

# Marketplace guidance – EU-LAC pharmaceuticals matchmaking event

## How to register and request meetings - a step by step guide for participants

Dear participants, please find a document to guide you through the registration of the marketplace platform.

Once registered and your profile set, the organisation team will proceed to the validation or not of your profile, upon the conditions of the platform.

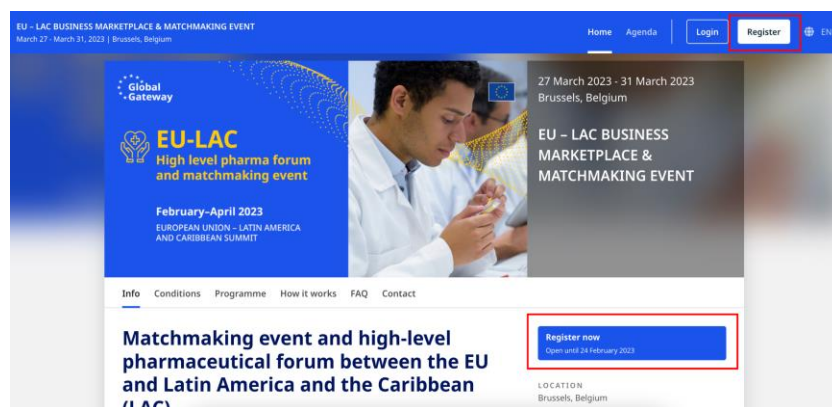
After validation, you can start requesting B2B meetings to your counterparts which can be booked during 5 half days from the 27<sup>th</sup> of March to the 31<sup>st</sup> of March.

Please book your appointments following the steps through this guiding document. It is the most important step to have a chance to speak to your counterparts!

We count on your kind cooperation to make this matchmaking event a great success.

### STEP 1: 2<sup>nd</sup> – 24<sup>th</sup> OF FEBRUARY – REGISTER!

Go to <https://eu-lac-business-marketplace-matchmaking.b2match.io> and click on the 'Register' button on the upper menu or on Home Page.



Choose your language: In the upper right corner next to register button, you can change the language and do the registration in one of the following languages: English, Portuguese, Spanish or French.



Enter your business email address: After clicking on the registration button, you will be asked to enter your business email address

**=> Please note that only corporate business email addresses will be accepted.**

In the next step, please enter password and accept the Terms and conditions and click continue:

## STEP 2: 2<sup>nd</sup> – 24<sup>th</sup> OF FEBRUARY - CREATE YOUR PROFILE

Please choose your participant type between EU and Latin America and Caribbean:

The screenshot shows a registration form titled "Please make a choice". At the top, there is a progress bar with three steps: "PARTICIPATION TYPE" (completed), "PROFILE" (current step), and "ATTENDANCE". The form contains two radio button options: "EU participant" (selected) and "Latin America and Caribbean Participant". A blue "Continue" button is located at the bottom right, and a "Cancel registration" link is at the bottom center.

Fill information on your profile: In this step you will create your profile. Please read the questions carefully.

The screenshot shows a registration form titled "Complete Your Profile" with the subtitle "Add information about yourself and your organisation to your profile." The progress bar at the top shows "PARTICIPATION TYPE" (completed), "PROFILE" (current step), and "ATTENDANCE". The form is divided into a "Personal Information" section with the following fields: "FIRST NAME\*", "LAST NAME\*", "PREFERRED LANGUAGE" (a dropdown menu showing "Please choose"), "JOB POSITION", and "MOBILE PHONE NUMBER". Below the mobile phone number field, it says "Only the event organiser can see your phone number". There is a "PROFILE PICTURE" section with a circular icon and a dashed box containing the text "Click here to upload a profile picture". Below this, it says "Please do not upload pictures of landscapes or logos." The "TIME ZONE \*" section has two radio button options: "Event time zone (Europe/Vienna)" (selected) and "Your time zone". Below the radio buttons is a dropdown menu showing "Europe/Zagreb".

Be particularly aware that when filling-in the entity details, the information will apply to the entire entity you belong to and not only to the department or unit you work in. Please make sure to enter all the concerned areas of activities by your entity.

## Areas of Activity \*

Areas of Activity help us to categorize what your entity does and offers. This makes it easier for other participants to find you and makes your profile more expressive. Be aware that here, we are interested in your entire organisation's activities, so not only the activities of the department/unit you are employed in.

Please select areas of activity related to pharmaceuticals that suit your entire entities' profile in the list below.

### MEDICINE MANUFACTURERS

Chemical Medicines (innovators)

Vaccines

Other Biological products

Generics and Biosimilars

### CONTRACT MANUFACTURING ORGANISATIONS

Contract Manufacturing Organisations

### INDUSTRIAL AND TRADE ASSOCIATIONS

Industrial Associations: Pharma and related industries, regional / National (Africa and Europe)

Organisations facilitating licensing and technology transfers

### FINANCIAL INSTITUTIONS

Development Financial Institutions

Commercial / Industrial Banks

Venture Capital Firms

### RAW MATERIALS AND OTHER SUPPLIERS

You will then be requested to fill in personal questions related to your own field of expertise.

In this section, please answer by taking into account your own personal role and expertise, not the ones of the entire entity

PLEASE INDICATE THE LANGUAGES IN WHICH YOU COULD CONDUCT THE B2B MEETINGS \*

☐ English

☐ Portuguese

☐ Spanish

☐ Other

IF OTHER, SPECIFY WHICH LANGUAGE

CHOOSE YOUR FIELD OF EXPERTISE RELATED TO PHARMACEUTICAL INDUSTRY \*

Please choose

KINDLY DESCRIBE HOW THE ENTITY'S CAPACITIES/FACILITIES/SUPPORT POSSIBILITIES ARE RELEVANT FOR THE PURPOSE OF THIS MARKETPLACE AND MATCHMAKING MEETINGS \*

PLEASE BRIEFLY EXPLAIN WHAT YOUR EXPECTATIONS ARE FROM PARTICIPATING IN THIS MARKETPLACE (INCLUDING IF POSSIBLE THE TYPE OF COMPANIES YOU WISH TO

The difference between the area of activity of the entity you belong to, and your personal field of expertise will be important to correctly filter and find potential business partners.

We also suggest uploading the products/services you offer and the ones you are looking for on the marketplace to make your profile stand out more.

In the last step of registration, you will plan your attendance. Choose the sessions that you would like to attend. Timeslots will be available from 14:00 -19:00 CET from the 27th until the 31st of March.

EU - LAC BUSINESS MARKETPLACE & MATCHMAKING EVENT  
Brussels, Belgium

Home Agenda

PARTICIPATION TYPE PROFILE ATTENDANCE

### Plan your attendance

Monday, March 27, 2023

☐ Matchmaking meetings [MEETINGS](#) [ONLINE](#)

☐ Time 14:00 - 19:00  
☐ Meetings 15 meetings, 20 min each

Tuesday, March 28, 2023

☐ Matchmaking meetings [MEETINGS](#) [ONLINE](#)

☐ Time 14:00 - 19:00  
☐ Meetings 15 meetings, 20 min each

Wednesday, March 29, 2023

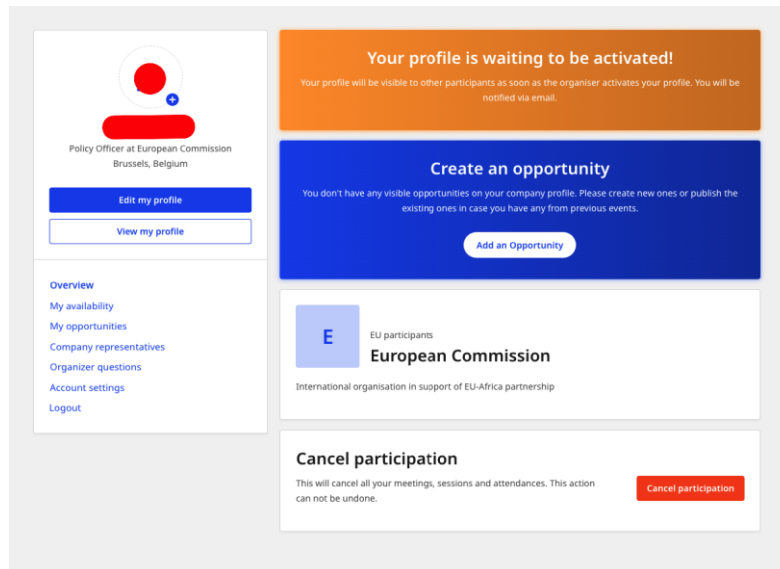
### STEP 3: 24<sup>th</sup> OF FEBRUARY – 6<sup>th</sup> OF MARCH - VALIDATION OR REJECTION OF YOUR PROFILE

Congrats! You are now registered!

The event organiser will review your profile. If you meet all the conditions set in the platform your profile will be activated and you will be notified. Please note that if information is missing to review of profile, the organiser will send you a request for additional information.

Once your profile is activated, you will be officially participating to this event.

- ⇒ You will be able to check other profiles, get in contact with other participants and send meeting request once booking time frame is open on the 6th of March.



## STEP 4: 6th – 26th OF MARCH: BOOK YOUR MEETINGS

Go to the Participant tab to check who is participating at the marketplace. Browse the participant list. On the right you can   [Request meeting](#) 

Home Entity **Participants** Marketplace Agenda

















### Participants

Relevance

6 Participants found

Search

- ☐ BOOKMARKED
- ☐ MATCHMAKING
- ☐ AREAS OF ACTIVITIES
- ☐ COUNTRIES
- ☐ FIELD OF EXPERTISE

	<b>Andre Geiger</b> CSO VIENNA, AUSTRIA NetWorking GmbH >	 <a href="#">Request meeting</a> 
	<b>Mara Kruna</b> GRANADA, SPAIN Crown >	
	<b>Tristan Izolda</b> SOFIA, BULGARIA Butterflies >	 <a href="#">Request meeting</a> 
	<b>Lara Croft</b> Croft Corporation	 <a href="#">Request meeting</a> 
	<b>Silvia Bor</b> ZAGREB, CROATIA Borco >	 <a href="#">Request meeting</a> 
	<b>Lidia Bozic</b> ZAGREB, CROATIA Borco >	 <a href="#">Request meeting</a> 

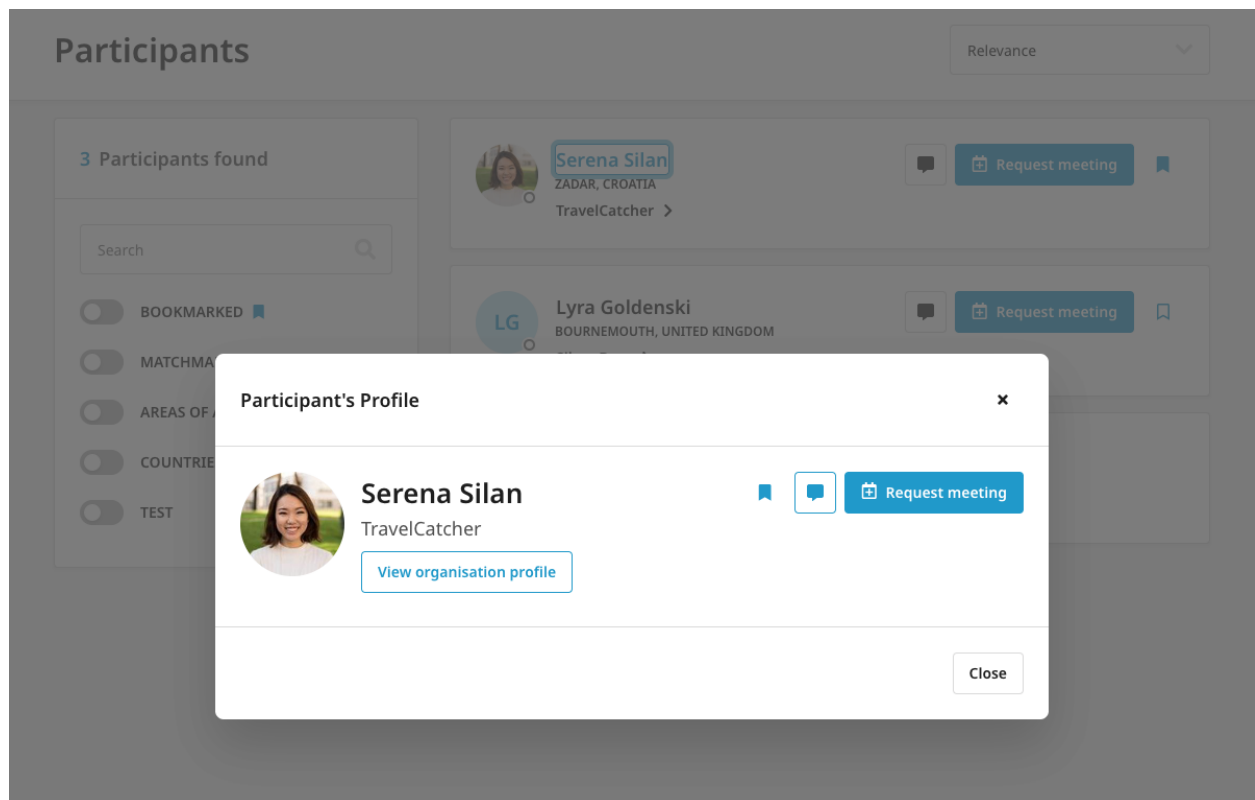
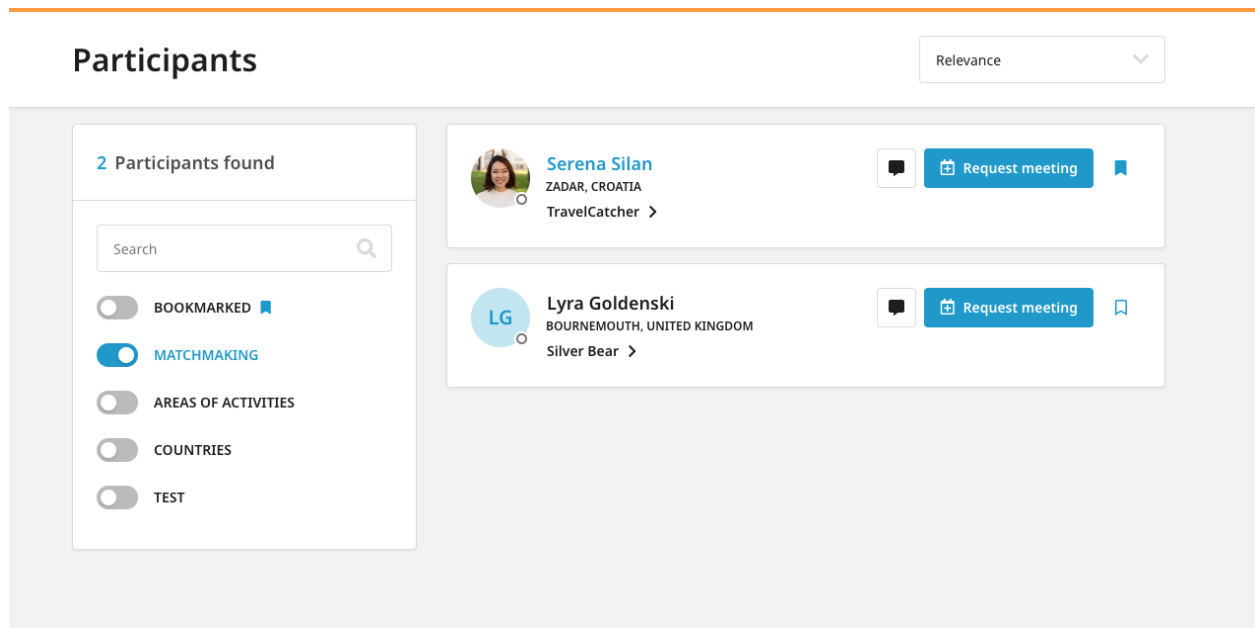
Check the Marketplace, see what other participants are offering or searching for.

The screenshot shows the 'Marketplace' section of a web application. At the top, a blue navigation bar contains links for 'Home', 'Entity', 'Participants', 'Marketplace' (highlighted with a red box), and 'Agenda'. Below the navigation bar, the 'Marketplace' title is displayed on the left, and an 'Add an Opportunity' button is on the right. The main content area is divided into two columns. The left column, titled '2 Opportunities found', contains a search bar and two filter buttons: 'PROJECT COOPERATION (1)' and 'SERVICE (1)', both of which are highlighted with a red box. The right column displays a detailed view of an opportunity titled 'Accommodation providers in Argentina, Chile and Peru', which is categorized under 'PROJECT COOPERATION' and 'Updated on November 14, 2022'. It includes a description, tags for 'Planning' and 'Sales/Distribution', and a profile for 'Mara Kruna' from 'Crown (Granada, Spain)'.

To request a meeting, browse through the participant list.

The screenshot shows the 'Participants' section of a web application. At the top, the 'Participants' title is displayed on the left, and a 'Relevance' dropdown menu is on the right. The main content area is divided into two columns. The left column, titled '3 Participants found', contains a search bar and four filter buttons: 'BOOKMARKED', 'MATCHMAKING', 'AREAS OF ACTIVITIES', and 'COUNTRIES'. The right column displays a list of three participants. Each participant entry includes a profile picture, a name, location, company, and a 'Request meeting' button. The participants listed are: 'Serena Silan' from 'ZADAR, CROATIA' at 'TravelCatcher', 'Lyra Goldenski' from 'BOURNEMOUTH, UNITED KINGDOM' at 'Silver Bear', and 'Nuria San Manuel' from 'PAPHOS, CYPRUS'.

By clicking on participant name, you will get a pop-up window with the information about the participant:



By clicking on the name of the organisation below the participant's name the entities page will open.



Relevance

Home

Participants

Agenda

Marketplace

Meetings

Conversations

16

1:1 Meetings

Camera and microphone test

My meetings

ALL

ACCEPTED

PENDING

CANCELED

AVAILABILITY

All times are displayed in the event time zone (Europe/Zagreb, currently: 10:52). [Change](#)

Next meetings

NS

Nuria San Manuel

Eco-tours

✓

LG

Lyra Goldenski

Silver Bear

✓

Starts in 2 months

15:00 - 15:20

Online Video Meeting

Sunday, March 19

Received requests

Serena Silan

TravelCatcher

✓

LG

Lyra Goldenski

Silver Bear

⌵

Accept

Not set

Not set

Canceled meetings

AH

Adam Horvat

First travels d.o.o.

⌵

LG

Lyra Goldenski

Silver Bear

⌵

Not set

Not set

Next meetings

NS

Nuria San Manuel

Eco-tours

✓

LG

Lyra Goldenski

Silver Bear

✓

Starts in 2 months

15:00 - 15:20

Online Video Meeting

Sunday, March 19

## STEP 5: 27th- 31st of MARCH - MEET YOUR PARTNER!

On Meeting tab, you will be able to see all your meetings. Proceed to the Microphone and Camera test so that you are prepared for your meetings.

Home Entity Participants Marketplace Agenda **Meetings** Conversations MK

1:1 Meetings

Camera and microphone test

My meetings

ALL 1

ACCEPTED 0

PENDING 0

CANCELED 1

AVAILABILITY

All times are displayed in the event time zone (Europe/Zagreb, currently: 11:28). [Change](#)

You don't have any meetings yet.

[+ Request meetings](#)

Do not forget about the agenda where you can see what sessions you are attending.

Home Entity Participants Marketplace **Agenda**

Agenda

All days

All session types

Meet your Belgian partner - Walks-in meetings

Webinar

1:1 Meetings

EVENT AGENDA

MY AGENDA

Or the Entity tab to have an overview of companies participating.

The screenshot shows a web application interface with a blue navigation bar at the top containing links for Home, Entity, Participants, Marketplace, and Agenda. The 'Entity' tab is selected. Below the navigation bar, the word 'Entity' is displayed on the left, and a 'Relevance' dropdown menu is on the right. On the left side of the main content area, there is a sidebar with the text '5 Organisations found', a search bar, and two toggle switches labeled 'COUNTRIES' and 'AREAS OF ACTIVITIES'. The main content area displays a list of four organizations, each with a logo, name, location, and an 'Available' status icon.

Logo	Organization Name	Location	Status
	Borco	Zagreb, Croatia	Available
	Butterflies	Sofia, Bulgaria	Available
	Croft Corporation		Available
	Crown	Granada, Spain	

## STEP 6: BEGGINING OF APRIL - FILL THE SURVEY

Please fill a satisfactory survey to help us improve the initiative!

---

Contact the event organizer: [eu-lac.pharma@videlio-events.com](mailto:eu-lac.pharma@videlio-events.com) if you are not able to book meetings.

Also, check the content of each email from [noreply@b2match.com](mailto:noreply@b2match.com) for valuable further instructions and news.