

Gefera Connect

Your virtual B2B partnering
solution

Draft storyline

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Introducing Gefera Connect

Gefera Media (former Messe Frankfurt Rus) has been **bringing together buyers and suppliers** at our international trade shows **for over 20 years**. We are constantly looking for ways to **support our customers more effectively** and offer them tools to make fruitful **business connections**.

With **travel restricted due to COVID** and the recent geopolitical turmoil that also **heavily affecting global supply chains**, many of our customers could no longer benefit from participating in our exhibitions and faced the need of **a new solution** that would allow them to effectively **find new potential partners** whom they can't meet in person – **quickly and at scale, across sectors, across geographies**.

In response to that need, we've created **Gefera Connect** – virtual B2B partnering sessions for suppliers, buyers, and service providers.



What is Gefera Connect?

Gefera Connect is our proprietary platform offering curated virtual Supplier–Buyer partnering programs.

- A partnering program is a virtual B2B matchmaking event, focused on a specific product category within our sectors of expertise.
- Program typically runs for 1-3 days and comprises a tailored schedule of 1-2-1 virtual meetings between buyers and suppliers, moderated by our event specialists.
- Buyers and suppliers are not matched randomly but are hand-chosen by our team of experts based on predefined criteria and aligned business objectives. Our experts prepare buyers and suppliers for their meetings beforehand, thus ensuring the effective use of time.
- We enable matchmaking at scale, do the matching and preparation work for you – so you can spend your time negotiating new business ventures with companies that are ready and interested in doing business with you.
- All meetings take place virtually through our proprietary platform Gefera Connect, that allows you to run smooth video conferences with a tool of your choice, access details of companies and people you're meeting, keep notes of your meetings and manage your schedule.

How we ensure your meetings success?

- All of our Programs are tailored to your specific needs and each meeting is supported by a dedicated moderator
- We prepare you and your potential partners for the meetings by providing key information about the businesses, goals, and objectives in advance
- If necessary, we provide professional translation services during the meetings
- After the Programs, we support you with follow up with potential partners of interest
- We have built a network of trusted logistic services providers that are happy to support your new partnerships
- All customers that participate in our Programs are going through our “Safe to Trade” check up process to make sure the industries, products, companies, and individuals we are matching are not under the sanctions and are free to do business

How does a Program work?

1

Registration

You choose a Program of interest and apply for the Program on Gefera Connect site and we reach out to discuss your business, your products, your objectives and partnering needs with you in detail.

2

Matching

We identify potential partners according to your criteria and run conversations with them to confirm mutual business interest.

3

Scheduling and preparation

We create a tailored schedule of 1-2-1 meetings together with you and the companies you are interested in. We upload the schedule to Gefera Connect platform, where you can see all your meetings, links to your video conferences and information about potential partners you are meeting.

4

Virtual B2B meetings

In line with your schedule, you log in to the video conferencing on Gefera Connect to run your 1-2-1 meetings, curated by our moderators. Meeting with one company lasts no more than 20 minutes.

5

Feedback and follow up

After the program we will reach out for your feedback and can assist you with the follow up with potential partners of interest

How do you benefit from our Programs?

- Take advantage of our network of 400 000 + market players
- Find potential partners and opportunities to optimize or redefine your supply chains and grow your business from the comfort of your home or office
- Maximize opportunities by dedicated preparation and business matching tailored to your needs
- Virtual meetings - real business

Suppliers

- Get discovered by 350 000 + buyers within our professional network
- Get your products in front of new buyers from all over the world
- Reconnecting with your current customers who are looking to discover new products

Buyers

- **Get access** to 50 000 + of international suppliers
- Discover new brands and products to grow your business
- Meet dozens of verified potential suppliers in the course of several days on a comfortable tailored scheduled based on your availability

Upcoming programs



Hometextile & Décor program

Bedding, blankets & pillows

March 2023



Hometextile & Décor program

Interior fabrics

March 2023

Terms of participation

Online Session:

1 day

20 minute Meetings

(minimum 10 Meetings)

Participation fee for suppliers:

1 900 EUR + VAT per 1 company
per 1 program

Free of charge for buyers

Our B2B events are trusted by such buyers as:

























Why Gefera Media?

- Gefera Media has been helping industries make lasting connections since 2002 with large scale international specialised exhibitions, trade shows and conferences
- Diverse industry expertise, ongoing communications with the key market players, and strong exhibition brands helped the business create added value for stakeholders and earn trust among its customers
- Global footprint and access to suppliers, buyers and service providers in every market of interest
- A verified network of 400 000 buyers and suppliers