



MEDIAKIT

E EXPO MUEBLE[®]
M INTERNACIONAL

**VIRTUAL BUSINESS
MEETING PLATFORM**

10·11·12 **MARCH 2021**

EXPOMUEBLEINTERNACIONAL.COM.MX



ABOUT IT:

The Virtual Business Meeting Platform of Expo Mueble Internacional is an event where during 3 days, suppliers and buyers participating in Expo Mueble Internacional will hold business meetings (or Business to Business - B2B) in a 100% digital way.

Virtual business meetings are an excellent tool for direct communication that helps you reduce costs and increase your portfolio of potential customers and suppliers.

What does it consist of?

It is a virtual platform that is similar to a matchmaking social network. Both buyers and exhibitors create profiles of their companies and describe in detail the products they offer or are looking for, in order to find prospects or suppliers for their business or projects.

THE EVENT TAKES PLACE IN THREE PHASES:



Registration - January 11 to March 09, 2021.

Period in which the companies to participate are registered and verified. If you are a buyer, you can do it directly on the website:

www.expomuebleinternacional.com.mx

If you are interested in participating as an exhibitor, it is important to send an email to: ventasexpos@afamjal.com.mx

Matchmaking - February 15 to March 11, 2021.

During this period, participating buyers will send appointment requests to exhibitors of their interest. The platform has an algorithm that it works according to the interests marked by the participants, so it provides them with options that match what is in demand and what is on offer.

Business meetings. March 10, 11 and 12.

The event begins. Open period in which participants make their business appointments in a totally digital environment. It works with a video call to exchange information and to do business at a distance, more than 2 people can participate in the meeting.





TARGET MARKET?

FURNITURE INDUSTRY PROFESSIONALS:

manufacturers, wholesale distributors, interior design and architecture firms, companies that serve the HORECA industry, the construction industry, to name a few.

The event is NOT aimed at retail buyers.



INCREASE
your business
network.



BRAND PRESENCE
in your industry.

AS A BUYER,
you have contact with the
best furniture, decoration
and accessories
manufacturers in the
country.

FEATURES

BUSINESS
OPPORTUNITIES in a
conduct business on an
easy-to-use digital
platform from any device.



CONTACT
with the right person in
the decision making
process.

RESULTS SEPTEMBER 2020



More than 700 appointments made.
500 buyers.
120 exhibitors.

65% of the participants considered that they would close business in the next 3 months after the event and **34%** in 6 months.



Average business expectation per meeting:
\$250,000 - \$500,000 MXN.

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The dynamics of the Expo seemed excellent to me, it is very practical to have a directory and access to so many contacts at the same time. I wish something like this could be handled all year long! Congratulations!

- Ares Arquitectos,
Professional buyer.

”



“

We had the opportunity to get new contacts, out of the ones we were already used to see at the expo.

- Tapetes Tufan,
Exhibitor.

”

IN THE WORDS OF:

“

All perfect! I thought the platform was great. I suggest that it be repeated for the following years.

- Gaia,
Professional buyer.


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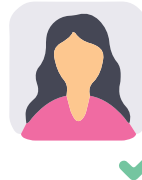


LET'S CONNECT AND DO BUSINESS!

ATTENTION TO BUYERS:



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ATTENTION TO EXHIBITORS:

Let's schedule a video call and give a tour of the platform:



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