



ProWein 2018 – Press Release No. 9 / 01 March 2018

Matchmaking in the Digital Age

ProWein offers new, smart networking tool

Networking is part and parcel of ProWein as the leading international wine and spirits industry event. But how do exhibitors and trade visitors find each other the easy way in the digital age? ProWein's new, smart Matchmaking Tool provides the ideal platform to make new contacts and network fast and easily.

Accredited trade visitors and exhibitors can already search for the right contacts and products in the run-up to ProWein. They receive proposals for relevant people to talk to, are given the opportunity to establish contact with them and make appointments for the duration of the trade fair. The tool is accessible via the web portal at www.ProWein.com/MatchmakingE or via the ProWein Matchmaking App for IOS and Android OS. Those already with tickets for ProWein can conveniently and swiftly log in using their Log-In data and save their interests and search parameters. Thanks to a fast matching of these interests, proposals and personal suggestions for contacts are generated instantly. "Tuned to the given interests and needs the Matchmaking Tool brings together our exhibitors and trade visitors in a targeted manner already in the preparatory stages of the trade fair. This makes trade fair preparation even more efficient for both sides," says Marius Berlemann, Director at ProWein and Global Head of Wine & Spirits.

Whereas the new ProWein Matchmaking Tool is extremely easy to use, the technology underlying the system is highly complex, based on smart algorithms. The program was developed by the British software think-tank Grip that specializes in networking solutions and

THE WORLD'S NO.1:
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FOR WINES AND SPIRITS

18-20 Mar 2018

Düsseldorf, Germany www.prowein.com



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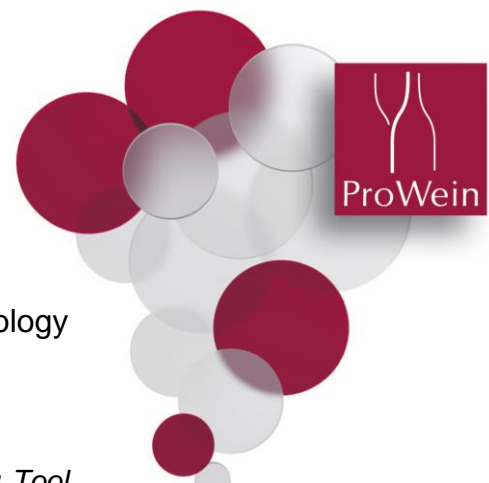
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which has already won numerous awards such as the ufi technology award, for example.

For further information on ProWein 2018 and the new Matchmaking Tool visit www.prowein.com. High-resolution visuals can be found in our photo database under "Press Service".

Press Contact

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Facebook: www.facebook.com/ProWein.tradefair
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