

# OUR QUALITY, YOUR BENEFIT.

**bauma CONEXPO INDIA**

**November 3 - 6, 2020, Gurgaon/ New Delhi**

**BUYER SELLER FORUM**



International Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines  
and Construction Vehicles.

# Buyer Seller Forum Concept

- Sellers at the exhibition are exhibitors. Buyers at the exhibition are the potential target visitors and prospects for exhibitors.
- The process of connecting Sellers with their potential Buyers for a one to one meeting is the agenda of a Buyer Seller Forum.
- Buyer Seller Forum is inclined towards increasing the Return on Investment (ROI) for exhibitors and value for visitors at the show.
- This forum presents an opportunity for Sellers to connect with their wish list of prospect Buyers from, which they expect business and for Buyers to meet their existing or new vendors directly to understand the products and solutions for their requirements.



**Buyer Seller Face to Face Meeting**

# Process of Buyer Seller Forum

## Step 1

Getting **Exhibitor Response form (Seller form)** filled by exhibitors, where exhibitors will mention top 10 companies they would like to meet and specify the profile of the person (Decision Maker, Purchase managers, R & D engineers etc.).

## Step 2

Approach buyer companies' respective department to attend Buyer Seller forum, so that they could meet multiple brands at Buyer Seller lounge and get a perfect platform to enhance their supply chain. Buyers to submit '**Buyer Response Form**' filled & duly signed. Form has complete details of person attending and their sourcing interest. Some Exhibitors may also fill the Buyer form to connect with other exhibitors, who maybe potential vendors for sourcing components.

## Step 3

Match making is to be done and meeting scheduled on a particular date and time after reconfirmation with exhibitor and buyer.

## Step 4

Prepare **Buyer Seller Interaction Sheet**, which lists all the **scheduled meetings**.

## Step 5

Send **Buyer Seller Interaction Sheet** to buyer companies with a 'Thank you' e-mail and how to reach venue. Email is also sent to exhibitors thanking them & asking them to reach 15 mins prior to scheduled time.

**Thank You**