

CBME Online Business Matching Operation Guide

Introduction to CBME Online Business Matching (OBM)

1 Background Introduction

Due to the outbreak of Covid-19, enterprises' expectations around digital evolve faster than ever. Newly launched CBME Online Business Matching platform target to help over 6,000 brands to connect online with 1.14million global buyers, aiming to stimulate trades within the industry.

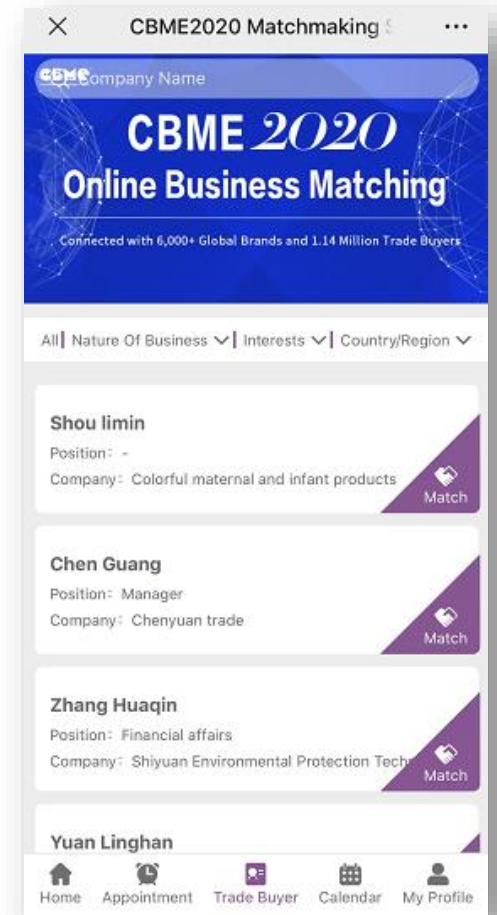
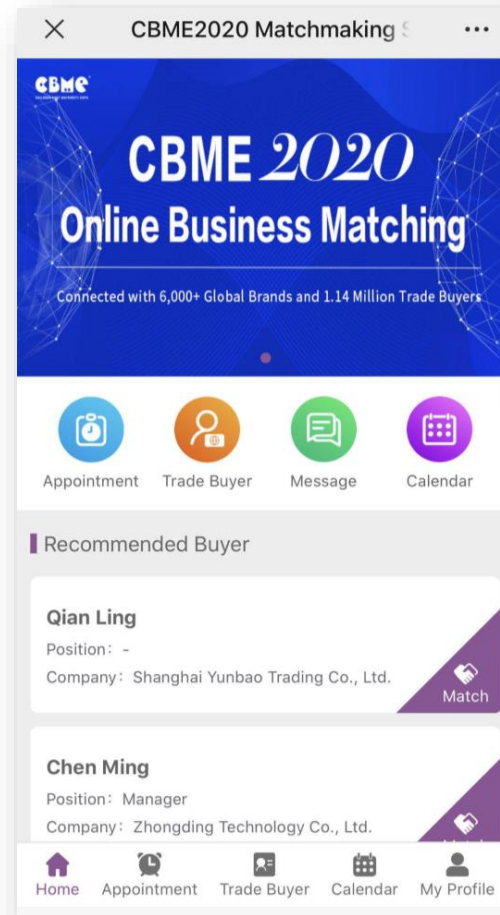
2 Target Audience

- Matching buyers' and sellers' needs during this special period
- Sellers' & Buyers' with travel restriction

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3 Core Functions:

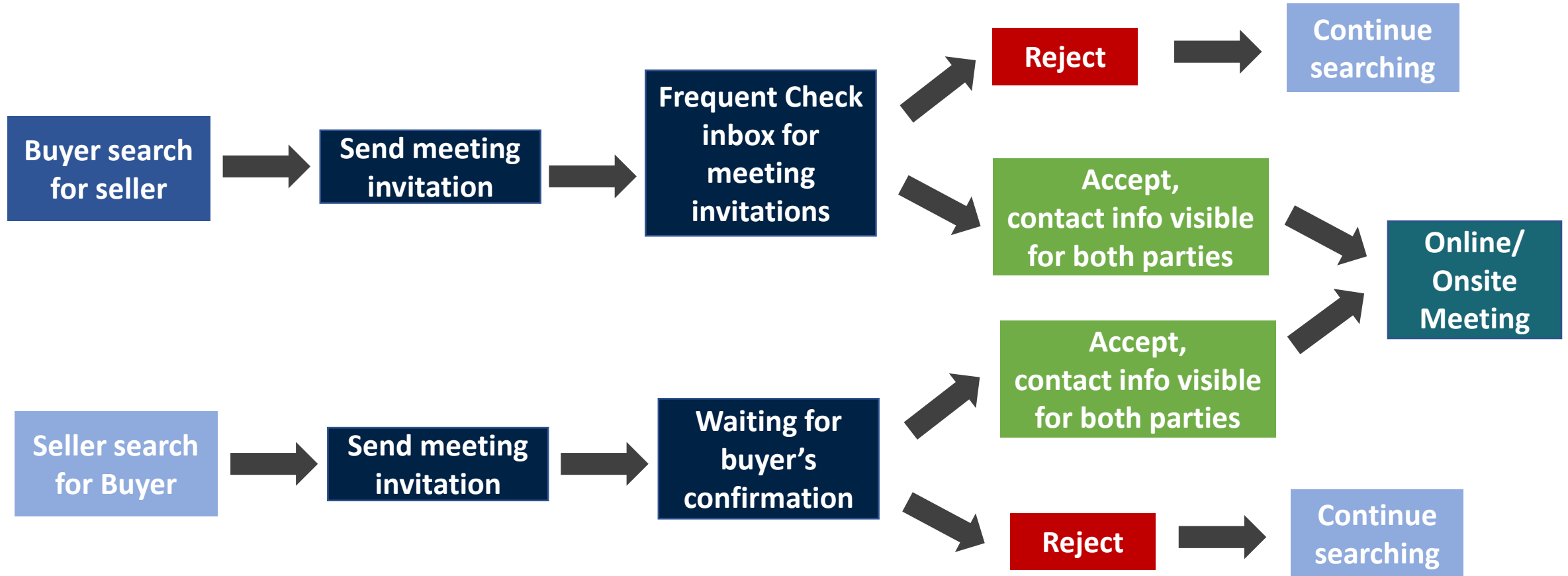
- Available in **bilingual** for both exhibitor and visitor
- Trade with **1.14million** trade buyers and **6,000+** brands from all over the world
- Business with partners quickly and efficiently according to your preferences
- **Contact information exchange** between buyer and seller only after matchmaking successfully
- **Easy operation** and **fast access** in sync with CBME Exhibitor Center (for exhibitor)





Operation Guide

CBME OBM Process in October



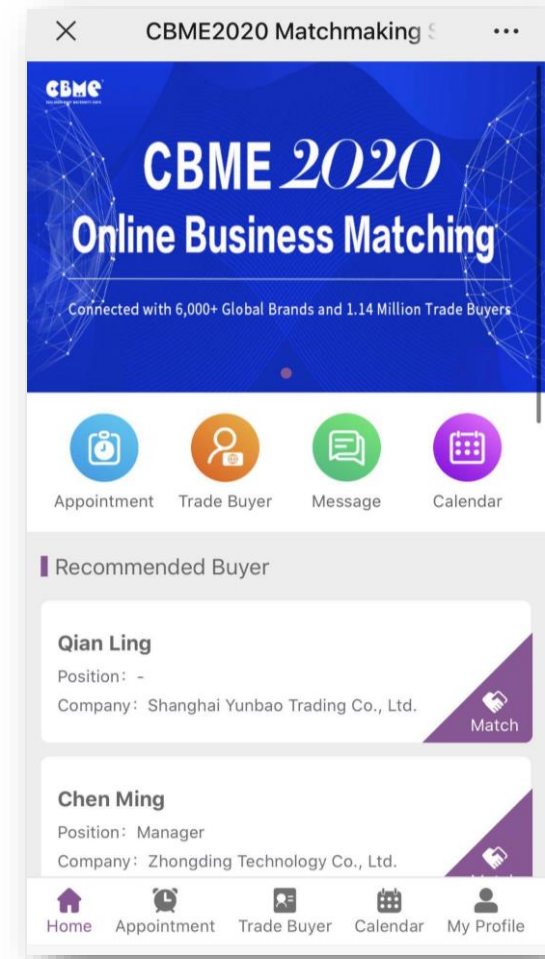
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Choose Your Identity
(exhibitor or visitor)

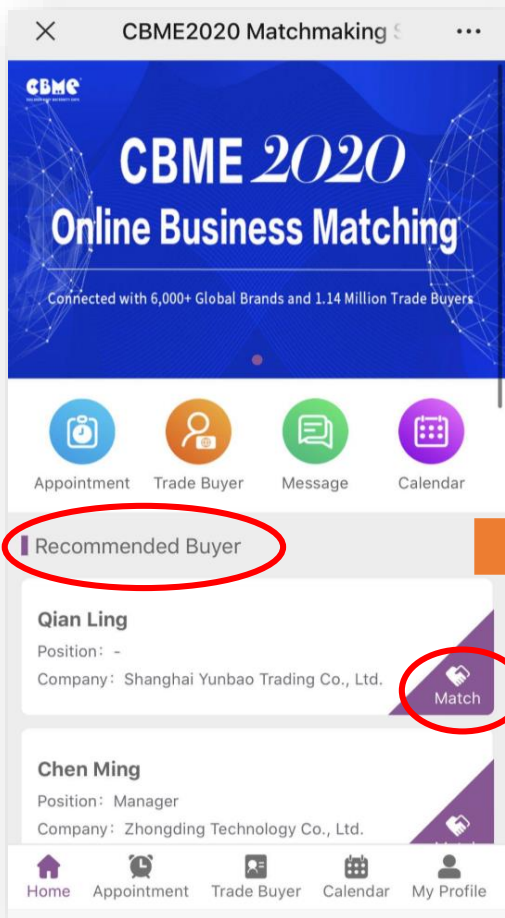


Input Your Exhibitor login
account information
(after click 'Exhibitor')

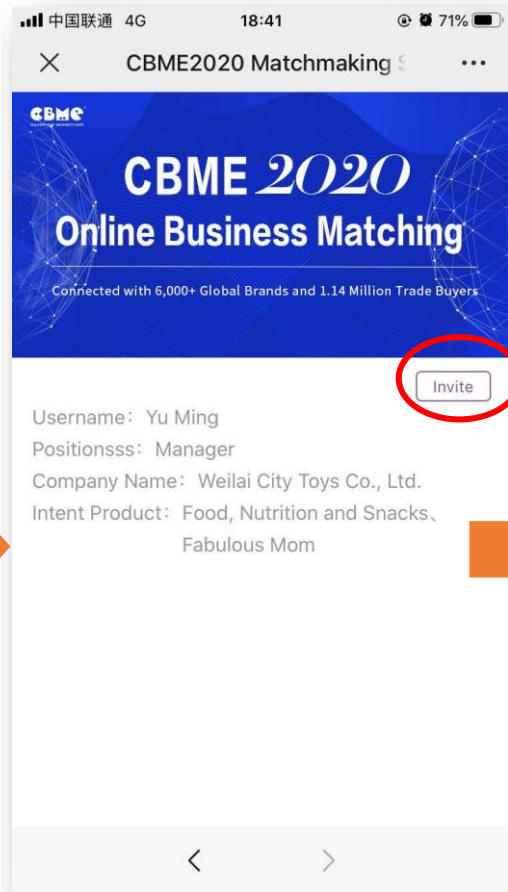


Start to Matchmaking

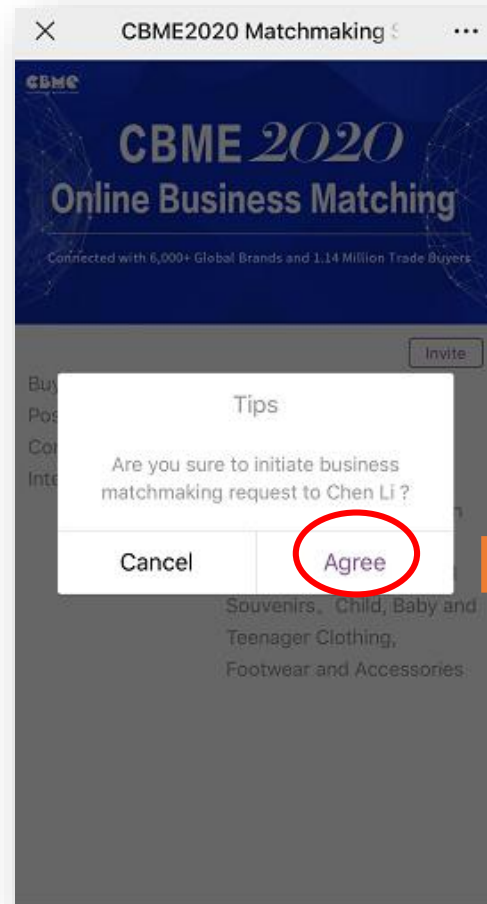
4 steps to connect with trade buyers



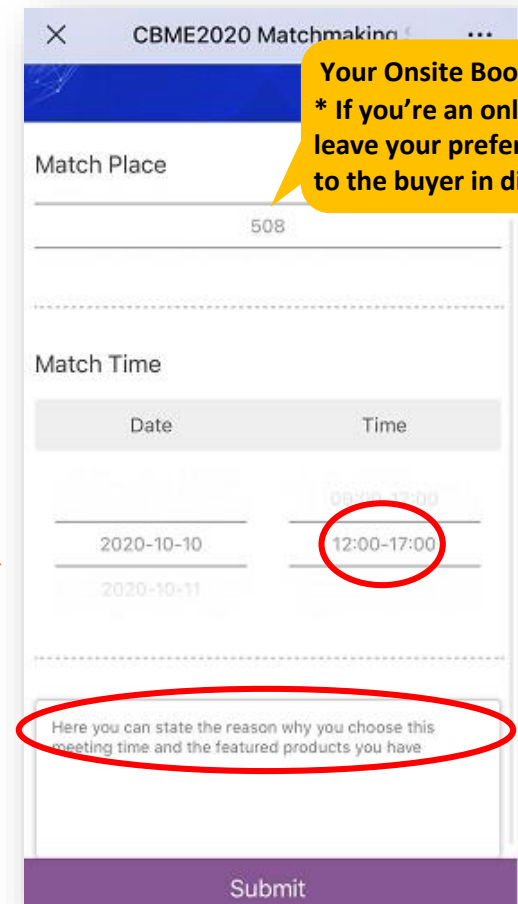
Step 1
Check recommended buyers info
* Click 'Match', move to Step 4' directly



Step 2
Click 'Invite' to initiate matchmaking request to the buyer



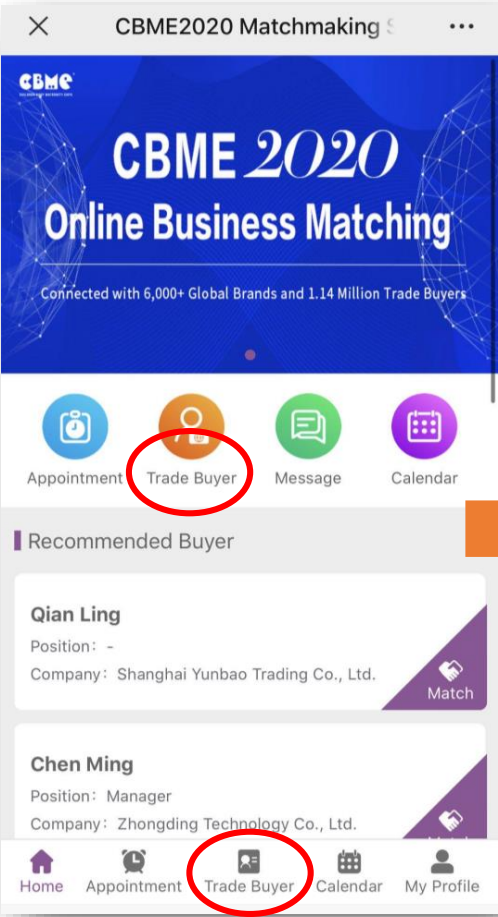
Step 3
Click 'Agree' go to next step



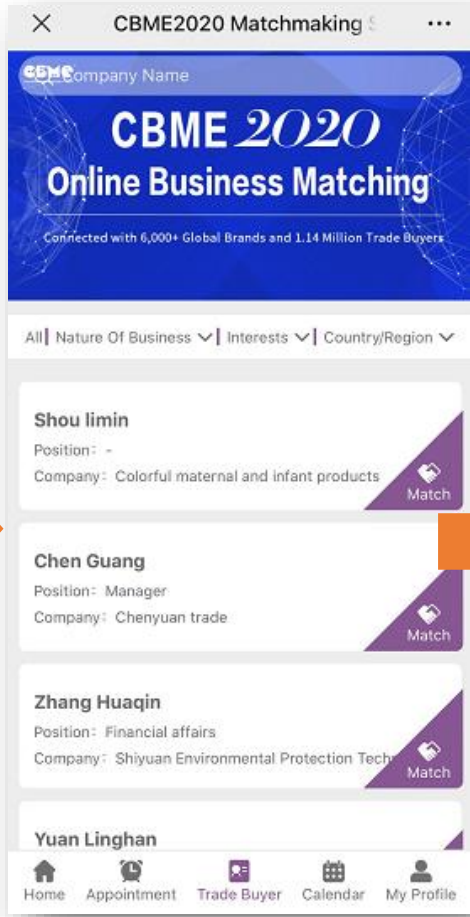
Step 4
- Select the date & time you preferred, then click 'Submit'
- You can also leave your message to the buyer in the dialogue box below

Your Onsite Booth No.
* If you're an online exhibitor, please leave your preferred meeting location to the buyer in dialogue box below.

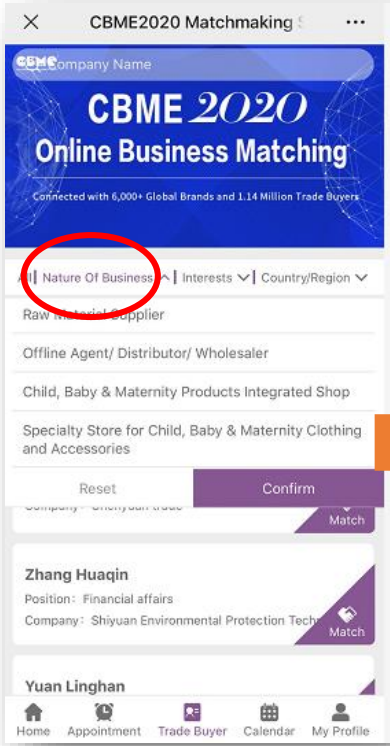
Filter & Select the target buyers as your requirements



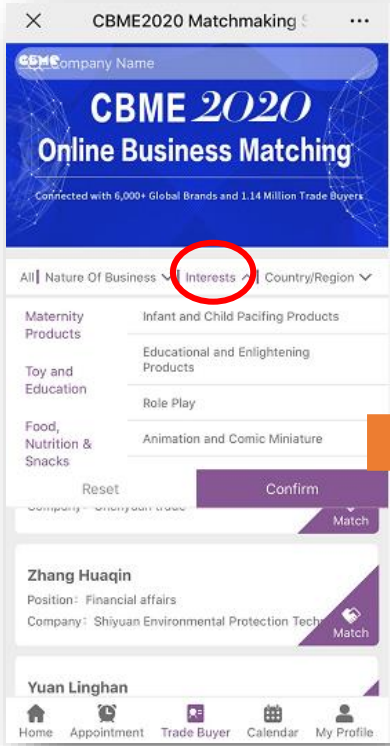
Click 'Trade Buyer' button on the homepage



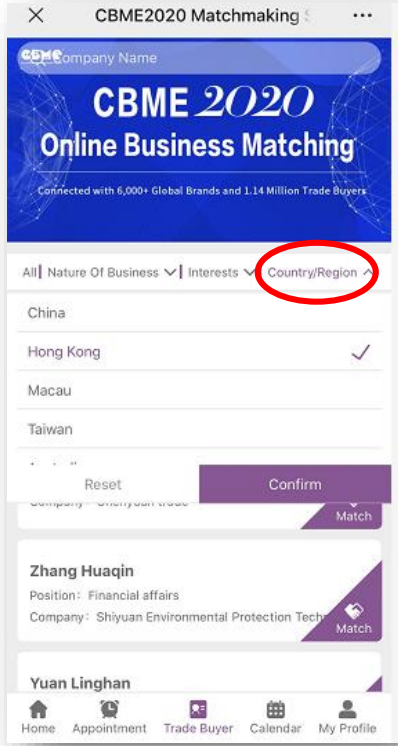
Find your target trade buyer through filtering



'Nature of Business' means the business type of the buyers

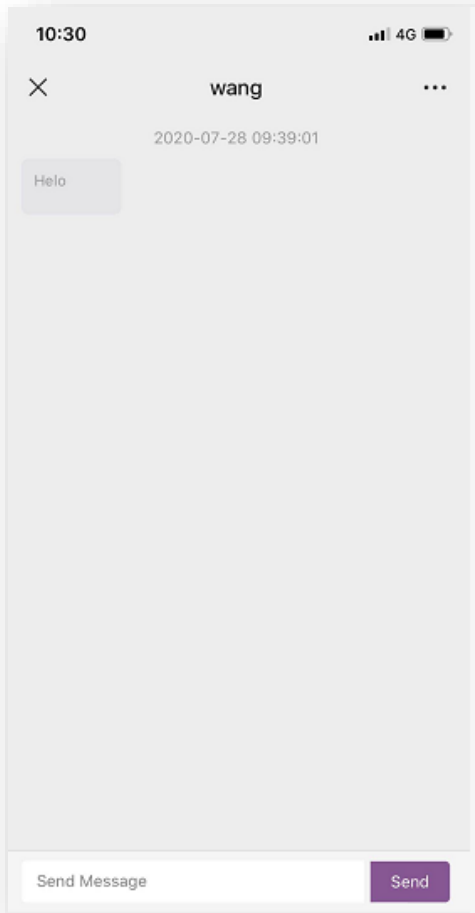
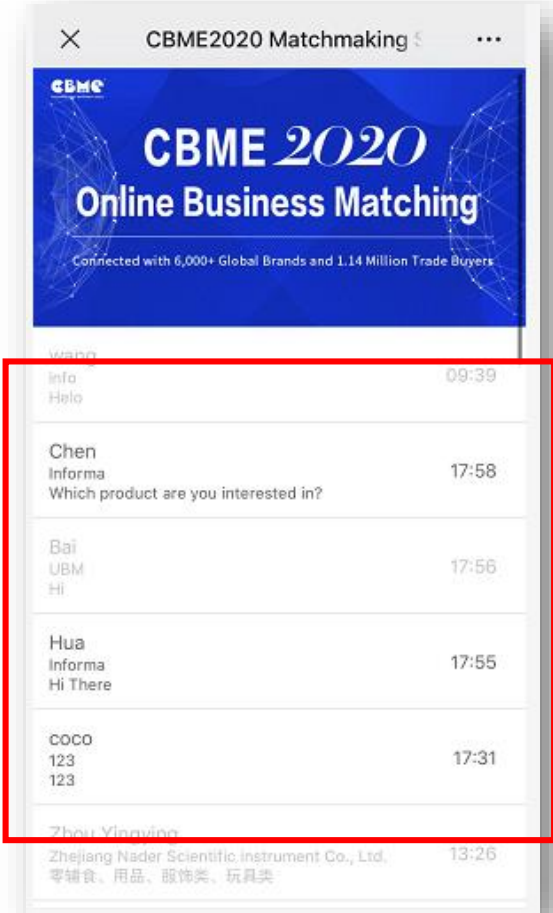
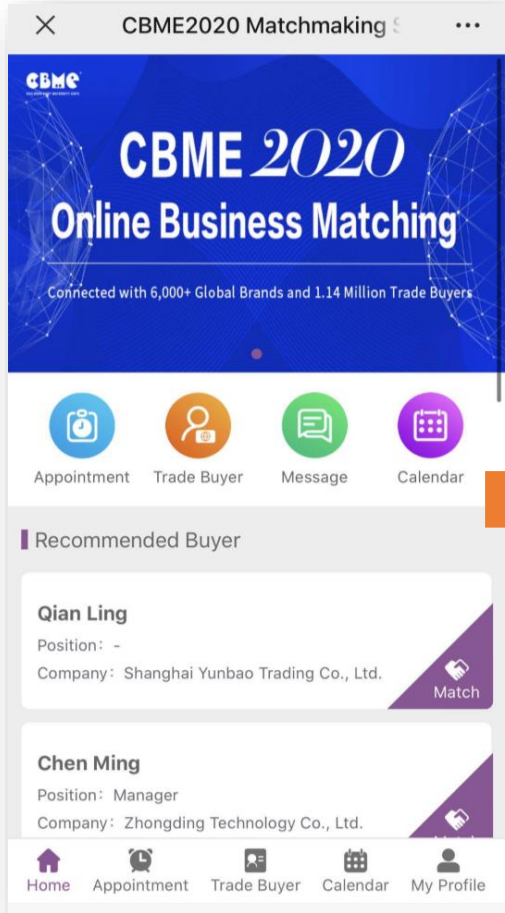


'Interests' means the most interesting product category of buyers



'Country/ region' means the company location of buyers

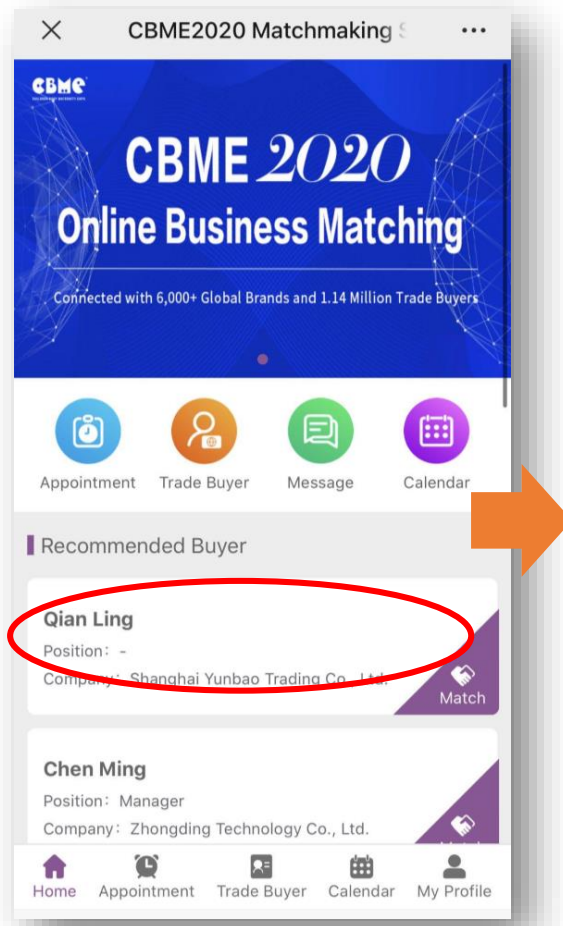
Communicate with trade buyers via 'message box' – method 1



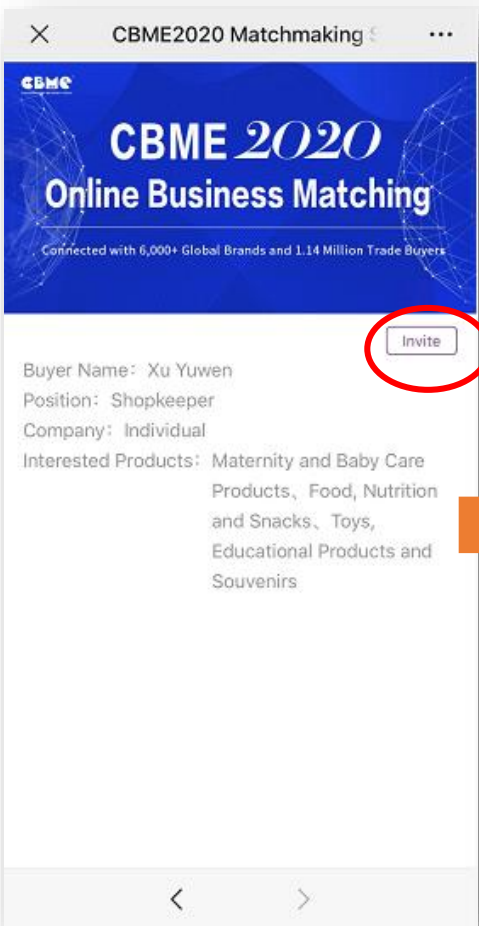
Click 'Message' button (on the home page) to entering your message box

Chat with the clients here

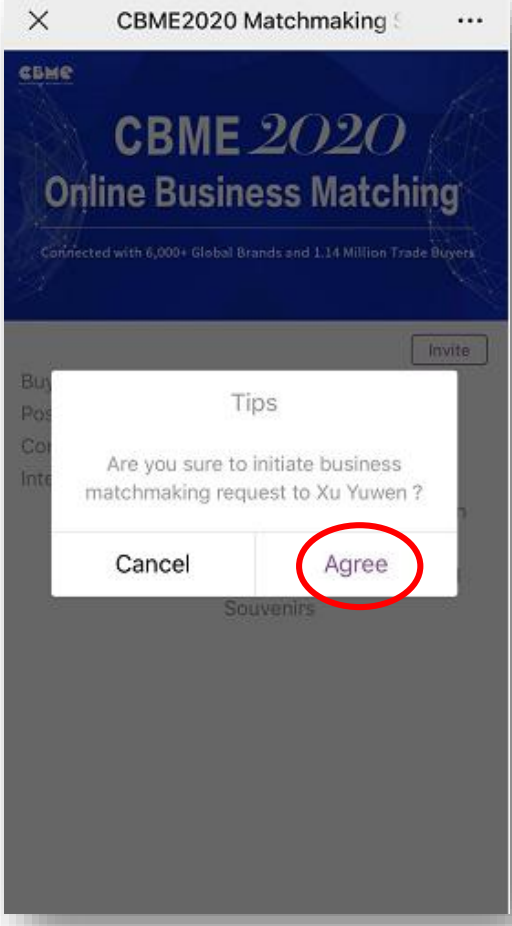
Communicate with trade buyers via 'message box' – method 2



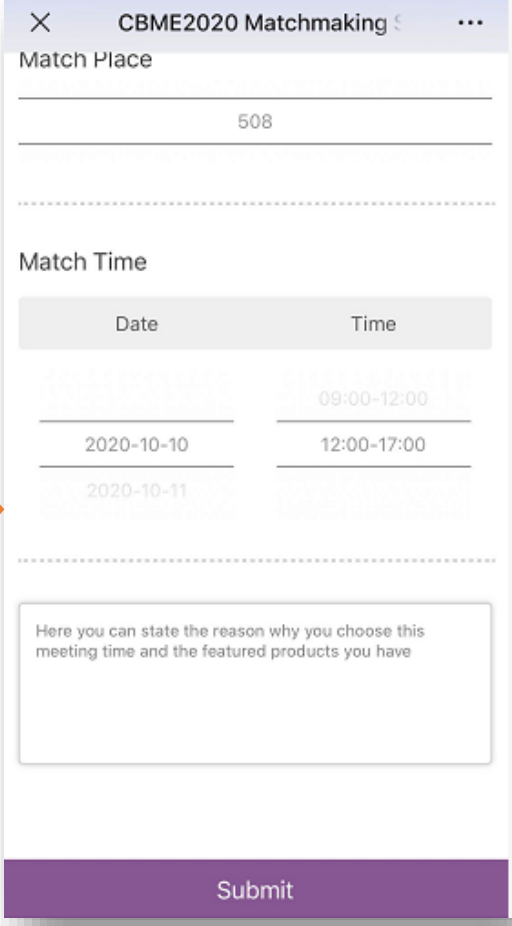
Select the buyer you want to contact



Enter into the buyer's info page



Click 'Agree', move to the next step



Scroll down to the bottom, type in your message in the dialogue box, click 'submit'

Thank you!

