

Welcome to CDP Business Matching

Guidelines

1. Registration

You can begin the registration flow on the homepage by clicking on **I am a foreign company**.

In step 1 you can start by entering the e-mail address that you will use as your company account.

To verify your e-mail address, we will immediately send you a **verification code** to your inbox.

Once the code has been correctly entered you can type in your **password**, twice, and move on to the next step.

In **step 2 and 3**, you can insert last name, first name and telephone number (not mandatory), company name, company tax identification number (not mandatory), nationality, company address and your job role. If you have a **Premium or Partnership code**, it will be in this step that you will be asked to insert it.

Finally, in **step 4**, you will be asked to accept the disclosure policy which you can read by clicking on “Disclaimer”. By registering, you declare that you have read the attached information related to European Regulation 2016/679 – GDPR, regulating the principles of privacy policy. Furthermore, you can decide whether to give consent or not with reference to the processing of personal data for marketing purposes and for communication of personal data to third parties.

Once you have flagged them, you can press **Create**.

You will receive a confirmation e-mail then you will be able to access your personal **dashboard** to **complete your profile**.

The screenshot shows the first step of the registration process. It features the CDP logo and a language selector set to 'EN'. Below the logo is a link 'Sei un'azienda italiana?'. The main heading is 'Insert the email address and password you will use to access the Private Area'. There are three input fields: 'Email Address *', 'Password *', and 'Confirm Password *'. A green 'Send verification code' button is positioned below the email field. A 'Next' button is at the bottom right. At the very bottom, there is a link for contact information: 'businessmatching@cdp.it'.

The screenshot shows the second step of the registration process. It features the CDP logo and a language selector set to 'EN'. Below the logo is a link 'Sei un'azienda italiana?'. The main heading is 'Insert your personal data'. There are three input fields: 'Last name *', 'First name *', and 'Prefix and telephone number'. Below these fields are two green buttons: 'Previous' and 'Next'. At the bottom, there is a link for contact information: 'businessmatching@cdp.it'.

The screenshot shows the third step of the registration process. It features the CDP logo and a language selector set to 'EN'. Below the logo is a link 'Sei un'azienda italiana?'. The main heading is 'Insert your company details'. There are four input fields: 'Company name *', 'Tax Identification Number / Business Registration Number', 'Address', and 'Role or company function *' (which is a dropdown menu). Below these fields is a checkbox labeled 'Do you have a premium or partnership code?'. At the bottom are two green buttons: 'Previous' and 'Next'. At the very bottom, there is a link for contact information: 'infoimprese@cdp.it'.

The screenshot shows the fourth step of the registration process. It features the CDP logo and a language selector set to 'EN'. Below the logo is a link 'Sei un'azienda italiana?'. The main heading is 'Regulation *'. Below this is a text block stating: 'In registering, I declare that I have read and accepted this Disclaimer, which is required to complete the registration and use CDP services:'. There is a radio button labeled 'Accept'. Below this is another text block stating: 'In registering, I declare that I have read and understood the disclosure provided pursuant to Articles 13 and 14 of European Regulation 2016/679 - GDPR. With reference to the processing of personal data for marketing purposes, this is done only with the express consent of the person concerned, as indicated below.' Below this is a section titled 'Data processing *' with a text block stating: 'By registering and requesting to participate in business matching initiatives, the company expressly accepts that the data and information provided during registration and profiling are used to match with foreign companies. For this purpose, this data may also be transmitted to the international partners of the initiative involved in business matching events (B2B) for matchmaking with foreign companies in the reference country. The company authorises this method of processing its data, including sharing it with foreign partners involved in the initiative and in the creation of B2B, relieving CDP from any consequences that may arise from this:'. There are two radio buttons: 'Gives consent' and 'Denies consent'. At the bottom are two green buttons: 'Previous' and 'Create'. At the very bottom, there is a link for contact information: 'businessmatching@cdp.it'.

2. Profile

Once you are registered you will immediately have a Profile Box to fill.

The information you are asked here is fundamental for the platform to **propose business partners in line with your needs**: sectors, size, business intention are the main fields.

Once you have completed this step, you will land on your **Dashboard**.

To access Business Matching and the B2B meetings with your ideal partners please insert the missing information. ✕

Who you are
This first step allows us to get to know your company. It will be useful in matching you with requests coming from other companies

Women-led company ☐

No

Macro-sector Sector Sub-sectors

Select Select Select

Micro-sector

Select

Business intention

Select

Max 3 items

Currency Revenues from the last fiscal year

Select Select

What you are looking for
Describe your target company and you will be matched with all the companies that fit the profile.

Macro-sector Sector Sub-sectors

Select Select Select

Max 3 items

Micro-sector Max 3 items

Select Nationality

Select Italy

Max 3 items

Italy

Business integrity

☒ By registering, I declare that I have read and accept the Business Integrity.

☐ Accept

In order to maximize the business matchings, complete your profile by going to the **Brand** page and inserting your company description.

Make sure to insert the best content because **this is what your matches will view** when choosing whether to accept or decline a match with you.

You can start by creating a **Request name** and a description (only you will be able to see this).

Fill in all the fields about your ideal foreign counterpart, specifying preferences, geographic area, sector and size.

Once you are done click on **Save and close**. At any time during this flow, you can press the save button if you need to interrupt and **start later again without losing the progress made**.

cdp Test company EN

Dashboard My company Match Meeting

Profile **Brand** Colleagues and Availability

Max dimension 2MB

Test company

Italia

Company description
Describe your company.
We suggest you fill in the fields in english to facilitate the comprehension of the content to Italian companies

Company pay-off

Motore creativo

Company website

https://lartchivio.net

Images Max dimension 2MB

Company description

Brochure Max dimension 2MB

Or select it from your computer

Certificates, licenses or patents Max dimension 2MB

Or select it from your computer

3. Business matchmaking:

As soon as your profile is complete, the CDP Business Matching algorithm starts selecting potential business partners from Italy.

You may find them as:

- **Companies you are looking for**
- **Companies that are looking for you**

Whenever a new match has been generated, you will receive a notice by email.

You may also find a preview of your matches in the Platform's **Dashboard**. If you want to see them, please click on:

- [Match](#) → [Manage matches](#)

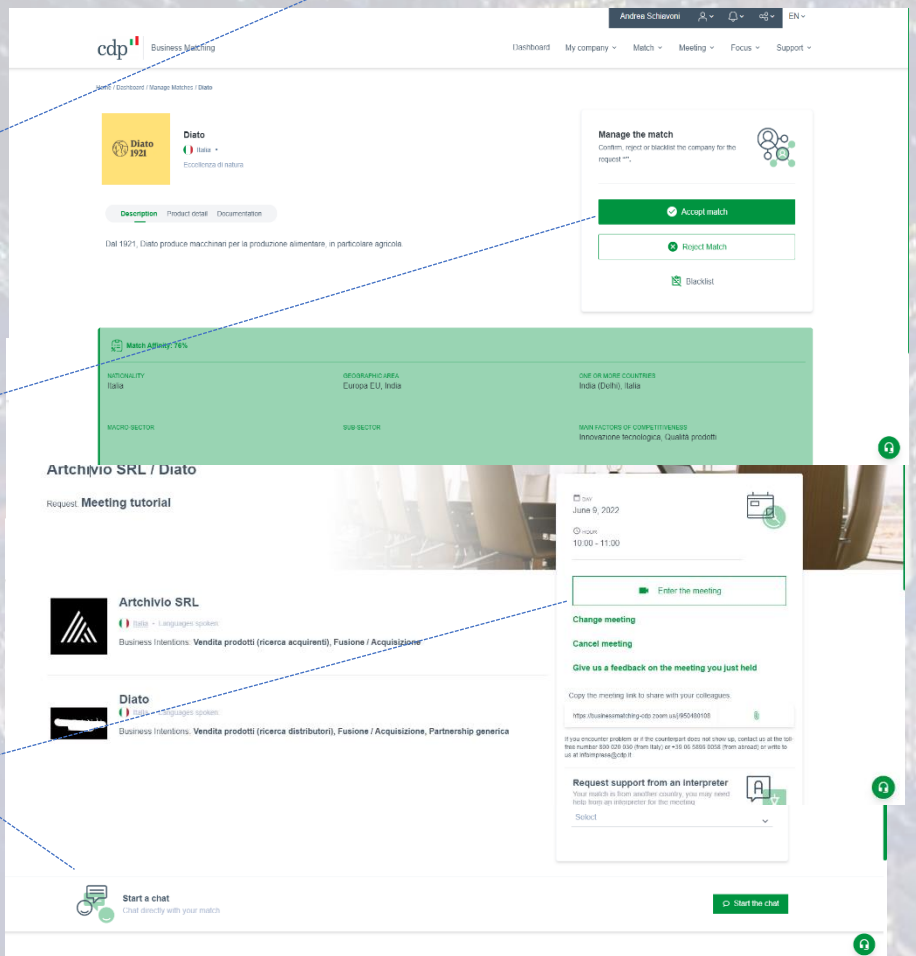
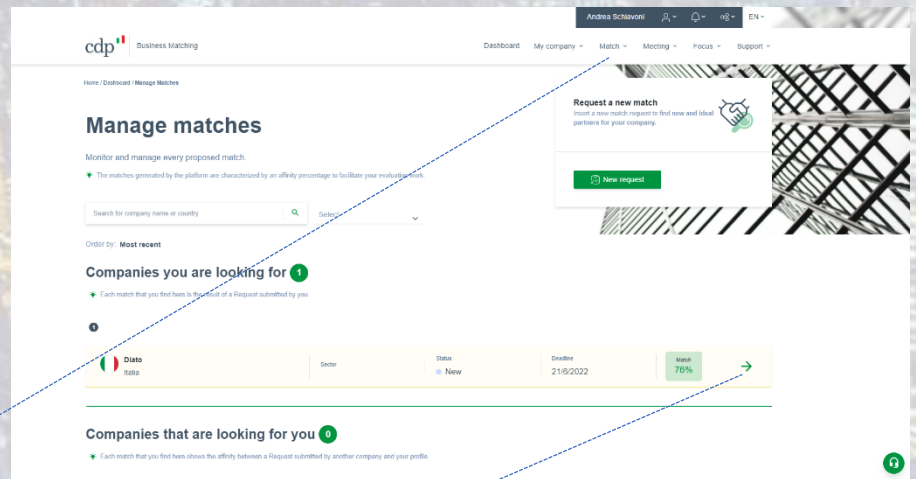
By clicking on the **arrow**, you can view your matches and manage them: **accepting, declining or directly proposing a meeting thanks to an integrated calendar.**

Once the meeting is scheduled, you may **access a chat** to interact with your counterpart. If needed, you can **request an interpreter** by selecting the language combination.

On the day of the meeting, you can access the virtual room by clicking on **Enter the meeting.**

In the virtual room you can choose both **Teams or Zoom.**

Once the meeting is over, you may answer the **Survey** which will pop-up as soon as you finish the call and give us **feedback** on the Match quality through a form.



Help us improve your future meetings

Give us a feedback on the meeting you just held

Bad Good Excellent

Key topics discussed

Next steps

Match quality

From 1 to 5, what grade would you give to the quality of this match?

1 2 3 4 5

Not Satisfied At All Not Satisfied I Am Not Sure Satisfied Very Satisfied

Probability of an MoU or a commercial deal?

From 1 to 5, how likely do you think it is you might sign a deal?

1 2 3 4 5

Not Likely At All Not Likely I Am Not Sure Likely Very Likely

Note

4. Digital Expo Center

The Digital Expo Center allows you to present your company and products, meet all the companies attending the event and receive B2B requests.

If you want to participate to the Digital Expo Center with your virtual stand you can click on **Participate to the event** and then select **Request a virtual stand**.

The system will ask you to complete your profile, in particular the **Brand** section. Here you can insert logo, company description, company pay-off, brochure and other promotional materials such as images.

These elements will appear on your virtual stand which you can see by clicking on **Virtual Expo Preview**.

Once the set-up of your virtual stand is completed, you will receive an approval email by the system administrator.

You can enter the Digital Expo Center by clicking on “**Visit the expo**” button which will be active on the day of the event.

Inside the Digital Expo Center you can:

- visit all the **virtual stands**, view promotional materials and request B2Bs
- watch live **webinars**
- search for an **exhibitor** among the list of attending companies
- come back to the lobby to read guidelines and event Agenda
- Exit

