

# Unique Proposition Online B2B Matchmaking Meetings

# Introduction

- ▶ The current COVID-19 crisis has heavily impacted physical face-to-face interaction & trade.
- ▶ Ecommerce Gateway Pakistan (Pvt.) Ltd [www.ecgateway.net](http://www.ecgateway.net) the largest trade fair Owner's & Organizer's group with 20 years' experience of the industry.
- ▶ Jamal's Yellow Pages of Pakistan [www.jamals.com](http://www.jamals.com) 37 years' experience and largest business directory & databank of importers, agents, traders & wholesalers.



[www.ecgateway.net](http://www.ecgateway.net)



[www.jamals.com](http://www.jamals.com)

# Introduction

- ▶ 20 years experience of organizing B2B Meetings both physically and online
- ▶ Developed **Online Marketing Strategy**.
- ▶ To increase exports of made in China products to Pakistan under FTA.



**Online Marketing Strategy**

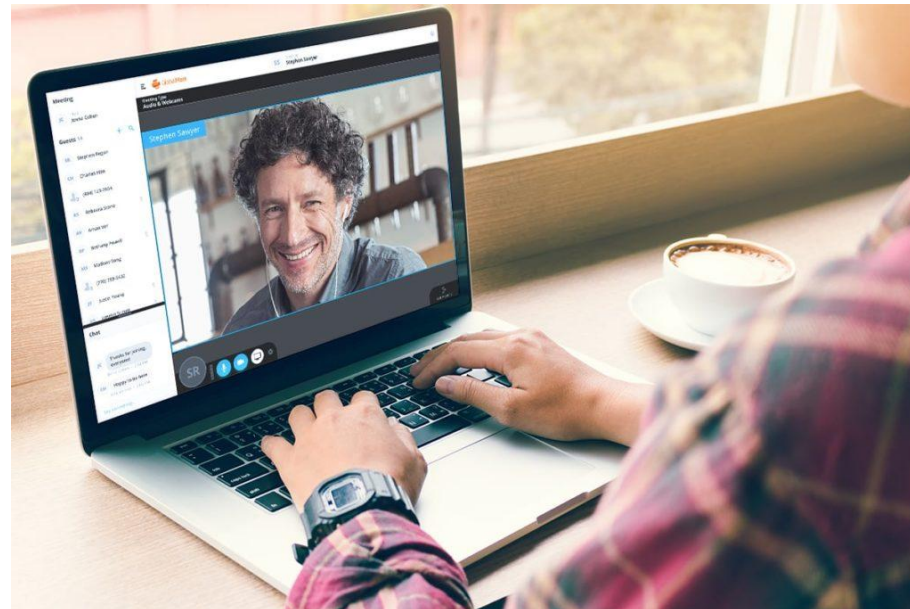
# Online Marketing Strategy

- ▶ Customized strategy for **Online B2B Matchmaking Meetings**.
- ▶ Chinese company will meet online with at least five (5) qualified buyers from Pakistan.



# Online Marketing Strategy

- ▶ Sector Wise Qualified Buyers.
- ▶ Availability of Translator services (Chinese to English or English to Chinese language)
- ▶ Assistance during Online B2B Matchmaking Meetings



# Online Marketing Strategy

- ▶ Post Event Report
- ▶ Introductory year free offer of EcomBRI ([www.ecombri.com](http://www.ecombri.com)) Gold Online Membership Package (worth US\$2,000).





# Sector-wise Qualified Buyers

List of sector wise qualified buyers from multiple industries (but not limited to):

- ▶ Health Care and Medical Devices Industry,
- ▶ Pharmaceutical Industry,
- ▶ IT & Telecom Industry,
- ▶ Consumer Electronics,
- ▶ Electronics & Heavy Machines Industry,
- ▶ Fire & Safety Equipment,
- ▶ Security Surveillance Equipment,
- ▶ Biometric Equipment
- ▶ Lights & LED, Lab Equipment,



# Sector-wise Qualified Buyers

List of sector wise qualified buyers from multiple industries (but not limited to):

- ▶ Furniture,
- ▶ Textile & Garment product,
- ▶ Construction Material,
- ▶ Toys, Bags, Shoes & Artificial Jewelry,
- ▶ Textile Machinery,
- ▶ Baby Products,
- ▶ Clothing,
- & many others
- ▶ Fabric,



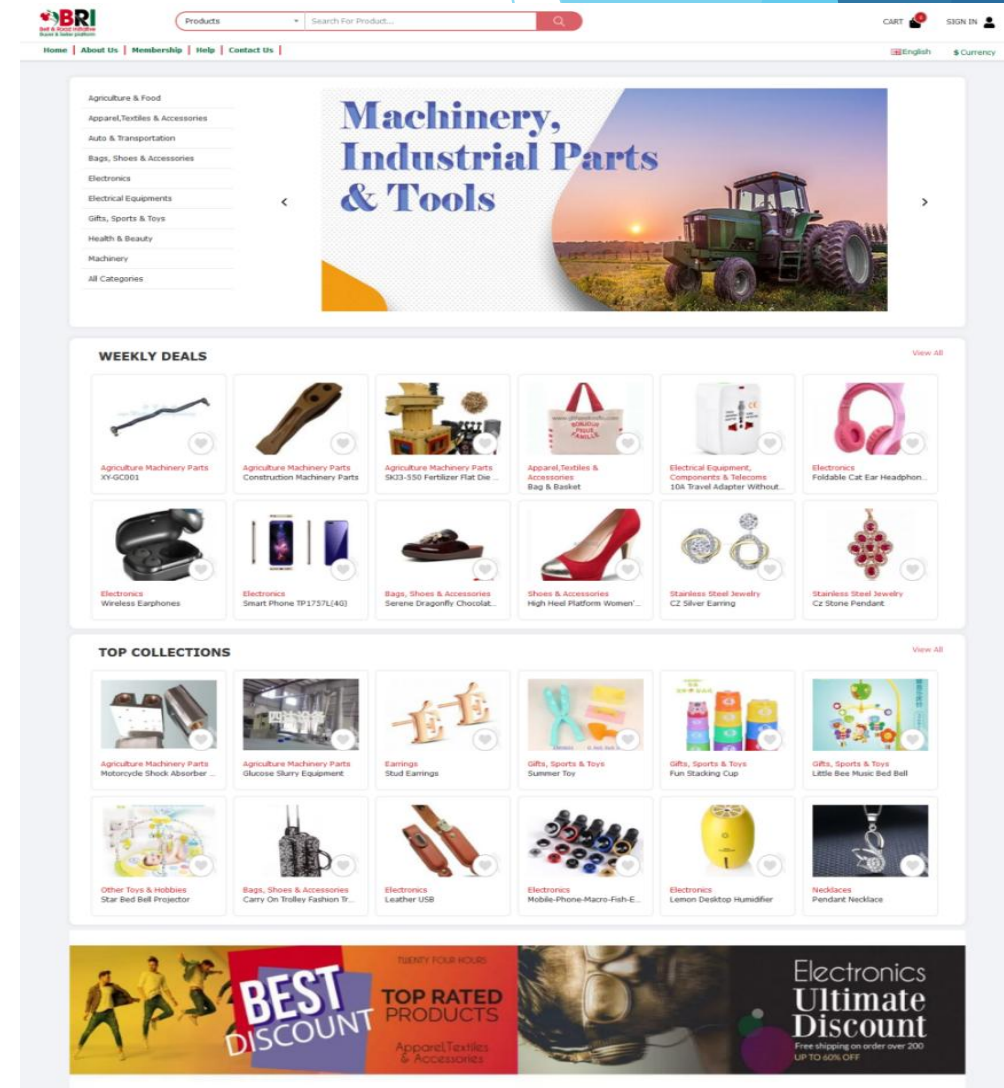


# EcomBRI.com: Free Gold Membership Package

EcomBRI.com is a B2B buyer and seller online web portal give access to buyers and sellers from BRI Countries.

Benefits of Free Gold Membership Package of EcomBRI.com are:

- ▶ Online promotion for 1 year from date of signing of Order Form.
  - ▶ Top search results (lower than Platinum, higher than Silver & Bronze)
  - ▶ Products displayed in the Featured product/Featured shop section
  - ▶ Ability to add 15 products
  - ▶ Ability to add 4 images per product
  - ▶ Will be notified of any RFQ related to their products



# How We Invite Pakistani Buyers?

Through:

- ▶ Telemarketing,
- ▶ Physical Visits,
- ▶ Invitation Letters,
- ▶ Email Marketing,
- ▶ SMS Marketing and
- ▶ Social Media Campaigns.

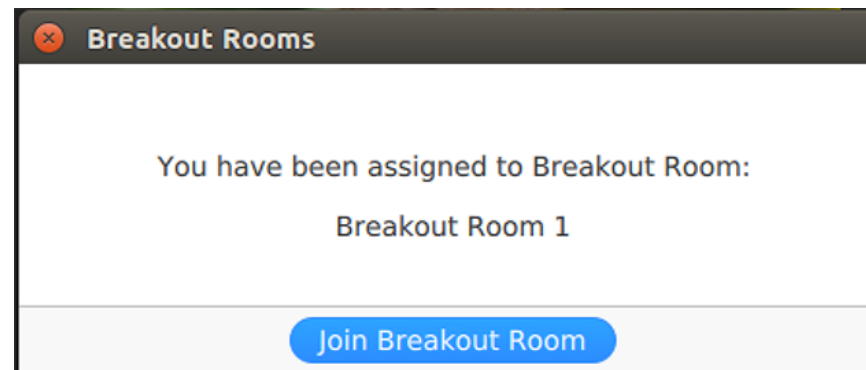


# Online B2B Meetings Medium and Features

- ▶ For Online B2B Meetings, we will use Zoom software.
- ▶ Features for Online B2B Matchmaking Meetings:
  - ▶ **Waiting Room Facility**  
Allows participant to wait if one-to-one meeting is underway to avoid disturbance.
  - ▶ **Breakout Room Meeting**  
Allows to do meeting on one-to-one basis to ensure the privacy of the discussion.

Please wait, the meeting host will let you in soon.

**Meeting Room**



# Online B2B Meetings Medium and Features

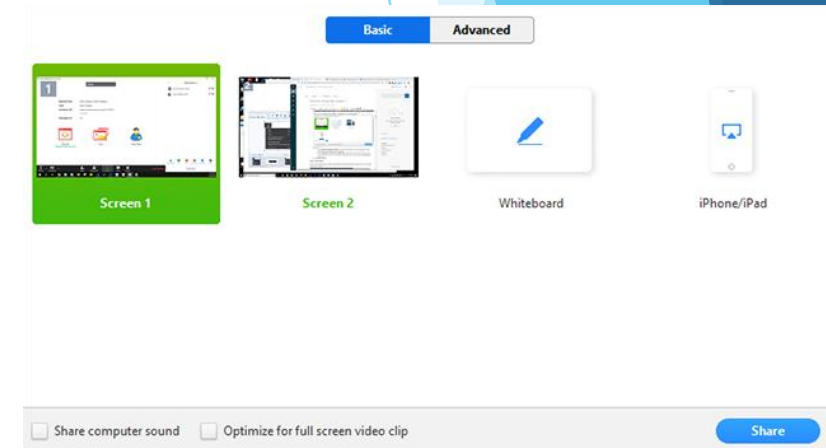
## ▶ Virtual Background

Company can choose to not show background and can set up an alternative background



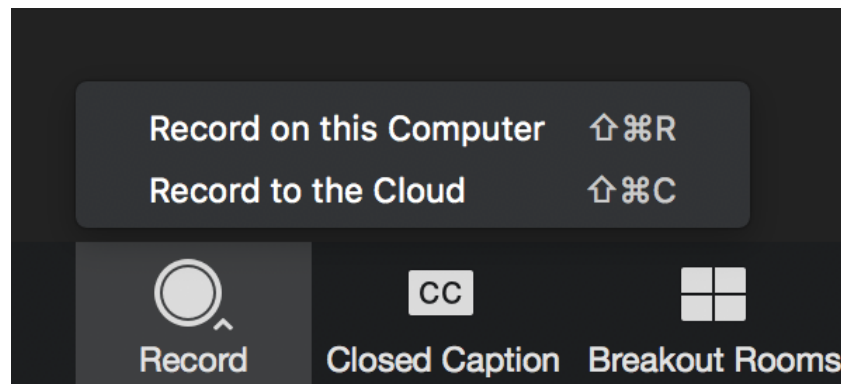
## ▶ Screen Sharing

While in a meeting, share screen option allows you to share desktop, a specific application or portion of screen.



## ▶ Recording of Meeting

Company can ask the host for recording of meeting which will be provided after the meeting.





A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a clear blue sky. The perspective creates a sense of height and architectural grandeur. A large, semi-transparent white circle is centered over the image, serving as a backdrop for the text.

# Thank you

For any questions regarding the online portal  
please feel free to contact us at:  
**[Info@ecombri.com](mailto:Info@ecombri.com)**