


24|25|26 November  
FIERAMILANO RHO (MI)

2014  
10<sup>th</sup>  
Edition

# MATCHING

share & grow

An event promoted by  CDO

Powered by  GiPlanet  
exponential interaction

Media Partner

RADIO  24

Follow us and share    



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# Matching

## What is it?

It is a path for the company development

## To whom is it addressed?

To Small, Medium - Sized and Large Companies, Professionals, Institutions.

## What is its Mission?

Fostering the awareness of the tangible themes of the company, by planning meetings and establishing networks between companies and professionals.

Through the path offered by Matching, the entrepreneur can know and meet new customers, new partners, prove new opportunities to develop his own business in Italy and abroad.



Watch the video on [www.e-matching.it](http://www.e-matching.it)

## Why choosing Matching?

- 1** MATCHING is a path for the company development, created and promoted by CDO, open to all the possible interrelations with the market.
- 2** MATCHING has innovated its format, which allows to consider the exhibition time as the result of a heterogeneous activity that lasts the whole year.
- 3** MATCHING is a platform useful to promote and improve your business through meetings and events, creating a strong network of companies, institutions and professionals.
- 4** MATCHING simplifies the meeting between various competences and professionalism, in different markets, also international, among different business dimensions: from the large company to the start up.
- 5** MATCHING represents the most favorable specialized exhibition solution: today MATCHING is the event with the best cost-contact relationship hosting 1,600 companies and over 45,000 business meetings.
- 6** MATCHING is the most affordable and effective system to promote the internationalization process of firms.

# 2014 News

A 4-PHASE PATH THAT CONSTANTLY PUTS THE COMPANY IN THE LEADING ROLE

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**From May to November 2014**  
**MATCHING welcome**



**24|25|26 November 2014**  
**MATCHING live**



**From September 2014**  
**MATCHING training**



**From November 2014**  
**MATCHING follow up**



01

From May to November 2014

## MATCHING welcome



It is the dialog time with and among companies in order to better establish their presence at MATCHING.

**Many tools available:** the web site, the dedicated social channels and the digital catalogue, where telling and listening to identify needs and objectives.



for small



medium-sized



and large companies

02

From September 2014

## MATCHING training



Today MATCHING starts with the opportunity to enter a **dedicated Digital Platform** that will help the company to get to know itself and to communicate its own values and distinctive factors.





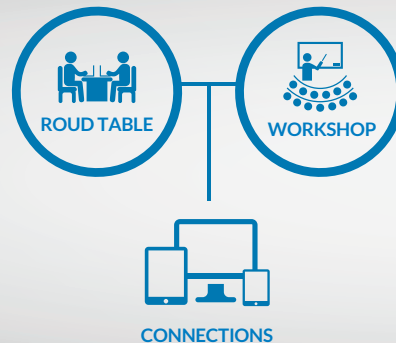


03

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## MATCHING live

An **innovative picture**, an organized and intuitive space. It is an event conceived to allow the communication with the **market leaders**, the **decision makers** and the **stakeholders**. At the core, the company and its business, the one to one meetings and the diffusion of opportunities.





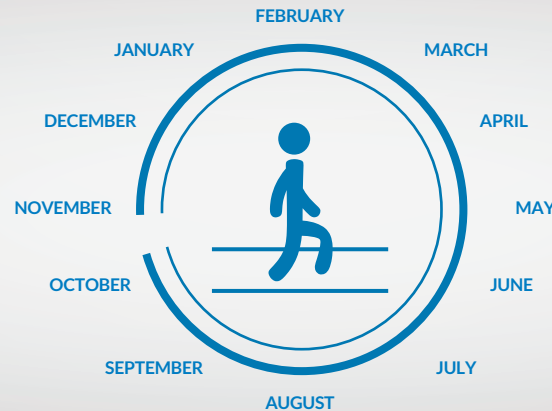


**From November 2014**

## MATCHING follow up



MATCHING follows up on the dedicated **Digital Platform**. The company joins a **Community** which is **active** all year long, to keep on **sharing** and **growing together**.



## The Areas

### THE AREAS Company's Matching time

The Areas are places where focusing connections, involve **experts**, illustrate methods, encourage long-lasting collaborations and make offers, ideas and projects. In a few words you could meet and compare yourself with the market leaders and make you know.

### THE share&grow LEADER

In each Area you will have the chance to meet the **sector leaders**, **best practice**, entrepreneurs, managers and professionals that were able to look beyond their company boundaries and have planned and realized the change. They are the real market leaders and play the leading role in MATCHING. A schedule of overviews, workshops, round tables is the way the leaders express themselves, in a value exchange that leads to the growth.

### MATCHING areas

 CONSTRUCTION&FURNITURE

 FINANCE&INSURANCE

 FOOD

 HEALTHCARE

 INDUSTRIAL PRODUCTS

 INTERNATIONALIZATION

 LOGISTICS&MOBILITY

 MKTG&COMMUNICATION

 NETWORKING

 POWER&ECOLOGY

 SOFTWARE&ICT

 START UP

 TRAINING&EMPLOYMENT

 TRAVEL&INCOMING

 WELFARE

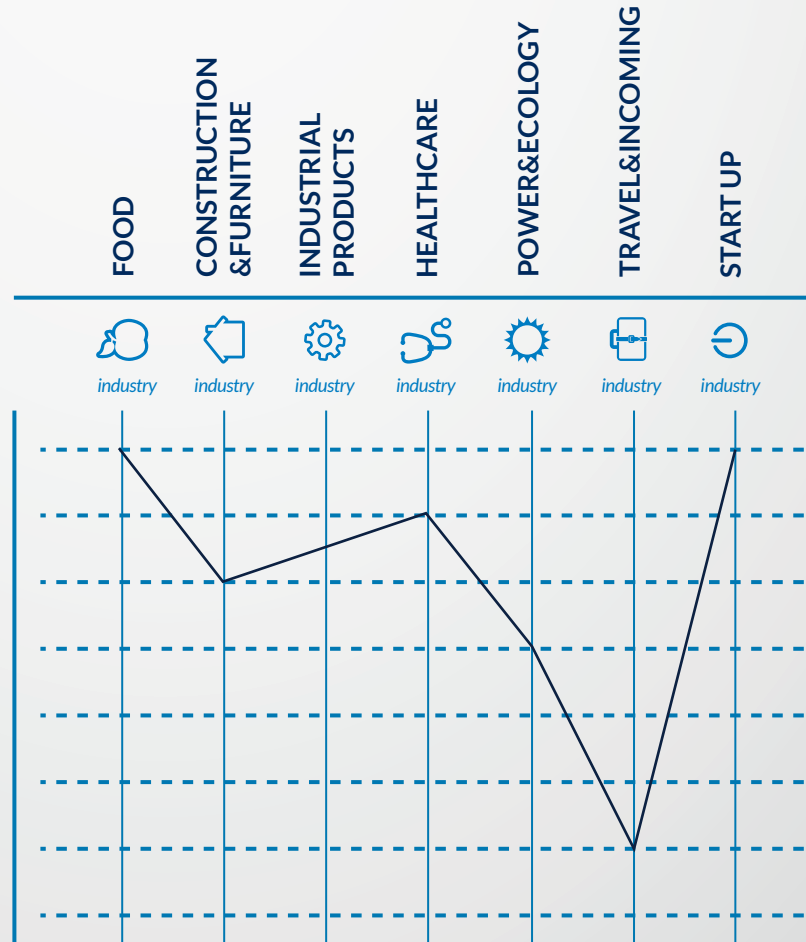


# The Map

CROSSINGS AND RELATIONSHIPS AMONG MATCHING AREAS.

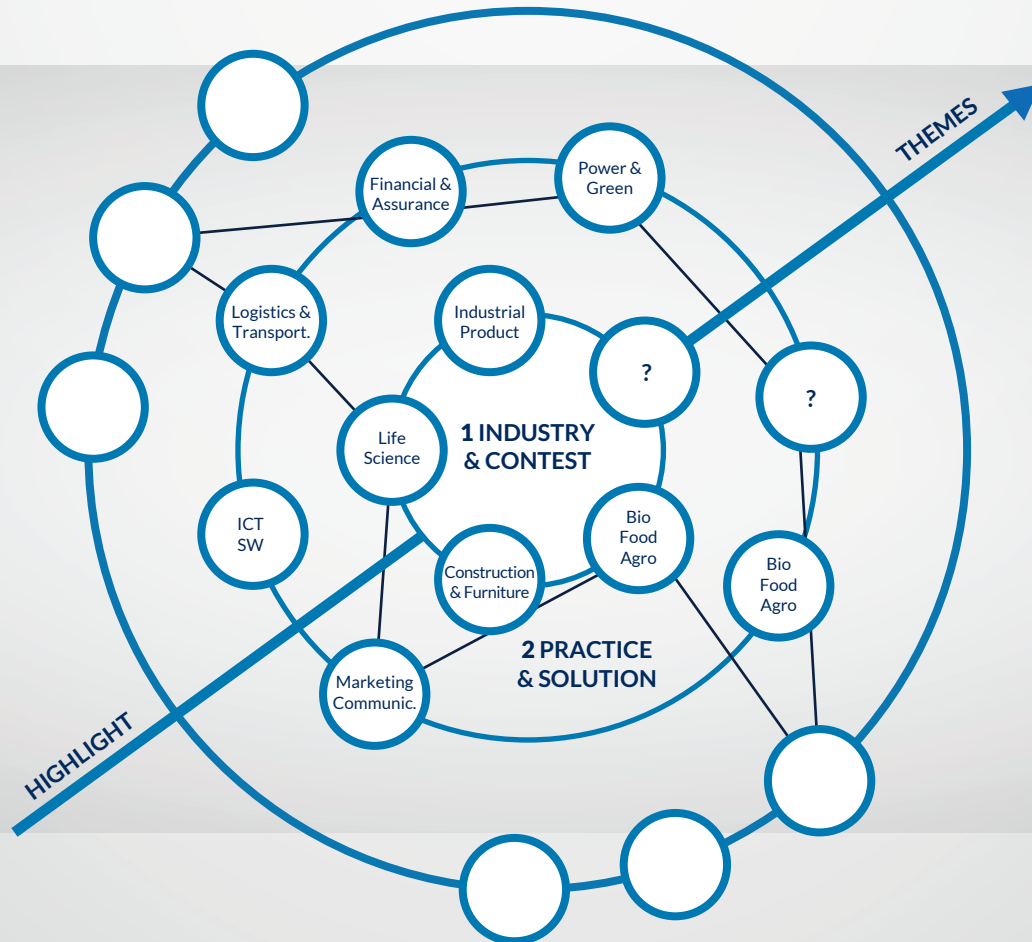
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-  **MKTG&COMMUNICATION** *service*
-  **FINANCE&INSURANCE** *service*
-  **INTERNATIONALIZATION** *service*
-  **TRAINING&EMPLOYMENT** *service*
-  **LOGISTICS&MOBILITY** *service*
-  **WELFARE** *service*
-  **NETWORKING** *service*
-  **SOFTWARE&ICT** *service*



# The Maps

CROSSINGS AND RELATIONSHIPS AMONG MATCHING AREAS.

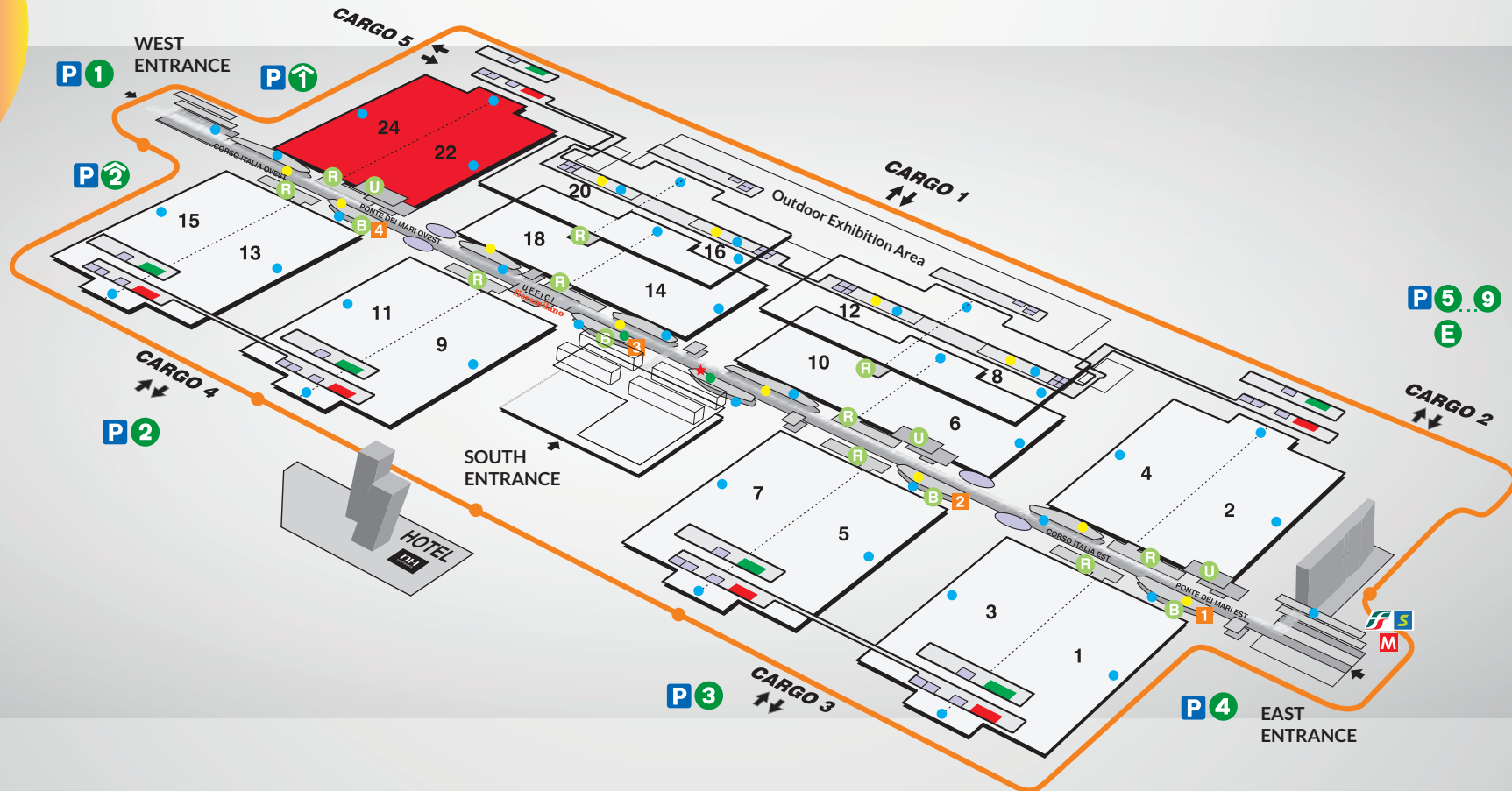




# The Set-up Project

FIERAMILANO RHO - HALLS 22-24

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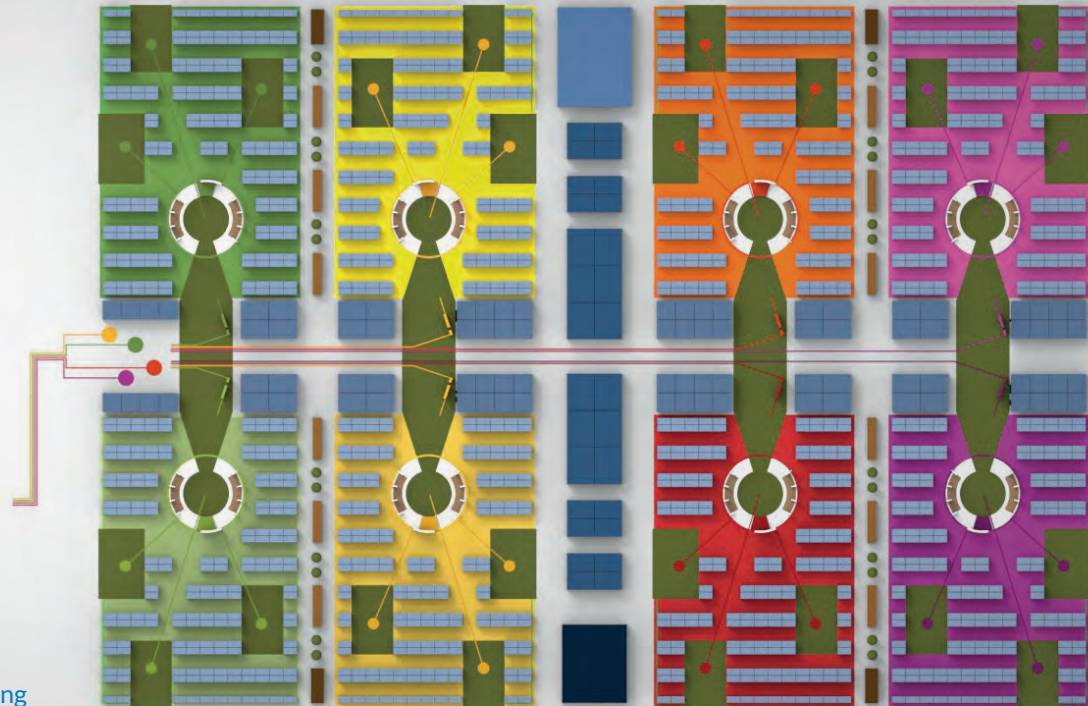


# The Set-up Project

ALLOCATION PLANIMETRY

## CAMPUS SPACES

- Arena
  - Laboratory Areas / Fast Stand
  - Leader Stand
- PRE-FITTED BOOTHS**
- Basic 3x2
  - Plus 3x4 / Premium 6x4
  - Platinum 8x6
- SPECIAL AREAS**
- Convention Hall
  - CDO Space
  - Food Area
- SUBJECT AREAS**
- Telecommunications
  - Health Care
  - IT
  - Manufacturing Activities
  - Electronics and Electrical Engineering
  - Agrobusiness
  - Marketing e Communication
  - Building and Plant Design





# The Set-up Project

PLANIMETRIC / VOLUMETRIC

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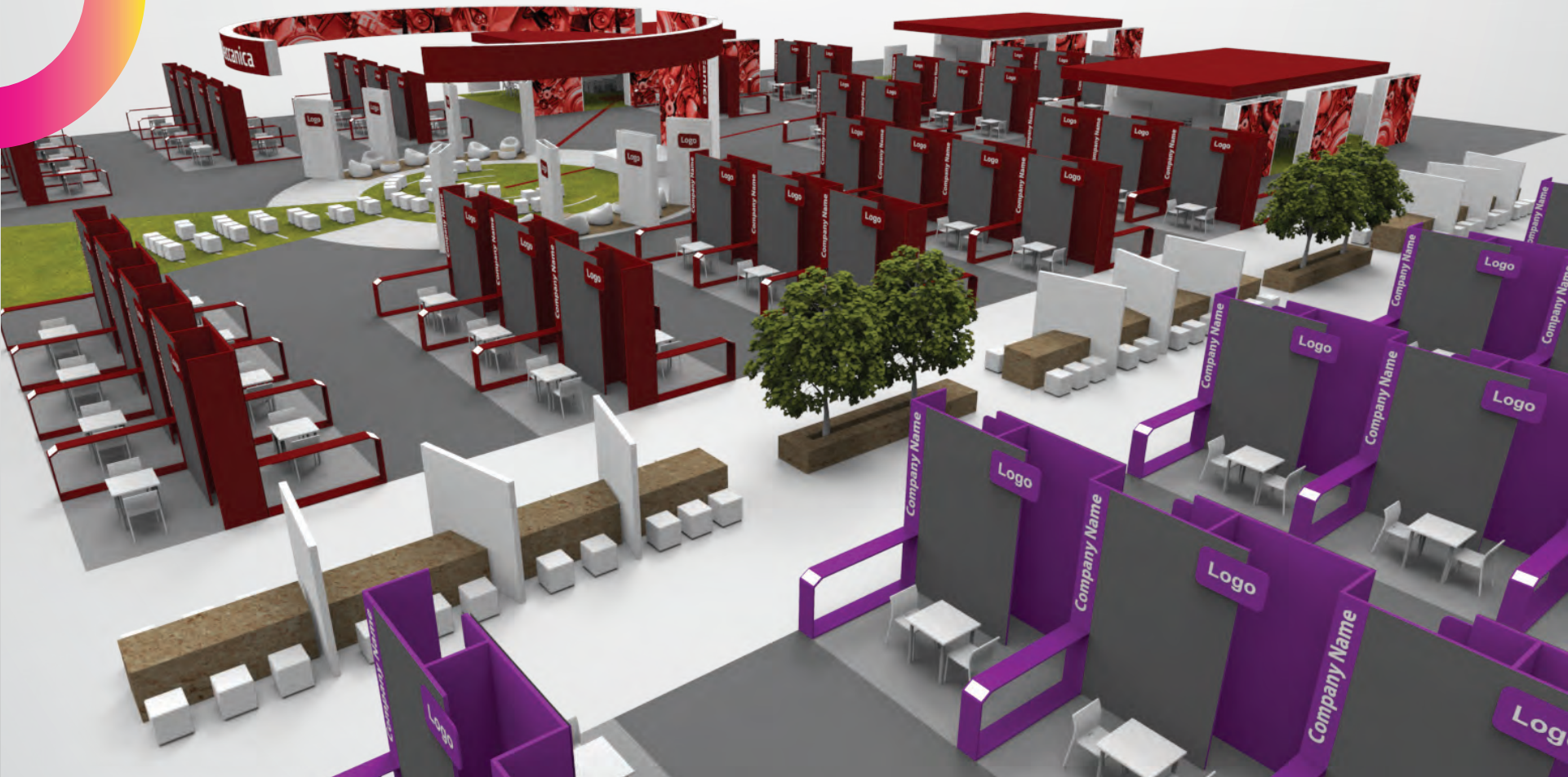
# The Set-up Project

AERIAL VIEW

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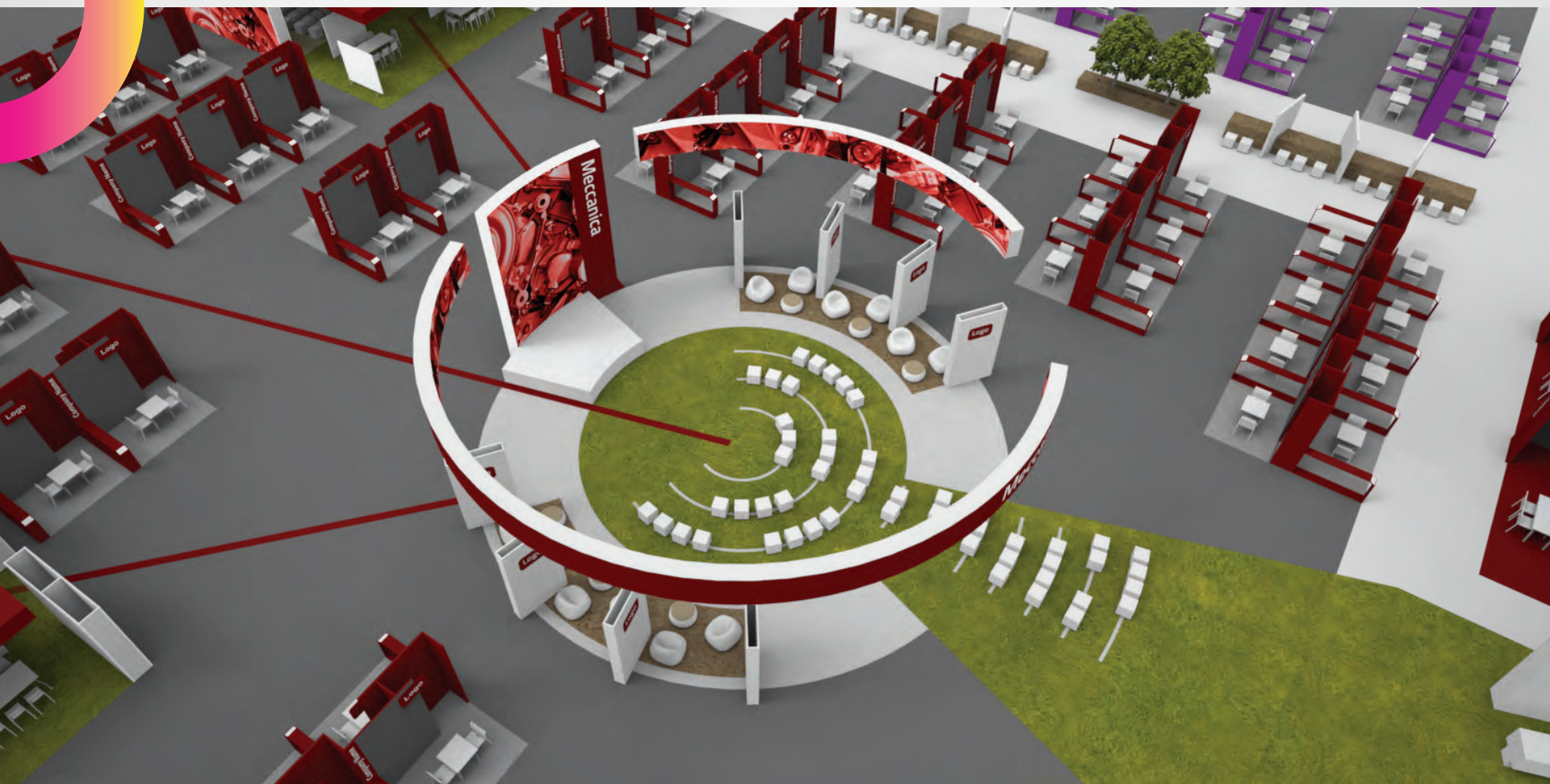
# The Set-up Project

ARENA AERIAL VIEW

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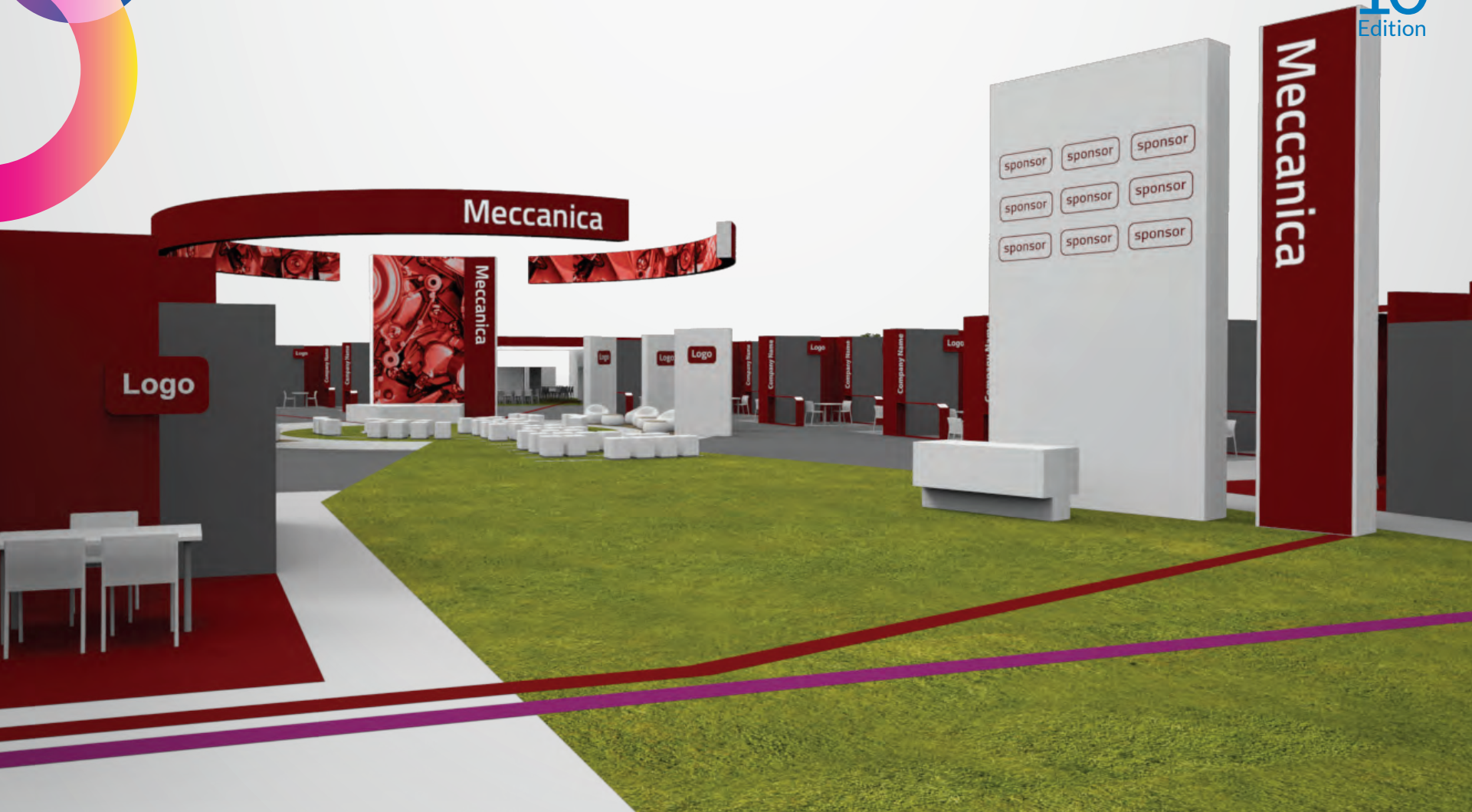
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ENTRANCE VIEW

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# The Set-up Project

ARENA DETAIL VIEW

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# The Participation Formulae



## **BASIC FORMULA**

Fitted Exhibition  
Area - 6 sq.m.



## **PLUS FORMULA**

Fitted Exhibition  
Area - 12 sq.m.



## **PREMIUM FORMULA**

Fitted Exhibition  
Area - 24 sq.m.

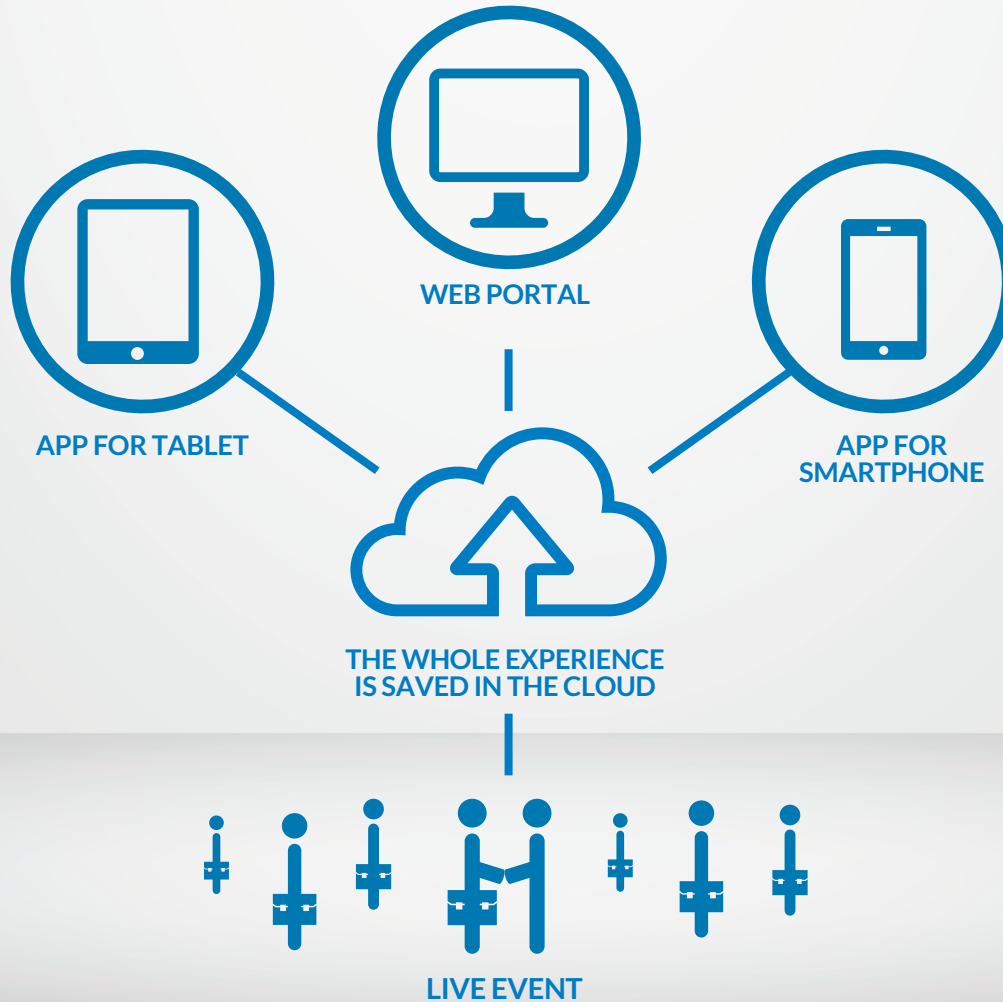


## **PLATINUM FORMULA**

Fitted Exhibition  
Area - 48 sq.m.



# The Digital Platform







# The Digital Platform

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The screenshot displays the MATCHING share & grow digital platform interface. At the top, there is a navigation bar with the MATCHING logo, a 'CREA' button, a 'Post' button, a search bar, and utility icons for user profile, building, and settings. The main content area is divided into three columns:

- Left Column:** User profile for John Red, Marketing Manager at jenia srl. Below the profile is a sidebar menu with 'Notifiche' (4) highlighted, and options for Home, bCard (2), bDoc, bCat, bMeeting, bMessage (2), and Eventi. Under 'Eventi', it shows 'Evento attivo: Matching 2014' and options to search for other events or view past ones.
- Center Column:** A feed of posts. The top post is by Mauro Boldrin from jenia, dated 18:16 on Tuesday, September 3, titled 'Approfondimenti sull'analisi finanziaria dei flussi aziendali'. The second post is by Pierfrancesco Cetrani from Interacti.co, dated 17:44 on the same day, titled 'Nuove frontiere dell'allestimento' and includes a photo of a modern interior. The third post is also by Pierfrancesco Cetrani, dated 17:44, titled 'C'è qualità! Questi sono prodotti che mi piacciono!' and includes a photo of people in a meeting.
- Right Column:** A sidebar for the user's company, jenia. It includes a 'Cambia azienda' link, a 'Company' section, a 'Team (2 in attesa)' section, and a list of 'Attività Collegati' (connected activities) showing recent posts by Mauro Boldrin and Stefano Cavinato.





# The Digital Platform

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**MATCHING** share & grow

CREA  Cerca...

**John Red**  
Marketing Manager  
jenia srl

Notifiche

- Home
- bCard (2)
- bDoc
- bCat
- bMeeting
- bMessage (2)
- Eventi

Evento attivo: **Matching 2014**  
Cerca altri eventi  
Sfoglia eventi passati

**← CREATE YOUR PROFESSIONAL PROFILE**

Dai miei preferiti Da tutti gli utenti

Approfondimenti sull'analisi finanziaria dei flussi aziendali

L'analisi può essere di due tipi: statico, basata sullo studio di indici e dinamico, detta analisi per flussi. L'analisi risulta poi differente, a causa della differenza nel tipo e nel numero di informazioni disponibili, a...

a Matching 2014 - Fieramilano - Workshop Promotori Finanziari

analisi finanziaria flussi matching 2014 promotori finanziari

17:44 - martedì 3 settembre  
**Pierfrancesco Cetrani - Interacti.co**

Nuove frontiere dell'allestimento

a Matching 2014 - Fieramilano

allestimento fuoco matching 2014

17:44 - martedì 3 settembre  
**Pierfrancesco Cetrani - Interacti.co**

C'è qualità!  
Questi sono prodotti che mi piacciono!

a Matching 2014 - Fieramilano

allestimento fuoco matching 2014

Azienda collegata

**jenia**  
Team (2 in attesa)

Company

Eventi

Documenti

Cataloghi

Attività Collegati

- 18:16 - martedì 3 settembre  
**Mauro Boldrin**  
Approfondimenti sull'analisi finanziaria dei flussi aziendali  
a Matching 2014 - Fieramilano Workshop Promotori Finanziari
- 18:16 - martedì 3 settembre  
**Stefano Cavinato**  
Approfondimenti sull'analisi finanziaria dei flussi aziendali  
a Matching 2014 - Fieramilano Workshop Promotori Finanziari
- 18:16 - martedì 3 settembre  
**Mauro Boldrin**  
Approfondimenti sull'analisi finanziaria dei flussi aziendali

Cerca utenti



# The Digital Platform

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**EXPLOIT THE OPPORTUNITIES OF THE PLATFORM CONNECTION**

**bCard:**  
create your digital business card and share it with the professionals you are interested in

**bDoc:**  
share documents within your virtual office or with customers and suppliers

**bCat:**  
easily create and share custom catalogues to introduce your offer effectively



# The Digital Platform

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**ENTER THE NETWORK →  
FROM YOUR COMPANY  
OR CREATE IT TO EXPLOIT  
THE BUSINESS OPPORTUNITIES  
OF THE PLATFORM**



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**MATCHING** share & grow

CREA Post Cerca...

John Red  
Marketing Manager  
jenia srl

Notifiche

- Home
- bCard (2)
- bDoc
- bCat
- bMeeting
- bMessage (2)
- Eventi

Evento attivo: Matching 2014  
Cerca altri eventi  
Sfoglia eventi passati

**FIND AND CONNECT  
THE RIGHT PEOPLE FOR YOUR BUSINESS**

Approfondimenti sull'analisi finanziaria dei flussi aziendali

L'analisi può essere di due tipi: statico, basata sullo studio di indici e dinamico, detta analisi per flussi. L'analisi risulta poi differente, a causa della differenza nel tipo e nel numero di informazioni disponibili, a...

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C'è qualità!  
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Azienda collegata

jenia

Cambia azienda

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18:16 - martedì 3 settembre  
Mauro Boldrin

Approfondimenti sull'analisi finanziaria dei flussi aziendali

a Matching 2014 - Fieramilano Workshop Promotori Finanziari

18:16 - martedì 3 settembre  
Stefano Cavinato

Approfondimenti sull'analisi finanziaria dei flussi aziendali

a Matching 2014 - Fieramilano Workshop Promotori Finanziari

18:16 - martedì 3 settembre  
Mauro Boldrin

Approfondimenti sull'analisi finanziaria dei flussi aziendali

Cerca utenti

# Leading Companies that have chosen Matching during their first 10 years



# MATCHING

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[www.e-matching.it](http://www.e-matching.it)



For info and registration methods please contact the Organizing Secretariat on:  
segreteria@e-matching.it - tel 049.5801243 - fax 049.9720580