Further information:** to be filled in in order to participate in business matching activities

REGISTRATION ON BMATCH

ACCESS POINTS

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

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



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

Business sectors

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

Search by Italian provinces

- Avellino - Catanzaro - Genova - Massa-Carrara - Pisa - Sandrio	- Benevento - Come - L'Aquila - Milano - Ragusa - Taranto	- Bergamo - Cosenza - Modena - Ravenna - Terni	- Brescia - Cremona - Lodi - Monza - Roma - Udine	- Caserta - Crotone - Lucca - Pavia - Salerno - Varese	- Catania - Ferrara - Mantova - Perugia - Shicuse - Vibo Valentia
---	--	--	--	---	--

Upcoming events

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

InBuyer Tourism 2025 (session 1)

[Register or login](#)

Macrosettori = Tourism
 Digital B2B Matching session dedicated to the Tourism sector.
 The companies admitted to participate to the event will have the opportunity to present products and conduct one-to-one meetings (video-call) with qualified international counterparts.
 Please check in the here below list the products categories admitted to participate.
 Participation is free of charge for international operators and for Italian companies with legal and/or operational headquarter in the provinces below listed.
Register now!
 Click on Register/Login button on this page to ask to be admitted to the event and login with your credentials or create your account.
 Registrations close 7 days before the event starts. We strongly recommend to register as soon as possible to take advantage of this opportunity.

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

InBuyer Tutorial

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

Product Categories

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

Specific Products

- Agritourism
- Sports/Adrenaline activities
- Winery
- Factory Store/Outlet
- Independent Hotel/Resort
- Event Organization
- Guided tour/Enogastronomic tours
- Scattered hotel
- B&B
- Hotel/Resort Chair
- Camping
- Incentive/Team Building
- Exhibition Centre
- Wellness
- Apartments/Villas
- Boutique/Design/Lifestyle Hotel
- Catering
- Golf Club
- Orientalism and Shows
- Spa/Beauty Farm

Market Target

- Asia
- Northern America
- Europe
- Middle East

Italian Provinces Admitted

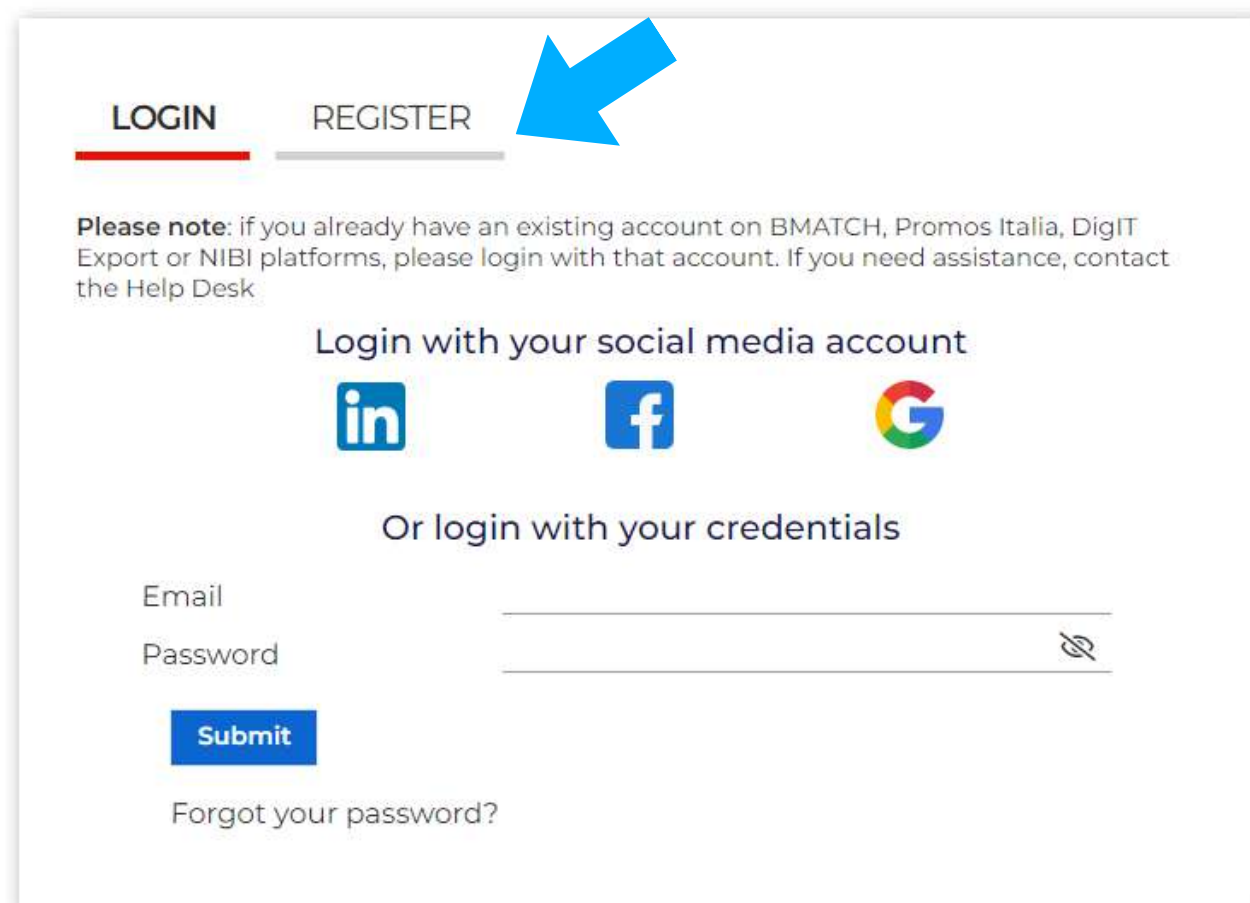
Bergamo	Caserta	Catania
Catanzaro	Cremona	Crotone
Ferrara	Genova	L'Aquila
Lodi	Lucca	
Modena	Perugia	Monza

REGISTRATION ON BMATCH

HOW TO REGISTER ON PLATFORM

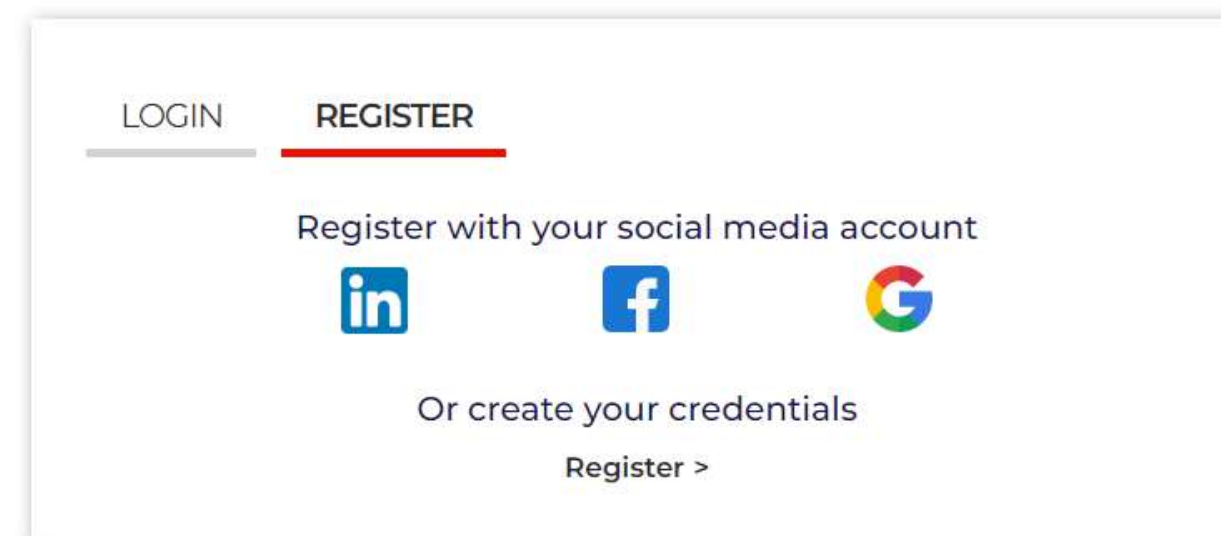
After choosing the event you are interested in, you will be redirected to the **Register/Login** screen. Select the "REGISTER" tab .

Welcome to our B2B matching platform



The screenshot shows the BMATCH login/register interface. At the top, there are two tabs: "LOGIN" and "REGISTER". The "REGISTER" tab is selected, indicated by a blue arrow. Below the tabs, there is a "Please note" section. Underneath, there are two options: "Login with your social media account" with icons for LinkedIn, Facebook, and Google, and "Or login with your credentials" with input fields for "Email" and "Password". A "Submit" button is located below the password field, and a link for "Forgot your password?" is at the bottom.

Welcome to our B2B matching platform



The screenshot shows the BMATCH login/register interface. At the top, there are two tabs: "LOGIN" and "REGISTER". The "REGISTER" tab is selected, indicated by a blue arrow. Below the tabs, there is a "Please note" section. Underneath, there are two options: "Login with your social media account" with icons for LinkedIn, Facebook, and Google, and "Or create your credentials" with a "Register >" link.



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

REGISTRATION ON BMATCH

HOW TO REGISTER ON PLATFORM

1

You can register in two ways:

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

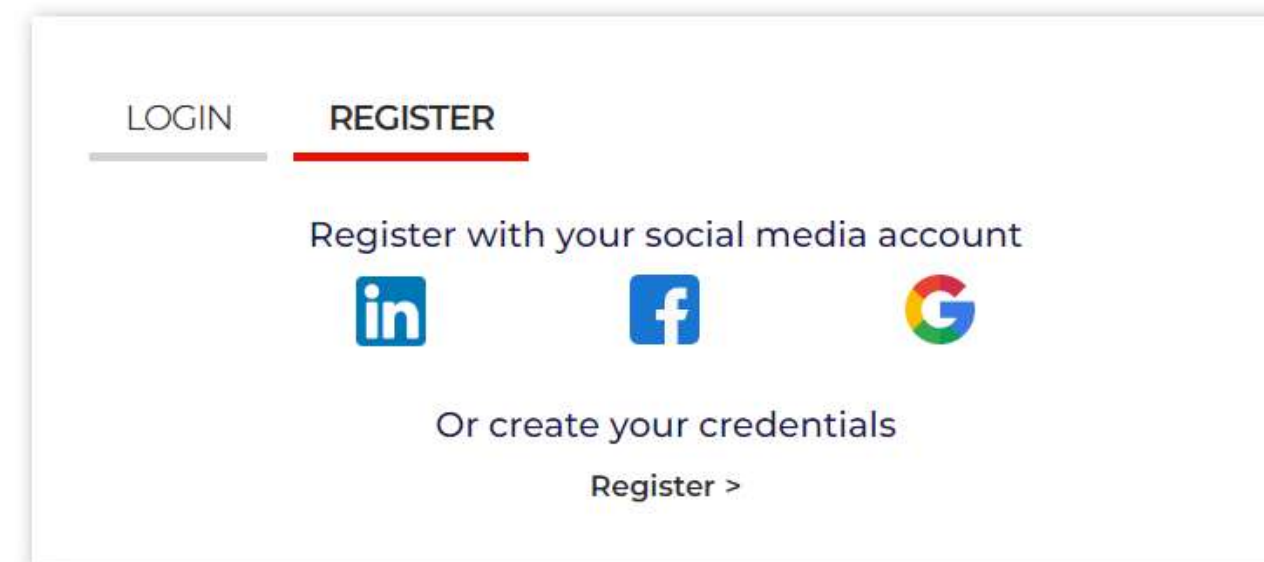
2) By **creating your login credentials** by clicking on Register

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** by performing password recovery.

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

Welcome to our B2B matching platform



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.

7

REGISTRATION ON BMATCH

USER ACCOUNT CREATION

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

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

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

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

Registration

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

User Role*

☐ Seller / Italian Company
☐ Buyer / Foreign Company

Personal data

First name* Last name* Company*

Job title* Country* City*

Phone number

Create your profile

Corporate e-mail / Login Password* Confirmation password*

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

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

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

[Proceed to Company Data](#)

Registration

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

User Role*

☐ Seller / Italian Company
☐ Buyer / Foreign Company

Personal data

First name* Job title*

Search for your company

Search for your company

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

Registration

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

User Role*

☒ Seller / Italian Company
☐ Buyer / Foreign Company

Personal data

First name* Job title*

Create a new company

Name*

Country*

Province*

[Cancel](#) [Ok](#)

REGISTRATION ON BMATCH

COMPANY PROFILE (MAIN INFORMATION)

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

Required fields to finalize the enrollment are:

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

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

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

Remember that **the company profile is divided into two parts**: the first concerning the main data, which must be filled in at the time of registration, and the second part containing the accessory data.

It is necessary to fill out the latter section as well in order to participate in the matching activity, so we recommend that you fill it out right away.

Main information (mandatory)

Company name* Country* Province*

City* Address* Zip code*

Administrative

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

Sectors *

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

Macro-sector

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

Business Data *

Turnover (Euro)

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

Number of employees

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

Foreign turnover

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

Save

REGISTRATION ON BMATCH

EVENT INFO

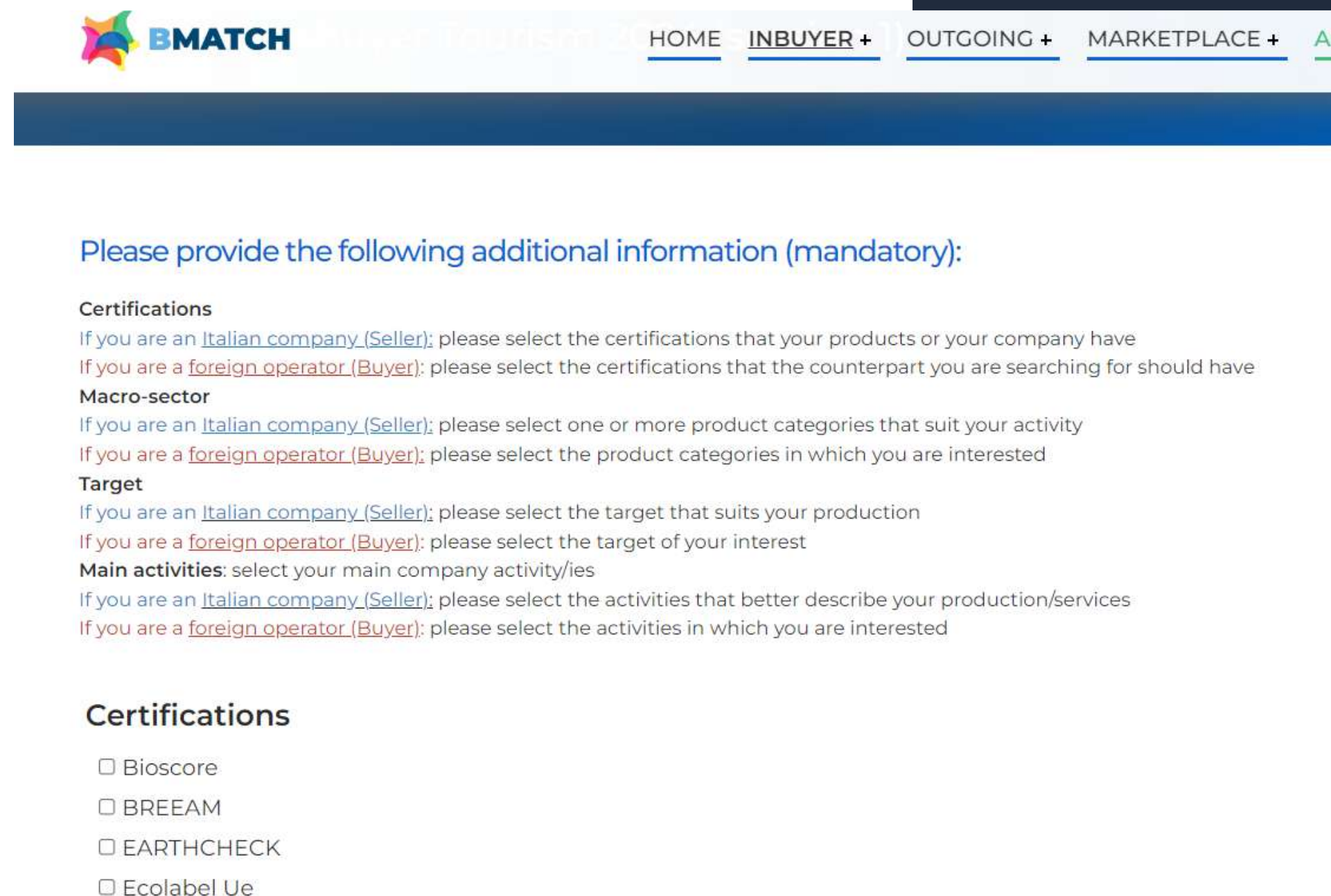
After you have created your user profile and filled in your company information, **fill in the mandatory data requested in the additional information section as a final step**, if the event you are interested in requires it.

At least one choice is required for each section.

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

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

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



The screenshot shows the 'Additional Information' section of the BMATCH registration form. The page has a blue header with the BMATCH logo and navigation links: HOME, INBUYER +, OUTGOING +, MARKETPLACE +, and AD. Below the header, a blue bar contains the text 'Please provide the following additional information (mandatory):'. The form is divided into several sections: 'Certifications' with instructions for Italian companies and foreign operators; 'Macro-sector' with similar instructions; 'Target' with instructions; and 'Main activities' with instructions. Each section contains a list of checkboxes for selection. The 'Certifications' section lists: Bioscore, BREEAM, EARTHCHECK, and Ecolabel Ue.

BMATCH [Home](#) [INBUYER +](#) [OUTGOING +](#) [MARKETPLACE +](#) [AD](#)

Please provide the following additional information (mandatory):

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

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

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

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

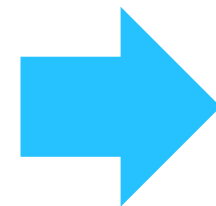
Certifications

- ☐ Bioscore
- ☐ BREEAM
- ☐ EARTHCHECK
- ☐ Ecolabel Ue

REGISTRATION ON BMATCH

APPLICATION FORM SENT

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



InBuyer Tourism 2024 (session 1)

Overview

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

Macrosettore > **Tourism**

Digital B2B Matching session dedicated to the **Tourism** sector.

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

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

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

05 07
March
from 9:00 to 19:00

Tutorial

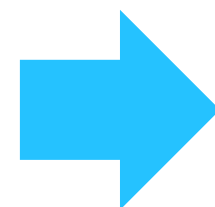
Instructions & User Manual

Video Tutorial

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

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

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



Overview

You are already registered to the event

Get ready for B2B Matching!

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

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

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

What you can do right now

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

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

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

ACCESS TO BMATCH

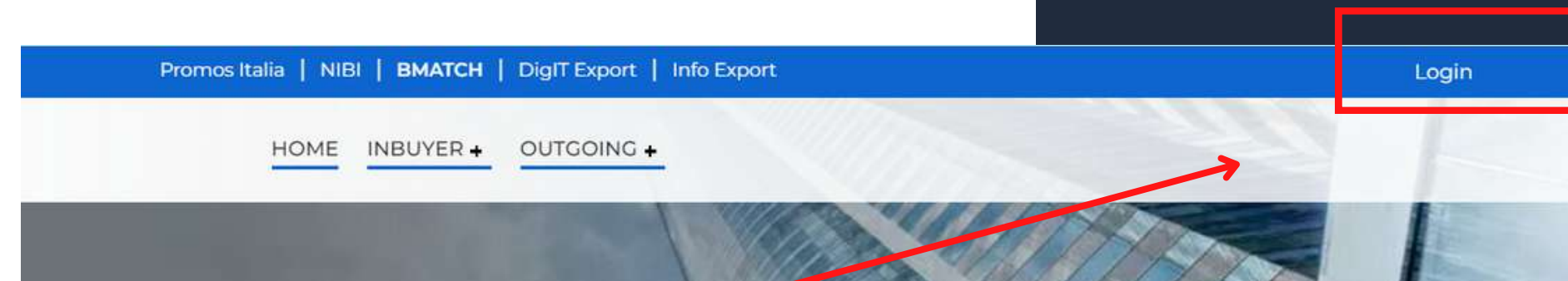
HOW TO ACCESS THE PLATFORM

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

Next, click on **click here** and log in with the social network you used previously or with your credentials you created. If you do not remember the entered password, follow the recovery procedure. Remember that if you first registered through a social media account, you cannot recover that password 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.



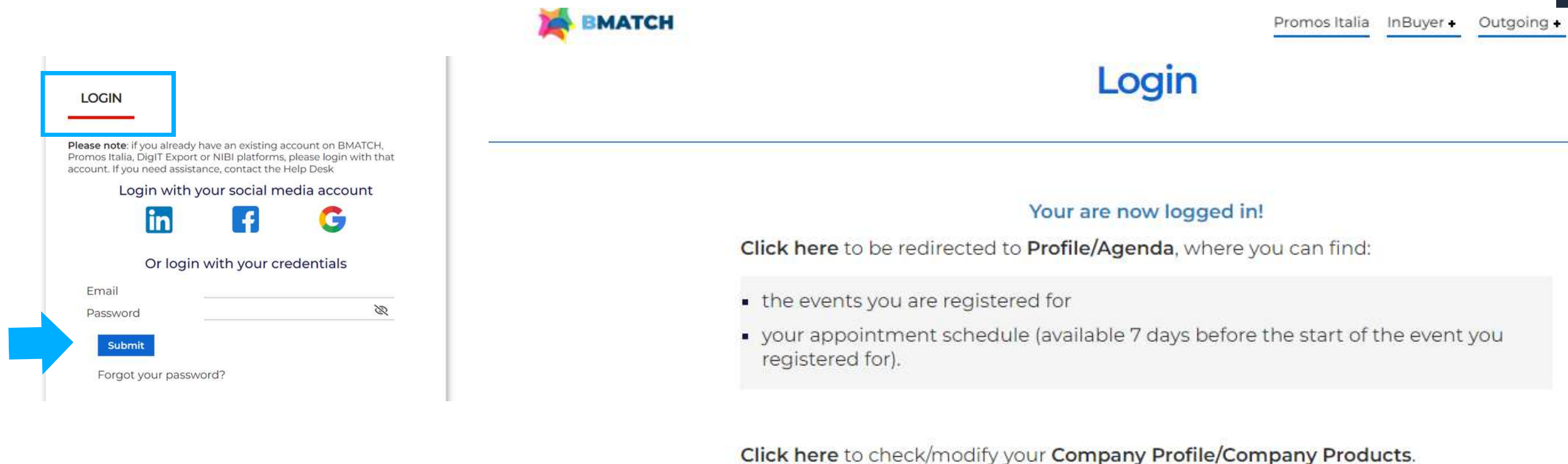
BMATCH is the new B2B matchmaking platform for conducting business meetings between Italian companies and selected international operators.



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.



LOGIN

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

Login with your social media account

Or login with your credentials

Email

Password

Submit

[Forgot your password?](#)

BMATCH

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

Login

Your are now logged in!

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

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

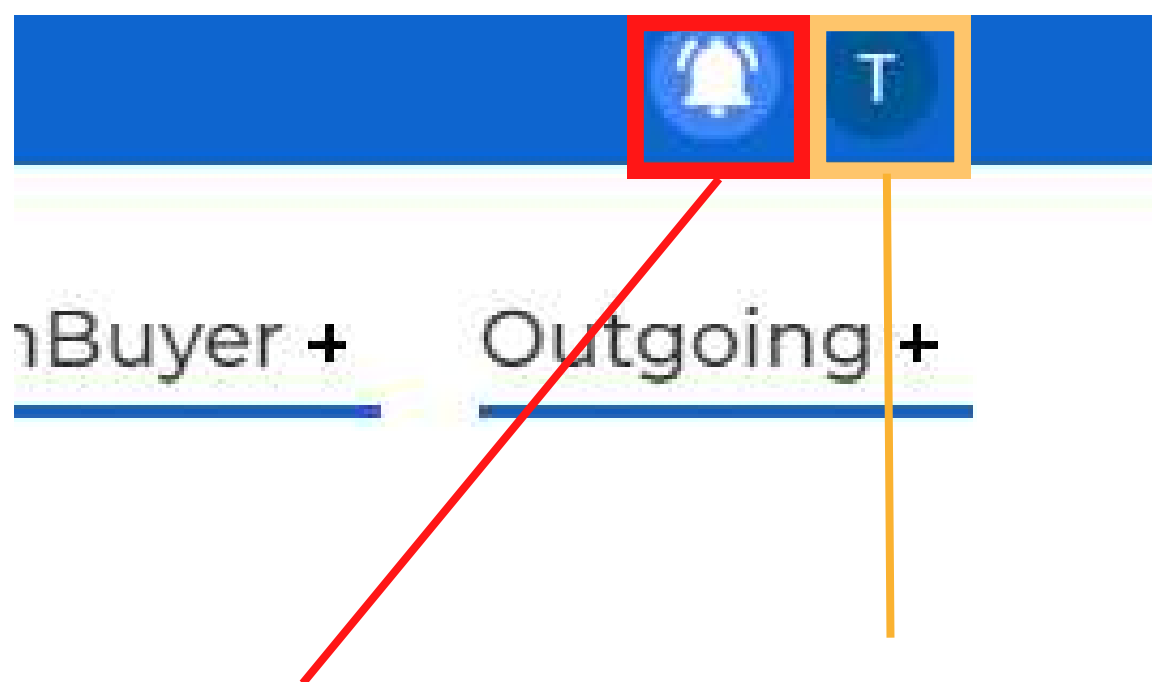
Click here to check/modify your **Company Profile/Company Products**.

NAVIGATION BAR

MENU

Once you have created your user profile, you will see the following **menu bar** that will allow you to navigate the platform quickly and easily. The menu bar contains the bell-shaped **notification badge** and the **user badge**. Clicking on the user badge will open a drop-down menu as shown in the image below right.

NOTIFICATIONS AND USER MENU



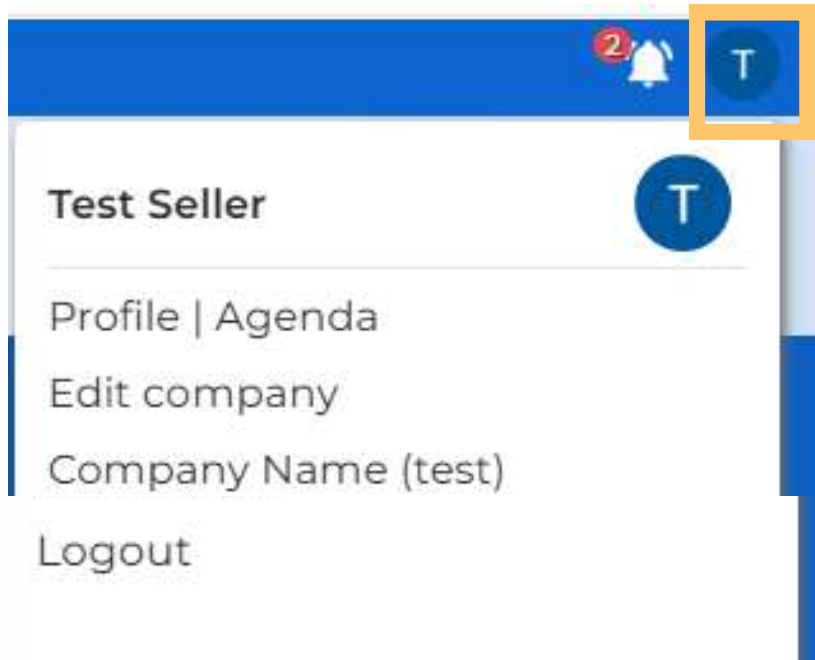
Notification Badge

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

User Menu

Click on the icon to see the drop down menu

USER MENU - DROP DOWN MENU



Profile/Agenda

From this section you can:

- Edit profile settings (eg. add photo and bio)
- See the events you are registered for
- See and edit appointment schedule (6/7 days before event's start)
- Manage your business cards (ref. My Network section)

Edit company

From this section you can:

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

Company Name

From this section you can:

- View the public company profile and any uploaded product sheets

COMPANY PROFILE

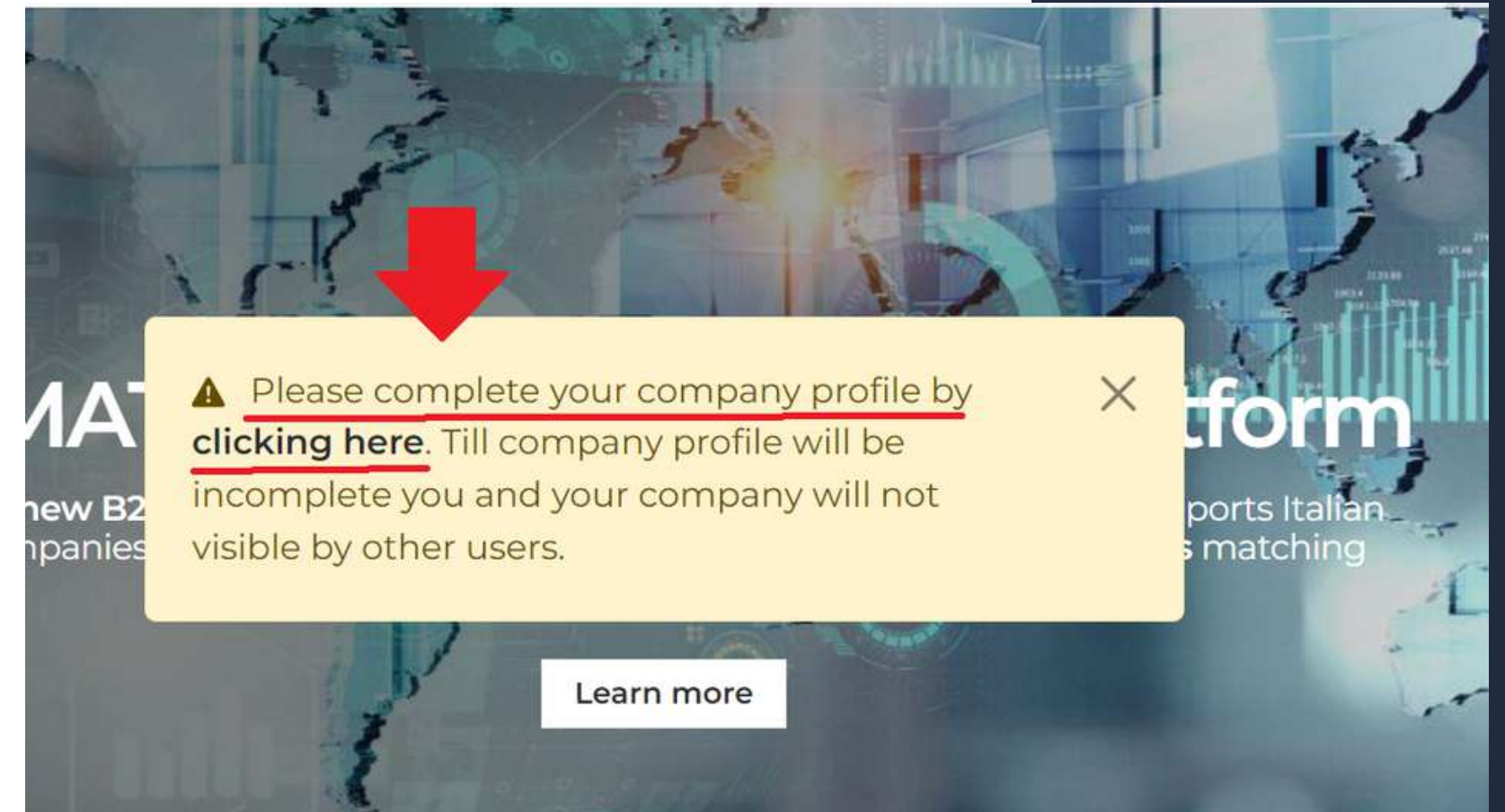
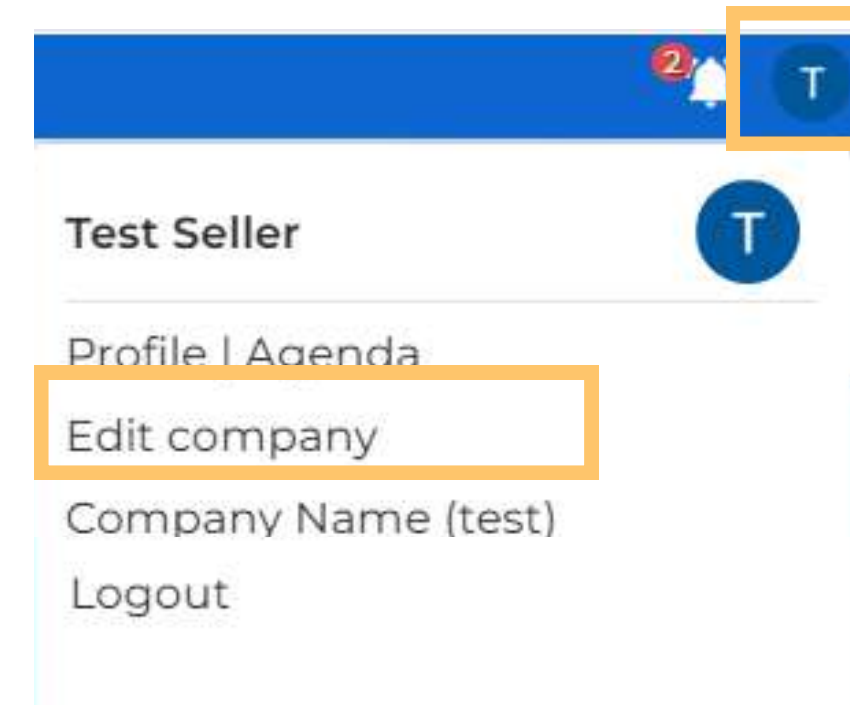
FURTHER INFORMATION

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

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

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

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



COMPANY PROFILE

FURTHER INFORMATION

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

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

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

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

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

Further information

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

Upload or edit your company logo



Brand

Website

Email

Phone number

Social media

LinkedIn

Facebook

Twitter

Instagram

Images

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





Company Description

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

Certifications

Internationalization tools

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

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

Additional information

☐ Private label

Trade agreements

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

COMPANY PROFILE

ADMIN/USER ROLE

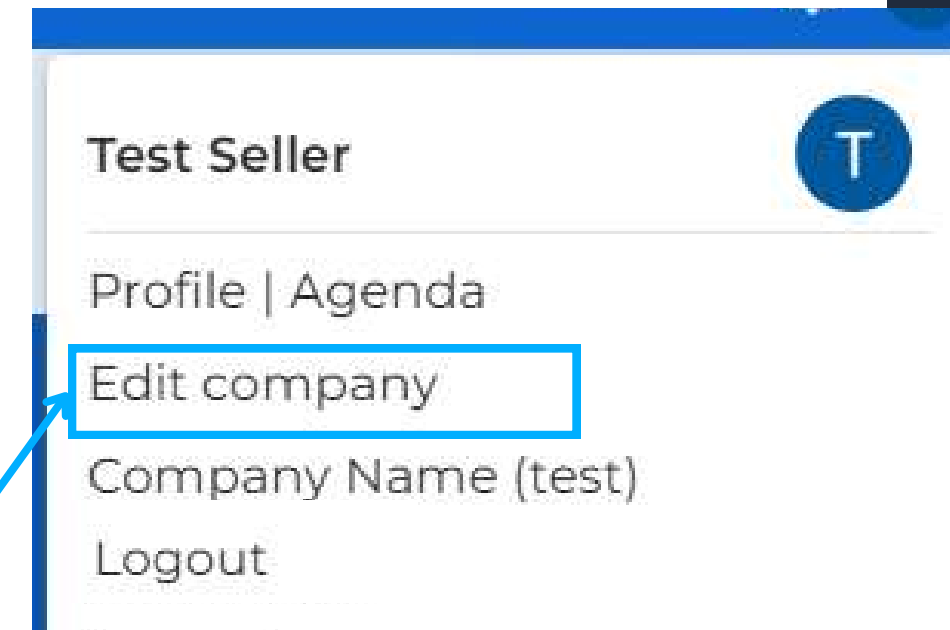
The first user to join the company will be the **'owner'** of the company profile and will be the only one authorised to edit or add information to the company profile. This user will have the 'Admin' role.

The user with the **Admin role** will be able to edit the company profile by clicking on the user badge and then on 'Edit company'.

A user with the Simple User role will only be able to view the company profile and product sheets, but will not be able to make changes. To access the public company profile, the user must click on the user badge at the top right of the platform and **click on the company name of the company.**

Should you decide to change the main contact person of the company authorised to make changes, please contact the InBuyer Team, who will arrange the role change.

USER MENU "ADMIN" VIEW



USER MENU "SIMPLE USER" VIEW



COMPANY PROFILE EXAMPLES

Sample of a company profile in compilation

Main information (mandatory)

Company name* Country* Province*

City* Address* Zip code*

Administrative

VAT Code (P/I/A - no country code)* Tax ID (Cod. Fiscale azienda - no country code)*

Sectors *

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

Macro-sector

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

Business Data *

Turnover (Euro)

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

Number of employees

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

Foreign turnover

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

Example of company profile displayed to counterparts



PROMOS ITALIA
BE GLOBAL

Promos Italia Srl

Overview

Construction, home and contract | Other | Business services

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

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

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

Certifications

Contacts

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

Company products

Altro



Other
Know How! Training And early orientation services



Other
Match It! Specialized business matching services



Other
Go Digital! Digital Export support activities

COMPANY PRODUCTS

FILLING OUT

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

Start filling in the form by entering the **product name** and **save**.

In each product sheet you may add:

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

5

Company profile

Company Profile

Products

Users

Go to company

To be completed

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

Product name

Product Images

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

Background image

Main product image

Other image

Other image

Brochure (Max 10MB)

Please save in order to access the management of this information

Abstract

Please fill in all the fields in English

Save

COMPANY PRODUCTS

FILLING OUT

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

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

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

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

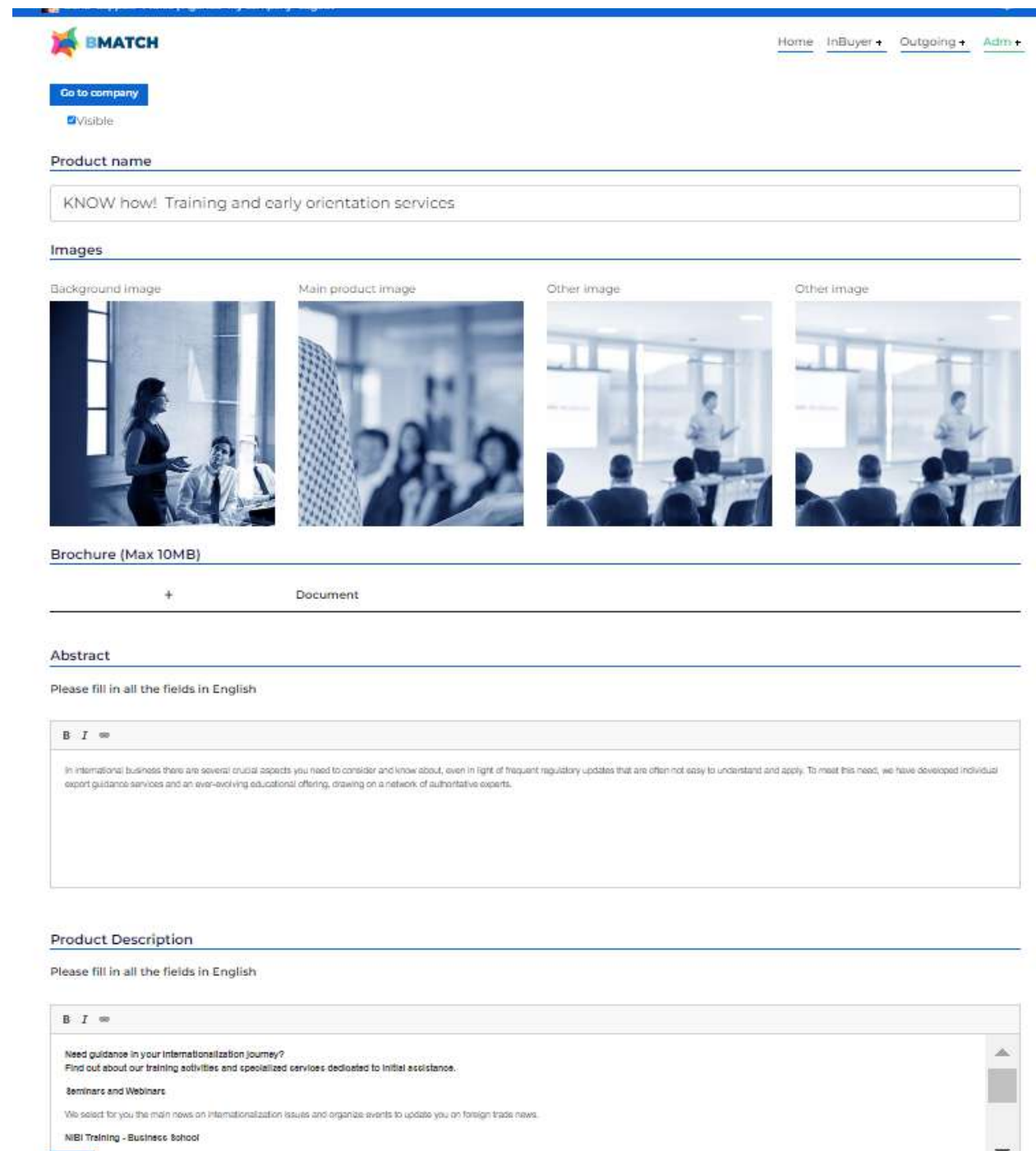
The InBuyer staff will validate the form and once checked it will appear as **“Approved”**.

From that moment on, the form will be visible to the counterparts.



COMPANY PRODUCTS EXAMPLES

Example company product sheet in compilation



BMATCH Home InBuyer + Outgoing + Adm +

Go to company
Visible

Product name

KNOW how! Training and early orientation services

Images

Background image Main product image Other image Other image

Brochure (Max 10MB)

+ Document

Abstract

Please fill in all the fields in English

B I

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

Product Description

Please fill in all the fields in English

B I

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

Seminars and Webinars

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

NIBI Training - Business School

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

One-on-one assistance meetings

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

Export check-up

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

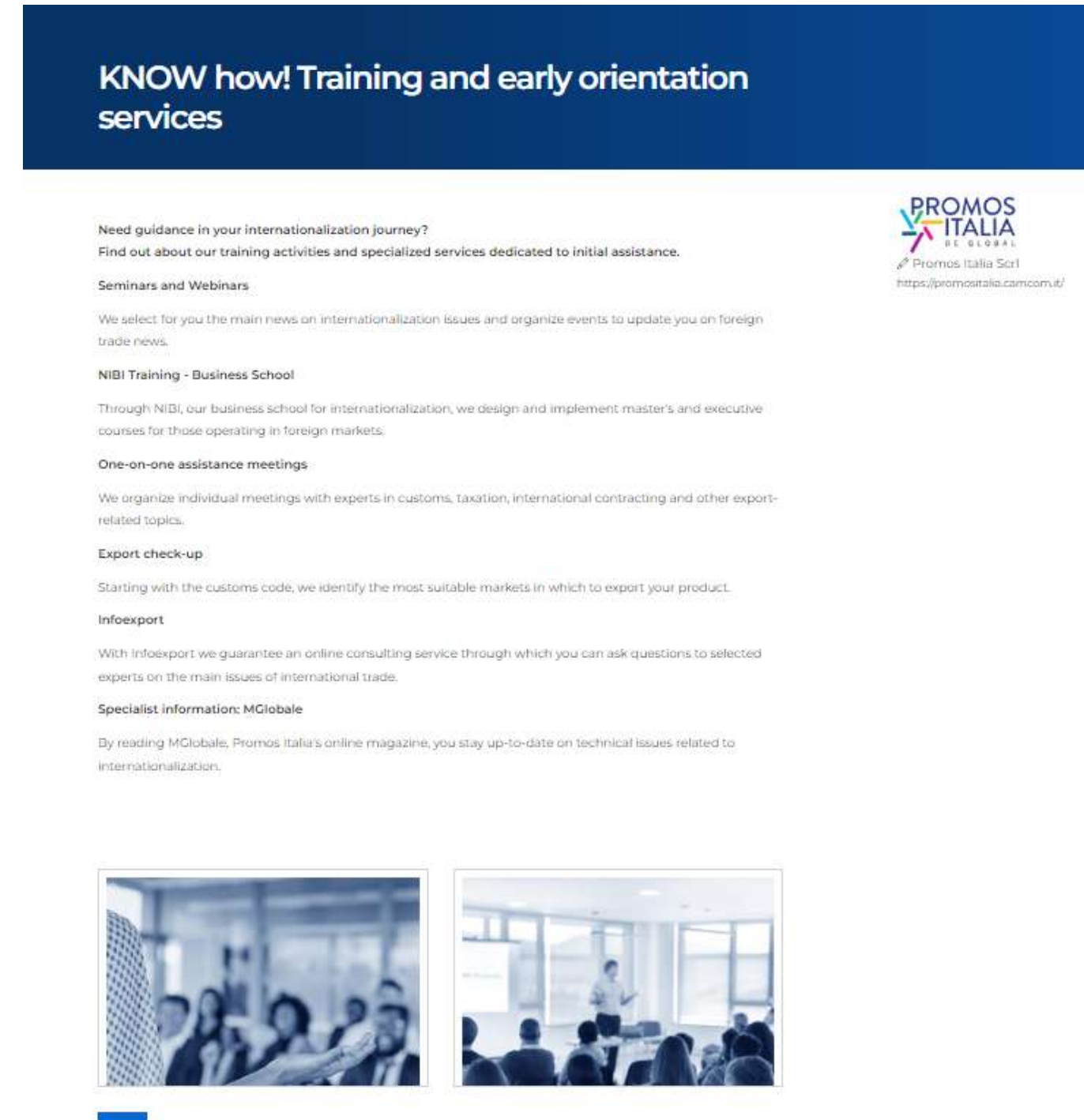
Infoexport

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

Specialist information: MGlobale

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

Example of company product displayed to counterparts



KNOW how! Training and early orientation services

Need guidance in your internationalization journey?
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PROMOS ITALIA
BE GLOBAL
Promos Italia Srl
<https://promositalia.com.com/it/>

BUSINESS MATCHING

THE STEPS IN BRIEF

**7 DAYS BEFORE THE
EVENT STARTS**

**A. ACTIVATION
BUSINESS
MATCHING
SECTION**

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

**B. MANAGE YOUR
AVAILABILITY
SCHEDULE**

SET YOUR
VIRTUAL AGENDA
AVAILABILITY

**C. SEARCH FOR
COUNTERPARTS OF
INTEREST**

USE THE FILTERS
PROVIDED TO
REFINE YOUR
SEARCH

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

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

**E. JOIN THE
VIDEO CALL**

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



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

DURING EVENT DAYS

BUSINESS MATCHING

B2B SECTION ACTIVATION

Seven days before the event starts, 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 when the section is available.

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

Overview **B2B Matching**

Partner Search - Filter by

Certifications

BRCGS glutenfree (GFCP)

Product Categories

Dairy

Specific Products

Aged cheese

Main activities

Producer

Seller finder

Nomeseller Test
Cognomeseller Test
Sales Manager
COMPANYTEST2024

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

Seller view

Overview **B2B Matching**

Partner Search - Filter by

Certifications

BRCGS glutenfree (GFCP)

Product Categories

Baked goods, sweets and chocolate

Sauces and preserves

Specific Products

Bread and Bakery

Preserves

Target

E-commerce

Large scale distributor

Specialised shop

Main activities

Agent

Wholesaler

Buyer finder

Nomebuyer Test
Cognomebuyer Test
Marketing
COMPANYBUYER TEST

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

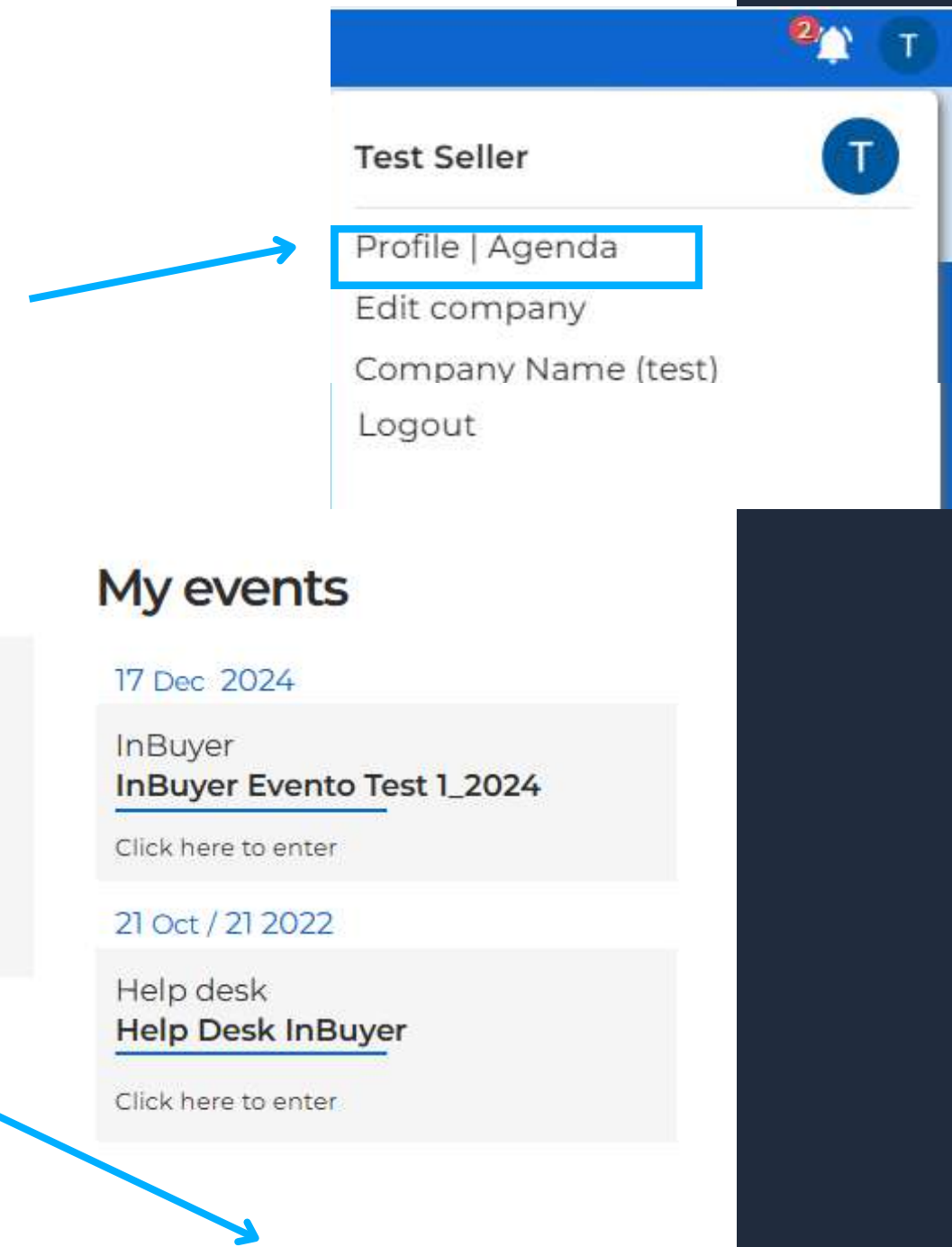
Nomebuyer2 Test
Cognomebuyer2 Test
Sales Director
COMPANYBUYER2 TEST

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

BUSINESS MATCHING

PROFILE/AGENDA SECTION

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



From **Home** you can view:

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

From **Edit My Profile** you can:

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

From **My Network*** you can:

- Managing **business cards**

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

BUSINESS MATCHING

PROFILE/AGENDA SECTION

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

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

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

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

You can access confirmed appointments:

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

Scheduled Meetings

09 May, 09:00-09:30

ex. FREE SLOT

Status: Free

-

09 May, 10:00-10:30

ex. INACTIVE SLOT

Status: Not available

+



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=092941591531WZRayjhzw585j9Z7II4J9V6TLIZnwjzU9pQ5W1H&a=9294>

Chi Unknown Organizer*

[Registral 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 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

It is also possible to browse this section without applying specific filters and view all registered users.

Buyer view

Overview **B2B Matching**

Partner Search - Filter by

Certifications

BRCCS glutenfree (GFCP)

Product Categories

Dairy

Specific Products

Aged cheese

Main activities

Producer

Seller finder

Nomeseller Test
Cognomeseller Test
Sales Manager
COMPANYTEST2024

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

Seller view

Overview **B2B Matching**

Partner Search - Filter by

Certifications

BRCCS glutenfree (GFCP)

Product Categories

Baked goods, sweets and chocolate Sauces and preserves

Specific Products

Bread and Bakery Preserves

Target

E-commerce Large scale distributor Specialised shop

Main activities

Agent Wholesaler

Buyer finder

Nomebuyer Test
Cognomebuyer Test
Marketing
COMPANYBUYER TEST

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

Nomebuyer2 Test
Cognomebuyer2 Test
Sales Director
COMPANYBUYER2 TEST

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

BUSINESS MATCHING COUNTERPARTS SEARCH

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

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

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

Buyer view

Seller finder

Nomeseller
Cognomeseller
Owner/Administrator
COMPANYSELLERTEST
Macro-sector:
Tourism
Product Categories:
Sports/Adrenaline activities
Country:
Italy
Main activities:
Agent



My Network

Add to my business network

Chat

3/2/2023

Messaggio test
14:48

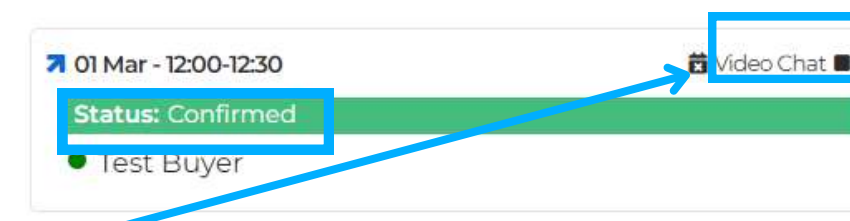
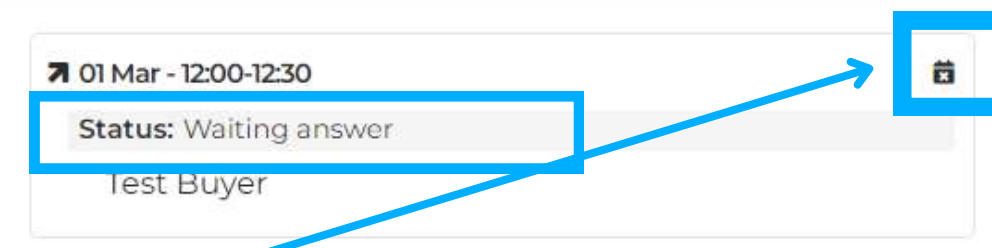
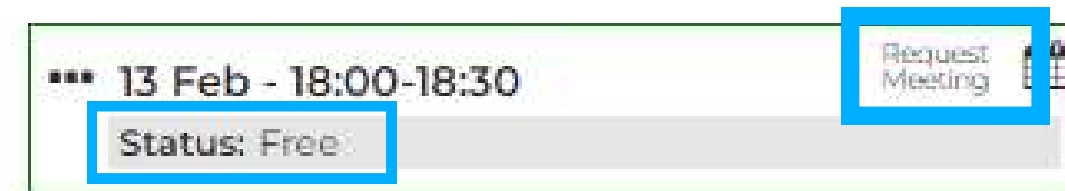
Write a message

BUSINESS MATCHING

APPOINTMENT REQUEST

REQUESTING AN APPOINTMENT WITH A COUNTERPART

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

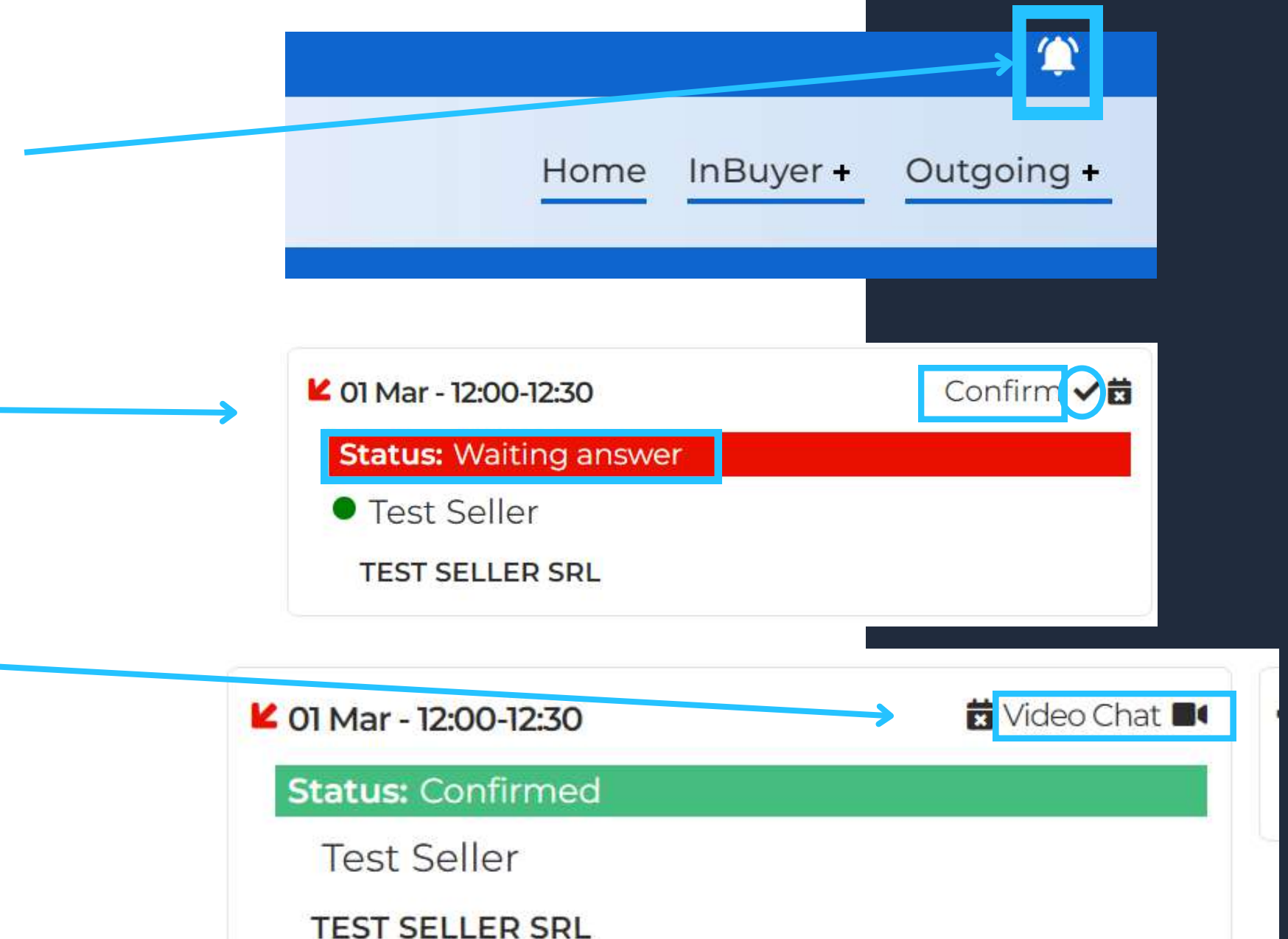


BUSINESS MATCHING

APPOINTMENT RECEIVED

RECEIVE AN APPOINTMENT REQUEST FROM A COUNTERPART:

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



BUSINESS MATCHING CHAT

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

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

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

The screenshot displays the NOMEBUYER interface. At the top, a profile card for 'NomeBuyer Test' (CognomeBuyer Test) is shown, with a blue 'NC' logo and 'Germany Berlin' location. Below this is the 'Agenda' section, titled 'Your appointments with NomeBuyer'. To the right, the 'My Network' section includes a 'Remove' button. The 'Chat' section is highlighted with a blue box and a blue arrow pointing to a larger chat window below. The chat window shows a message from the counterpart: 'Good morning, is it possible to receive more information about the products you handle?' (17:34). Below this, a response is partially visible: 'yes, of course!' (17:34). The chat input area at the bottom has a placeholder 'Write a message' and a send button.

BUSINESS MATCHING VIDEO CALL

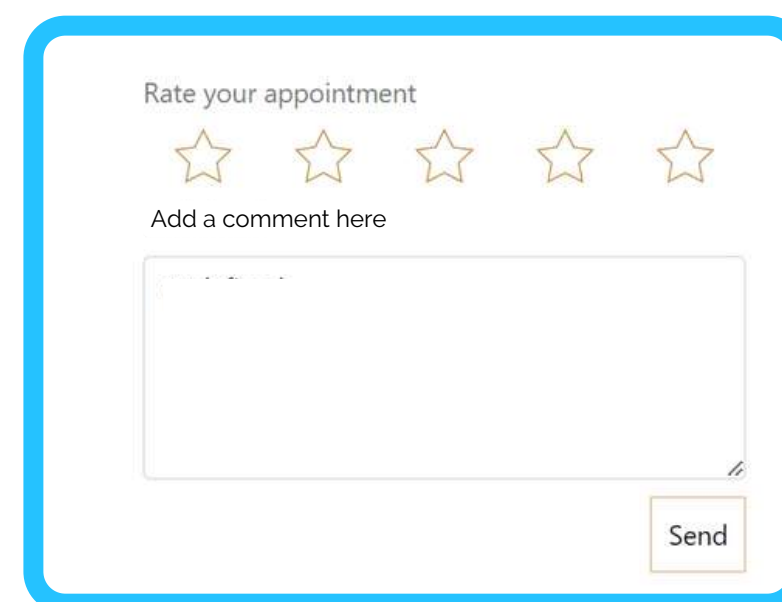
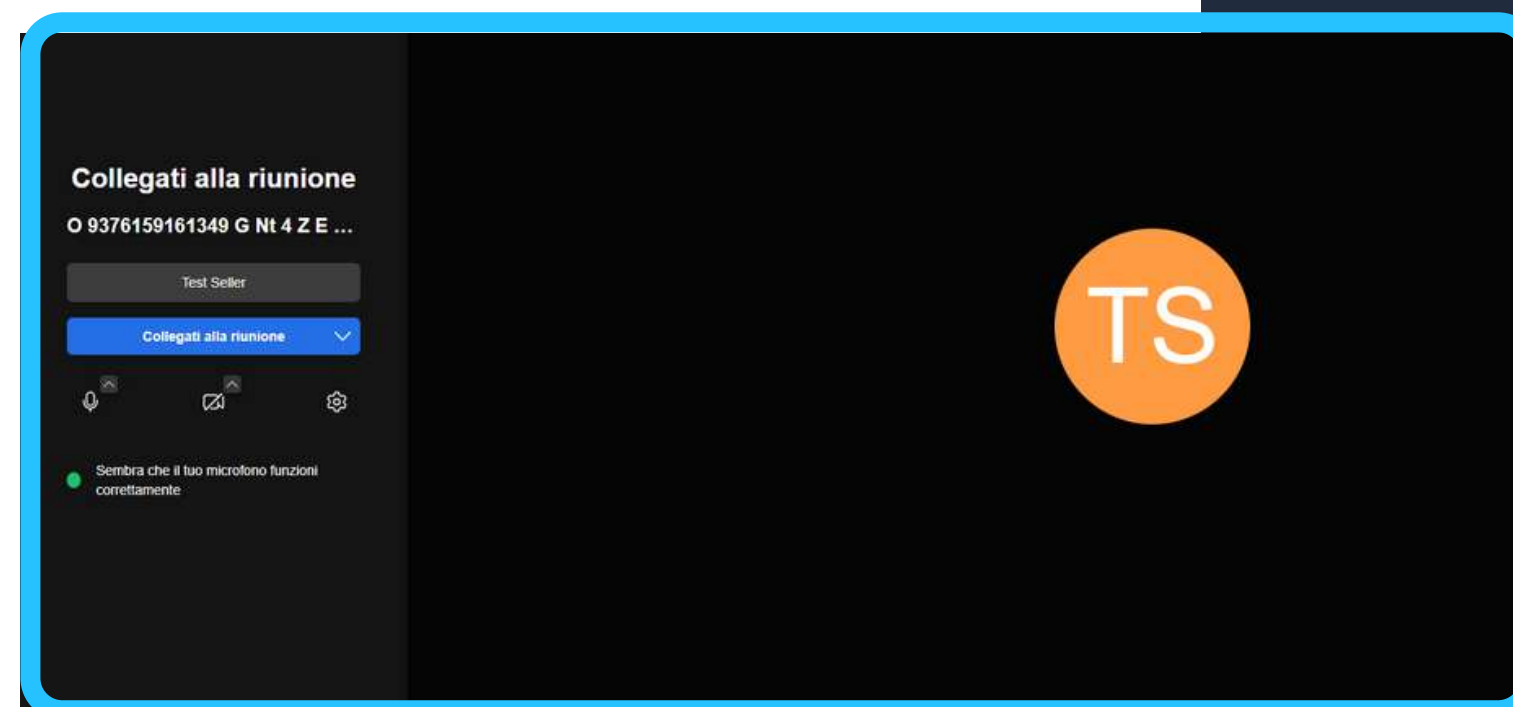
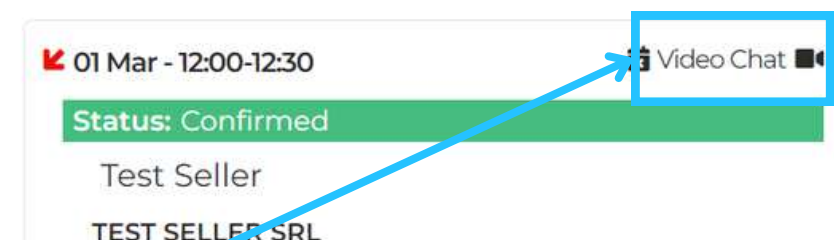
To start the online appointment, log into the virtual room at the time and the day indicated in Profile/Agenda, **Home section**, directly from the confirmed time slot, by clicking on the **Video Chat command**.

Be sure to be on time!

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

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

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



BUSINESS MATCHING

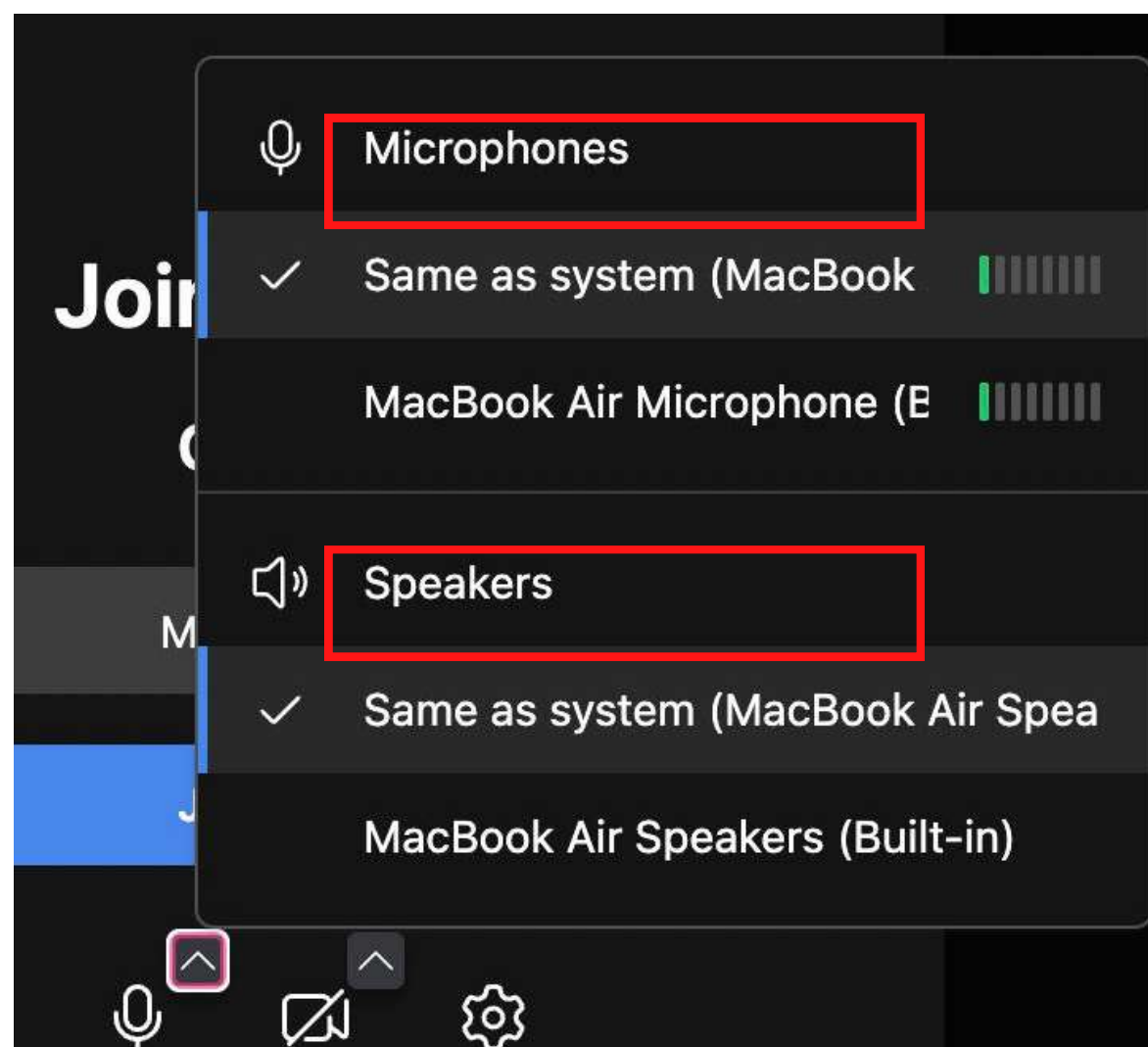
VIDEO CALL - AUDIO VIDEO INSTRUCTIONS

1. BEFORE ENTERING A CALL

Check that the sound is not switched off

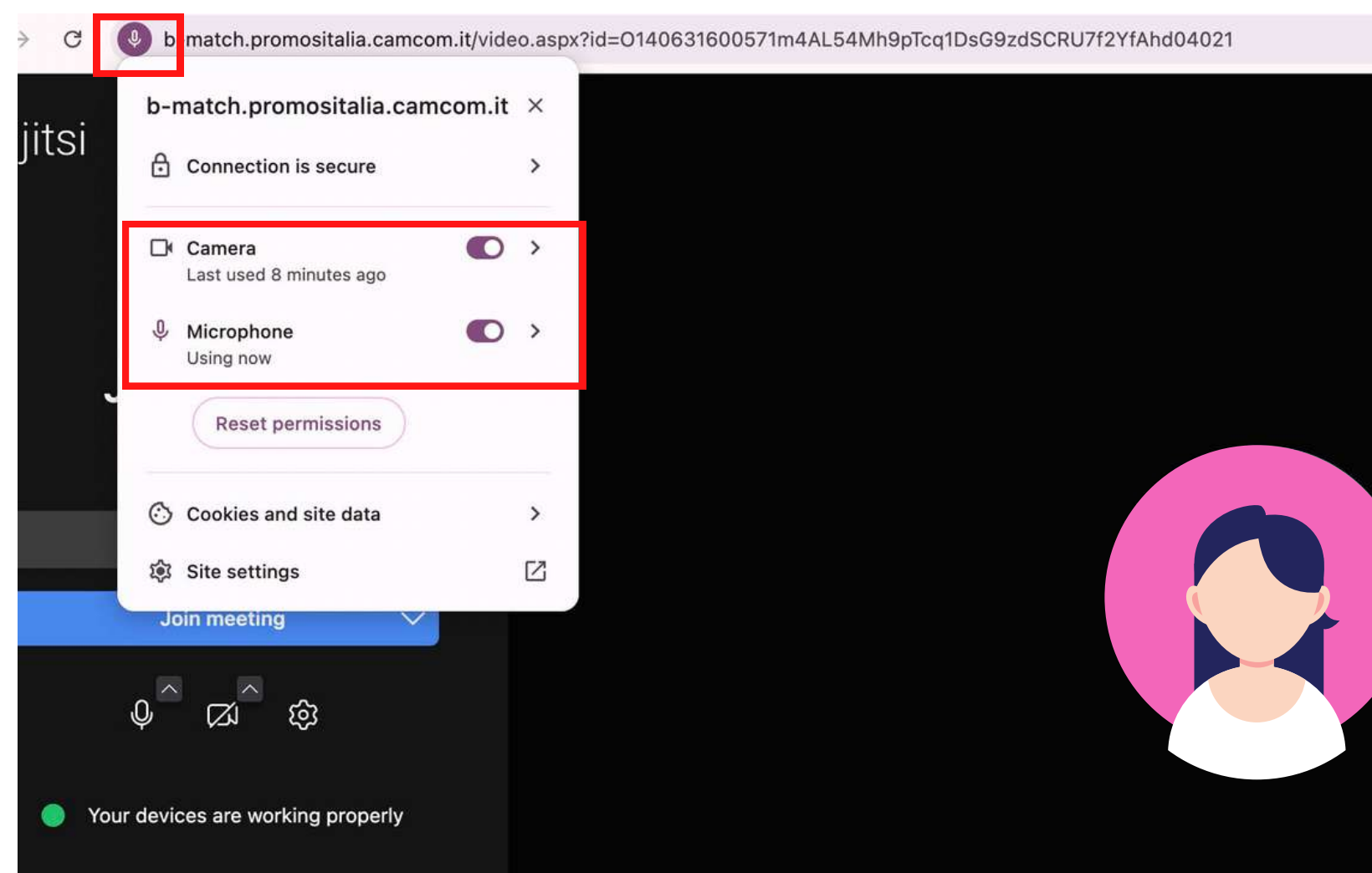
Click on the room's opening link

Before connecting, click on the microphone drop-down menu: microphone and speakers must have the same wording (source).



2. INSIDE THE ROOM

Inside the room click on the icon that appears before the page url and **check the audio, video, microphone permissions.**

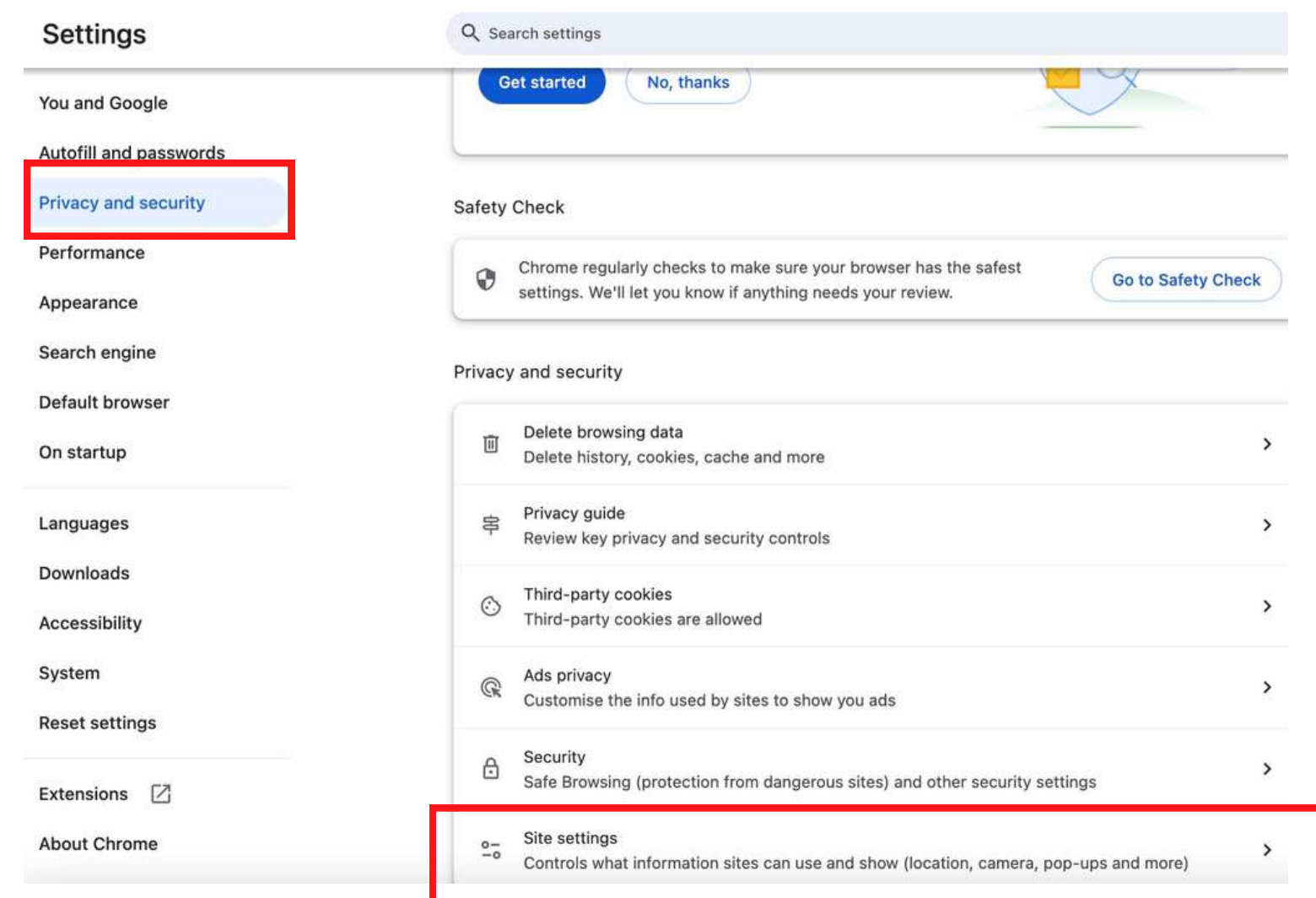


BUSINESS MATCHING

VIDEO CALL - AUDIO VIDEO INSTRUCTIONS

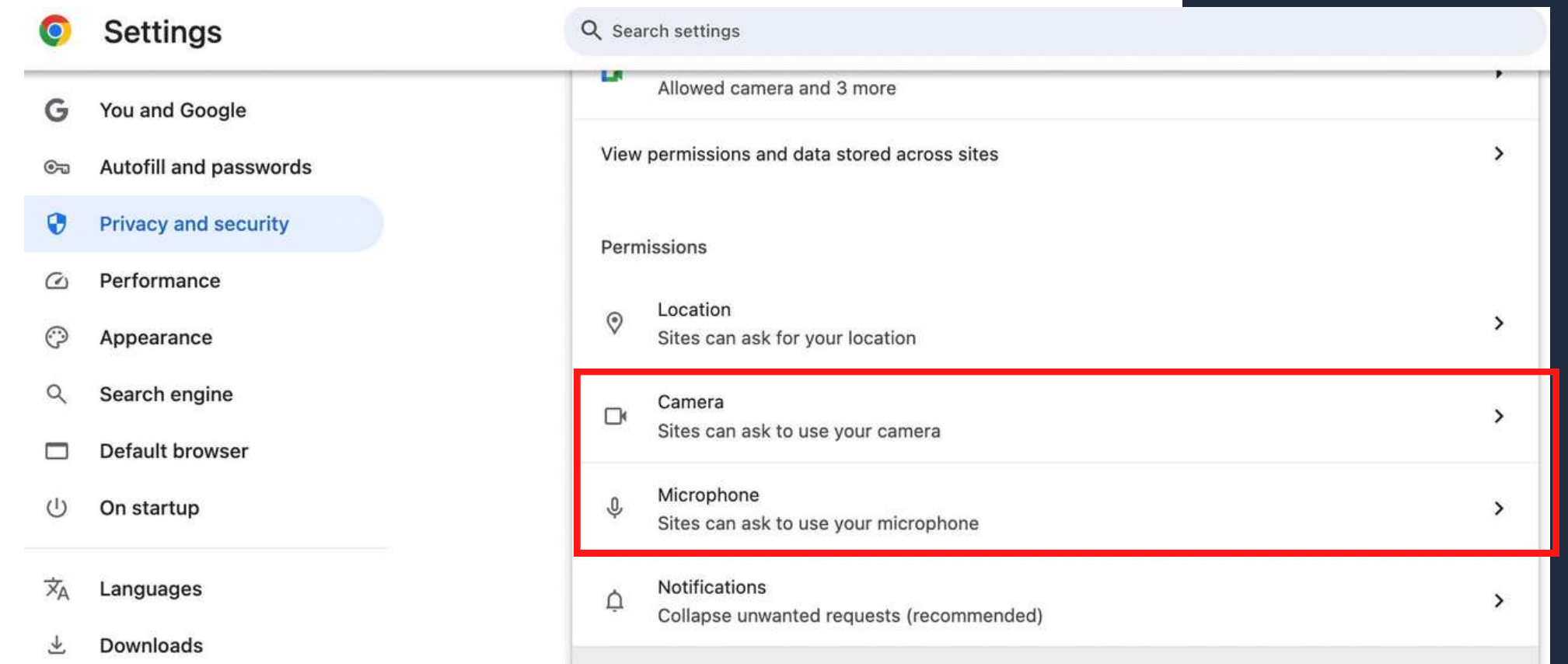
IF YOU ACCESS THROUGH CHROME (RECOMMENDED)

On a Google page, in the top right-hand corner, click on the three vertical dots and then on **Settings > Privacy and Security > Site Settings**



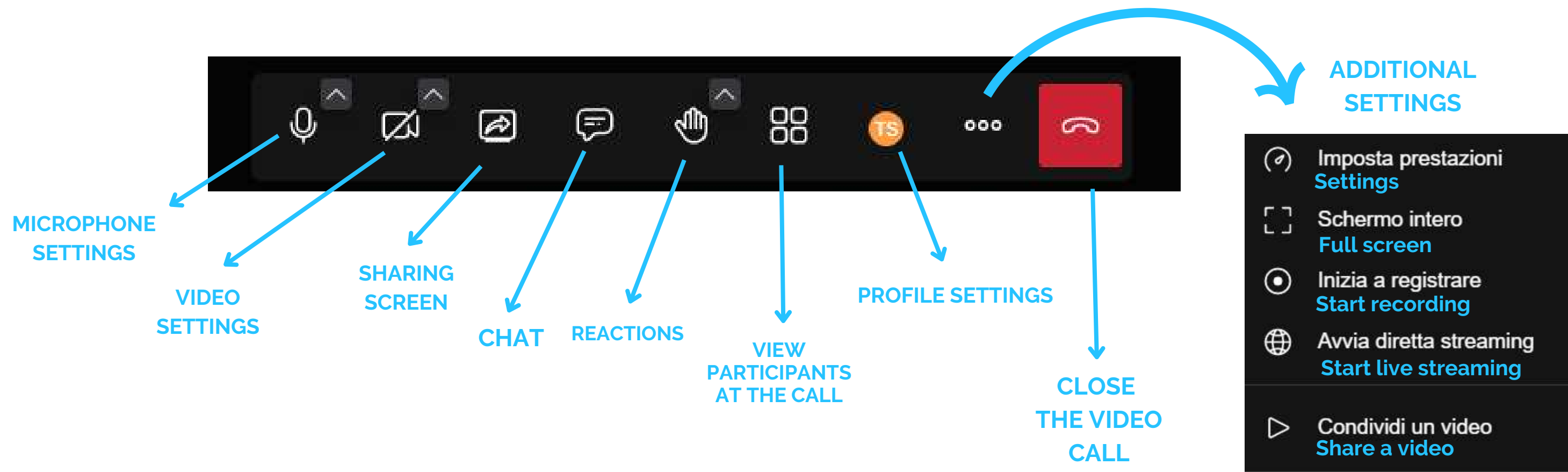
Under **Authorisations**, check the camera and microphone settings by opening the appropriate sections.

Attention: If the BMATCH site is among the unauthorised ones, delete the unauthorised link by clicking on the trash icon.



BUSINESS MATCHING

THE VIRTUAL ROOM CONTROLS



BUSINESS MATCHING

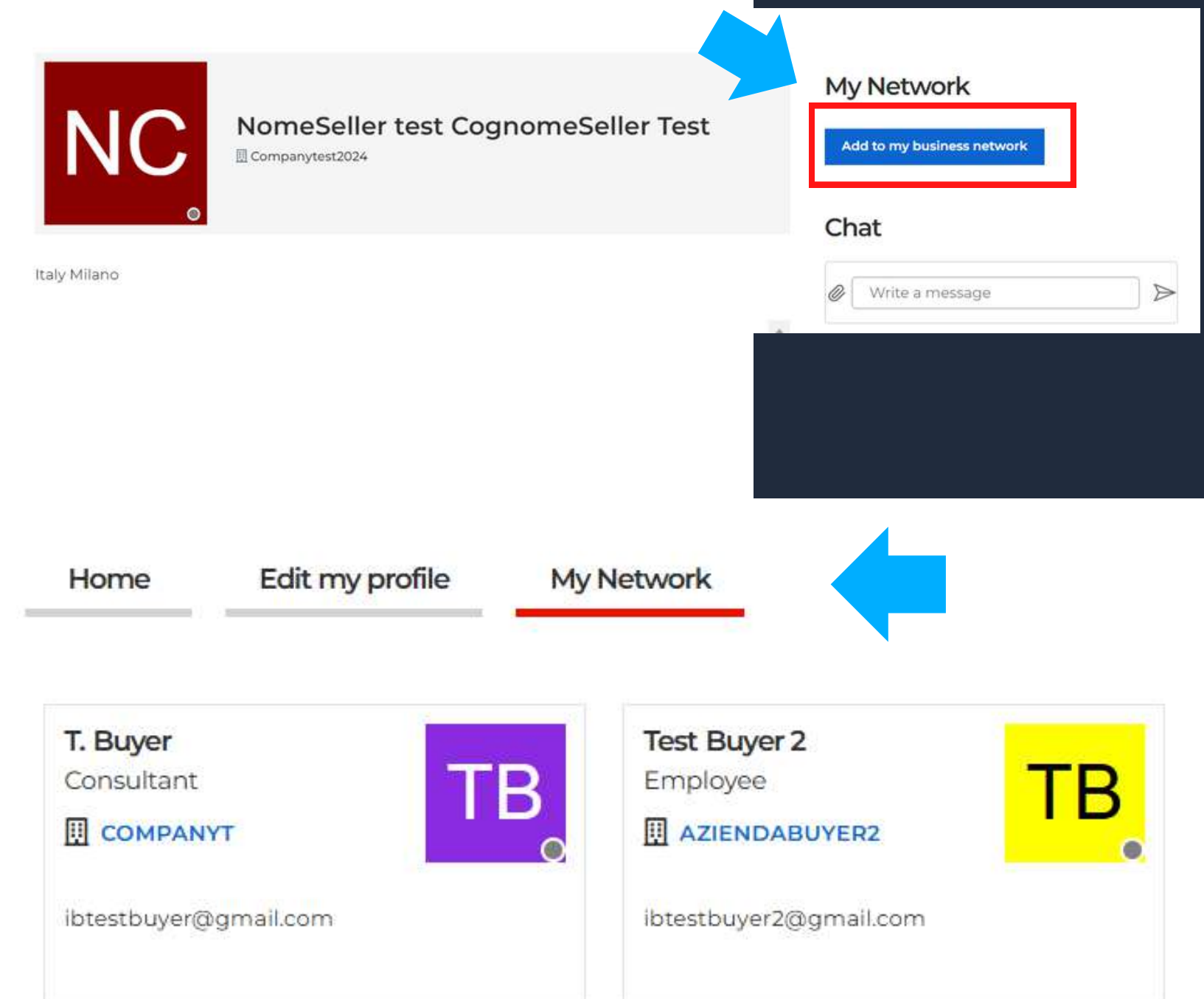
MY NETWORK

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

How to add a business card:

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

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



ASSISTANCE TUTORIAL

In this section you can find:

- User Manual
- Video Tutorials
- Rules of participation

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

Tutorial

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



Instructions & User Manual

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



Video Tutorial

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



Rules of participation

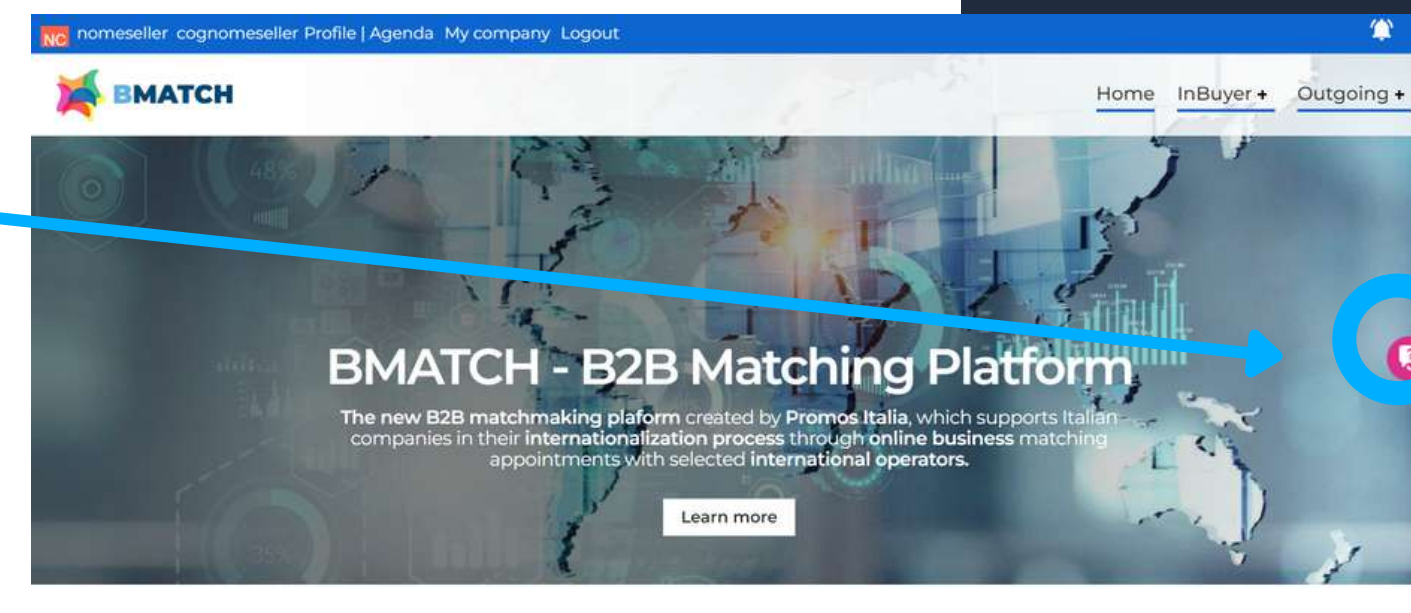
Whether you are an Italian company or a foreign operator please read the rules of participation in InBuyer events.

ASSISTANCE HELP DESK

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



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



Help desk

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



Help Desk InBuyer

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



inBUYER
L'EXPORT NELLA TUA CITTÀ

incomingbuyer@promositalia.camcom.it

WWW.INBUYER.IT