



Tool Summary:

-- Matchmaking online --

Which values are generated?

For beneficiaries:

- Every B2B begins with a first contact. For most participants, conferences also aim to open up business opportunities. However, meetings with discussion partners tend to happen by chance. CEFE B2B enables hundreds of participants to find the right counterparts in a structured way and meet them in matchmaking sessions. Business relationships develop from about 1/3 of these initial contacts. This is now also possible online.

For projects:

- CEFE B2B enables the initiation of business relations, cooperation, networks through structured, short meetings. This increases the benefit of events and the interest in participating. It promotes investments and transactions.
- CEFE B2B can also be executed without the connection to events.

How it works?

- Participants register with their profile on a specially programmed platform. The information enables the identification of suitable dialogue partners very easily via a search filter. The meetings are scheduled by the software. The participants receive personal agendas and reminders. A mobile app also allows the process to be carried out via mobile phones. A hotline supports users on their way to the meetings, if they have questions.
- Monitoring tools provide data on evaluation of participant satisfaction and subsequent outcome.
- The GDPR rules are observed and documented.

What is needed?:

CEFE B2B is in the final test phase and will be operational from May 2020. CEFE International is looking for programmes that are interested in an application.

Are you interested?

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