



## WPT3.3 Transnational B2B meeting



**PROJECT NAME:** "Business Registry Empowerment" - **ACRONYM:** BRE - **PROJECT NUMBER:** 230

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## ORGANIZATION OF ONE B2B EVENT

On **8 and 9 July 2021** the Chamber of Commerce of Bari organized the B2B foreseen in **WPT3 - Capacity building** under the **Deliverable 3.3 – Transnational B2B meeting**.

The Chamber of Commerce of Bari registered the domain [www.virtualx.it](http://www.virtualx.it) and has created a web platform dedicated to the project entirely customized.

The general services provided were:

- Domain registration and configuration: virtualx.it protected by SSL certificate
- Hosting
- 1st and 2nd level Help Desk

The portal has provided the following sections

- Homepage
- Expo Hall
- Landing page
- B2B Meeting Room

The homepage has been designed with a 3D animated and interactive layout in Italian and English with access to the following sections:

- 3 exhibition areas: Fashion, Food and Tourism
- Help desk
- Links of the involved stakeholders: Bari Chamber of Commerce, Unioncamere, BRE, Freshways and Themis

With reference to the Expo Hall, 3 areas have been created, one for each sector and within them 3D static interactive scenarios have been created with the virtual stands of the Buyers.

The scenarios have been updated according to the agreed agendas in order to consistently display the B2B stand protagonists and providing two rotations according to the presence of confirmed buyers.

The individual stands have been customized with: company name, logo, flag of origin.

Clicking on each stand gave access to a Landing Page customized for each buyer characterized by:

- Reference sector color
- Buyer logo
- Link Help Desk secretariat
- Website link
- Contact details
- Access to dedicated meeting room

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A waiting room for sellers was also created for each sector in order to provide technical and linguistic assistance in case of need.

The Meeting Rooms were designed as an interactive online space, the companies were able to meet remotely and carry out the exchange typical of any B2B: sellers and buyers received via email an agenda with the scheduling of meetings, linguistic assistance with qualified interpreters from and for the English language and dedicated assistance through a direct link to the helpdesk for the duration of the event.

The B2B promotion was developed through a communication plan shared with the contracting authority in Italian and English and publications were made on the social and web pages of the project.

BRE Project funded the B2B on the Fashion Sector. The foreigner companies contacted are 45, while the Italian companies are 27. Therefore, matching these actors, the total number of B2B were 46 (as defined in Annex 7).

After the organizational activities, the matching between these companies produced 46 Business-to-Business meetings.

In attachment:

1. Annex 1 - Tutorial of foreigner companies
2. Annex 2 - Tutorial Italian companies
3. Annex 3 - List of foreigner companies
4. Annex 4 - Invitation
5. Annex 5 - List of Italian companies
6. Annex 6 - Communication
7. Annex 7 - Agenda matching

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