



Vienna, May, 2022

### **VieVinum 2022 - Who would you like to meet?**

*This coming Saturday, 21 May 2022, Austria's wine trade fair, VieVinum, will kick off at the HOFBURG Vienna. And trade visitors in particular will benefit from the newly installed B2match app, which enables them to find suitable trade partners with pinpoint accuracy.*

Tasting a wine at a trade fair stand – and you already know whether parameters such as production method, price or available quantity meet your expectations? Or even whether a certain target market is right for distribution? The B2match app makes it easy and efficient to initiate business at VieVinum. Thanks to numerous filter options, it takes just a few clicks to find out whether a winery's offer matches the needs of interested parties. Time-consuming research or advance communication is a thing of the past.

### **Find the trade partner you're looking for - with just a few clicks**

In the run-up to the fair, exhibitors and trade visitors are asked to register on B2match and create a profile. The next step is for the exhibitors to specify which wines they offer, while trade visitors indicate what they are looking for in the "I'm searching for" field. The more complete the profile, the more precisely matches can be generated and the higher is the visibility. Now it's time to actively approach others with an appointment request. A description of why you are interested in a meeting increases the likelihood that the request will be accepted. The accepted meeting requests are automatically scheduled in the agenda. This is available via the app, and can be transferred to a personal calendar or be printed out.

For those who did not have the opportunity for an in-depth discussion at VieVinum, B2match can still be used until 21 June 2022 for further appointment requests with potential trade partners.

### **VieVinum 2022**

Saturday, 21 May to Monday, 23 May 2022  
HOFBURG Vienna, Heldenplatz, 1010 Vienna  
[www.vievinum.at](http://www.vievinum.at)

### **Contact**

Tina Patronovits | M.A.C. Hoffmann & Co GmbH  
+43 1 587 12 93 - 11 | [t.patronovits@mac-hoffmann.com](mailto:t.patronovits@mac-hoffmann.com)  
[www.mac-hoffmann.com](http://www.mac-hoffmann.com)

### **Press Contact**

Dagmar Gross | [grosswerk](http://grosswerk.com) public relations & art promotion  
Liniengasse 20/6 | 1060 Vienna | +43 1 236 26 64  
[werk@grosswerk.com](mailto:werk@grosswerk.com) | [www.grosswerk.com](http://www.grosswerk.com)