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New B-to-B platform for qualified business contacts for the international furniture and interior design sector

BusinessEnergizer365: the innovative B-to-B sourcing platform of Koelnmesse

Make new business contacts in the world market 365 days a year and receive specific business enquiries – the B-to-B sourcing platform BusinessEnergizer365 of Koelnmesse makes this possible. Since 28 May, Koelnmesse has been offering the innovative online platform for the international furniture and interior design sector. Buyers and other interested parties can quickly find suitable suppliers from their industry through the tool's qualified enquiries.

BusinessEnergizer365 is Koelnmesse's innovative sourcing platform on which companies from around the world can do business even outside of trade fair periods. "With BusinessEnergizer365 we systematically utilise our sound industry knowledge even outside of the trade fairs in order to enable our customers to make new business contacts and receive orders. In this way, we make our customers even more successful," says Gerald Böse CEO of Koelnmesse.

The sourcing platform is based on a simple principle: on the one side there are buyers and interested parties with certain needs. On the other side there are companies that are able to fulfil exactly those needs. BusinessEnergizer365 uses a simple matching technique to establish business contacts through qualified enquiries.

And this is how it works: those with certain needs related to the international furniture and interior design sector can send an enquiry to the relevant companies on the BusinessEnergizer365 website free of charge. A corresponding online form is provided for this purpose. All enquiries are reviewed and those that are not relevant or of a purely promotional nature are eliminated. This



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ensures the high quality of the enquiries and the accurate submission to companies that are actually able to meet the needs in question. Each of these companies can read the enquiry free of charge in its mailbox on the BusinessEnergizer365 website. If the enquiry appears promising for the company, the company can request the sender's contact details for a fee. For this purpose, Koelnmesse offers different pricing models especially for the exhibitors of the imm cologne and for other interested parties.

This reduces efforts and expenses on both sides: buyers and other interested parties can do away with time-intensive research in order to find a suitable supplier. The companies themselves can save costs for expensive advertising measures, as BusinessEnergizer365 delivers qualified business enquiries directly related to the company's specific products and services.

Effective immediately, companies, buyers and other interested parties from the international furniture and interior design sector can register free of charge on the website: www.BusinessEnergizer365.com. Further industries will follow.