

Connecting Global Competence



Project Team: April, 2016

Buyer Seller Meeting – what is it about?

Exhibitors



Buyers



Buyer Seller Meeting is an offer from Messe Muenchen India to coordinate the individual requirements of manufacturers and visitors.

Manufacturers and buyers tell us which companies they would like to contact. In addition, visitors indicate which devices or services they are looking for.

We will arrange an one-on-one meet on-site during analytica Anacon India.





- Exhibitors fill out the information sheet, which devices and services they present and indicate which buyer companies they would like to meet.
- Buyer send us their wish list filled which companies they would like to meet or what kind of devices they are looking for.

1

2



MMI approach buyer companies and convince them to visit exhibition as VIP buyer.



MMI does a tailor-made match of exhibitor`s and visitor`s interests.

3

4



One-on-one meeting for both exhibitors and buyers at VIP lounge during the show.



MMI send reminders – follow up with prospects whom to meet. All appointments are organized and coordinated by MMI.

5

How Buyers are Engaged



Enroll as
VIP buyers



Free access to
the VIP lounge



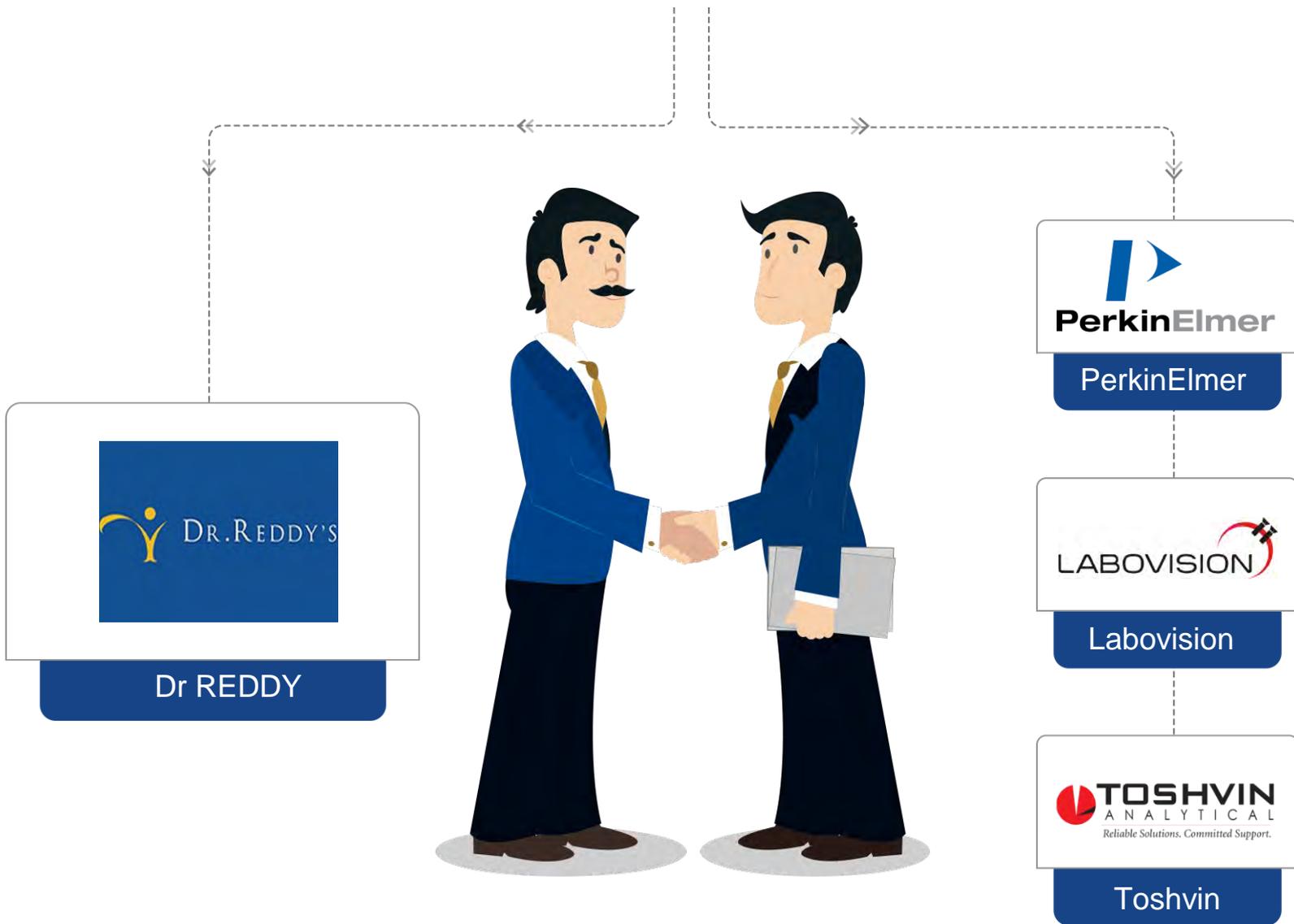
Refreshment and lunch
being served to me



Allocated
free parking



Who We
Connected?





Why should you attend?



Visitor (Buyer)



I had multiple meetings with manufacturers



I have met the right manufacturers who are relevant for my investment



I received VIP assistance



I got value for money



My meetings were pre-fixed with the exhibitors



Exhibitor



I had pre-fixed one-to-one meetings with potential buyers



I could directly meet customers which otherwise I could not



My calendar was scheduled for the meeting with the prospects



I got additional exposure apart from pre-fixed meetings



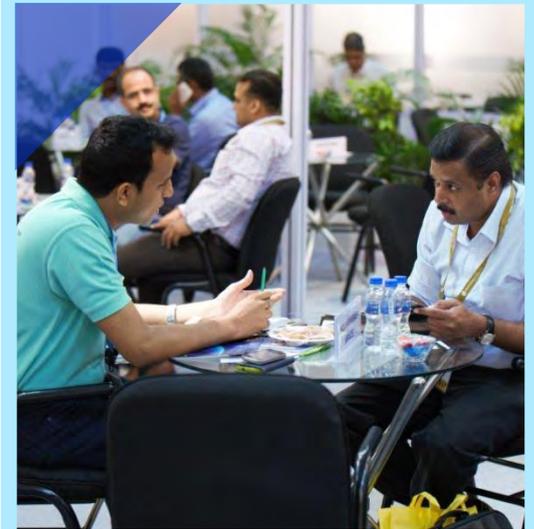
I also got better understanding of: Budget allocation, product requirement, sourcing needs, buyer procurement process



Impressions



Messe München



Buyer-Seller Testimonials



analytica Anacon India



INDIA LAB EXPO

At the buyer-seller forum, we are looking out for companies that could be our customers. We target companies that we ourselves are not able to reach. Exhibiting in Hyderabad and organizing such meetings is definitely an advantage of analytica Anacon India and India Lab Expo. Apart from the big players, there are a number of companies that are medium to small size. Organizing such a meeting is definitely good and we look forward to a lot more interactions.

- Shailesh D. Firke
Senior Manager Marketing



The forum is a bridge between the buyers and sellers like there exists a bridge between the industry and academia. It is a special type of bridge that is being facilitated very well by the organizers. This will prove to be very useful for the manufacturer community, as well as their channel partners, like who we represent.

- S. Saravanan
Managing Director



We do business in different segments of the market and the group is being represented at the trade fairs by Particle Science, which is a part of Inventys. We find the buyer-seller meetings very useful and have already got a couple of references in the first round. We look forward to a lot more meetings with key decision makers. We would also like to make a request to the organizers to have these meetings for three full days.

- Manoj Bhataria
Head of Particle Science

