

Self training: How to create an attractive profile for B2Match

Match. Meet. Trade.




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1. Personal profile



- Enter your full contact details
- Make sure you enter the correct **time zone**



Wietske Zandberg
Globally Cool
Leeuwarden, Netherlands

[Edit my profile](#)

[View my profile](#)

[Overview](#)
[My availability](#)
[Account settings](#)
[Logout](#)

Personal Information

FIRST NAME *

LAST NAME *

PREFERRED LANGUAGE

JOB POSITION

MOBILE PHONE NUMBER
Only the Events Organiser can see your phone number

TIME ZONE *
You are attending the event remotely. Pick the time zone in which you are situated



1. Personal profile

Profile picture



Add a personal professional picture



Tamara von Drathen
General Manager at Phytoafrica GmbH
SEESTER, GERMANY



Valentin Kouakou
supply and sales manager
BOUAKE, CÔTE D'IVOIRE



Nawal Catherine Schmitz
Project Director at sequa gGmbH
BONN, GERMANY



Adrian Plasencia
Trainee at EC
BRUSSELS, BELGIUM



Mette Folarin
Representative at Fola Nature Ltd
ESPOO, FINLAND



Timur Coban
Senior Business Development Manager
HAMBURG, GERMANY

Make sure you add a picture

Make sure you are the only one in the picture

Make sure your face is visible

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2. Organisation Information




Organisation Information

ORGANISATION NAME *

ORGANISATION TYPE *

WEBSITE

ORGANISATION DESCRIPTION *
Since 1887, Globally Cool has poured all its energy in achieving the highest standards. All these years of accumulated knowledge, tradition and craftsmanship have been perpetuated in the creation of unique knitted fabrics and narrows for high-end customers in...
Write a short description about what your organisation does.

ORGANISATION LOGO

Upload your organisation's logo. It will be visible in your profile.

- Enter your full company name and website
- **IMPORTANT:** Add your company type, **this is how other people will find you**



2. Organisation Information

Company description



Suppliers garments and textiles / Supplier

African Garments

African Garments specializes in the manufacturing of premium quality textiles and exports to over 15 markets worldwide. As a family business we have a strong commitment towards our employees and the environment. We are ISO 9001, ISO 14001, ISO 50001 and OekoTex certified and are Reach conform.

Since 1887, African Garments poured all its energy in achieving the highest standards. Years of accumulated knowledge, tradition and craftsmanship have been perpetuated in the creation of unique knitted fabrics and narrows for high-end customers in all four corners of the world.

We are investing both in highly skilled team members and state of the art technology. Our vision, which puts creativity at the forefront has earned us a high-ranking spot at the very top of the European fashion industry.

1. Write **5-10 sentences** to describe your company
2. Use absolute **correct English** spelling and grammar



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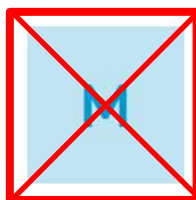
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Trade
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2. Organisation Information

Company description



- 3. **Add your logo**
Avoid empty picture/upload space or use of low resolution logo
- 4. **Avoid using CAPITAL LETTERS**



Producer / African exporter

MEKI BATU UNION

MEKI BATU UNION IS A FARMERS COOPERATIVE UNION ESTABLISHED FOR THE PURPOSE OF TACKLING MARKET ISSUE OF THE PRODUCER. IT WAS ESTABLISHED AT 2002 AND WORKING SO FAR ON DIFFERENT SUPPORTS OF FARMERS.



Producer / African exporter

IVORY CASHEW NUTS

Location: Bouake, Ivory Coast

Certification: HACCP and BRC certification in progress

Main category: all qualities



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2. Organisation Information

Company description



5. Focus on some key facts for the event – **key products, key certifications, key company details**



Suppliers garments and textiles / Supplier

African Garments

African Garments specializes in the manufacturing of premium quality textiles and exports to over 15 markets worldwide.

African Garments is a family business with a strong commitment towards our employees and the environment. We are ISO 9001, ISO 14001, ISO 50001 and OekoTex certified and are Reach conform.

Since 1887, African Garments poured all its energy in achieving the highest standards. All these years of accumulated knowledge, tradition and craftsmanship have been perpetuated in the creation of unique knitted fabrics and narrows for high-end customers in all four corners of the world.

We've built up a valuable trove of savoir-faire by investing both in highly skilled team members and state of the art technology. This vision, which puts creativity at the forefront in the manufacture of premium quality textiles, has earned us a high-ranking spot at the very top of the European fashion industry.

Today we work with customers from all kind of sectors ranging from intimate apparel brands, sportswear brands, medical - and automotive companies. We are renown throughout the industry for our ability to develop and manufacture bespoke products. And are the only company in the world able to produce the finest warp knits: our famous "Nanostitch fabrics".



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2. Organisation Information

Company description - examples



Producer / African exporter

Beni Ghreb Sarl

Beni Ghreb was established in 2002 in Hazoua, Tunisia. Working closely with a farmers' cooperative, the company produces high quality organic and biodynamic Deglet Nour dates.

Beni Ghreb applies a holistic approach to their work focusing on sustainable agriculture, environment conservation and local economic development. The company provides support services to farmers throughout the cultivation process to guarantee the high quality of the end product and purchase their entire production to ensure a steady income. Together, they have pioneered innovative practices, such as composting for water retention, nets for protection from insect infestation, bubbler irrigation for water usage optimization. Processing takes place at Beni Ghreb's plant near the farmers' oasis creating employment opportunities for the local community.



Producer / African exporter

Enyi Fresh strawberry

We are called Enyi Fresh from Ethiopia and we are growers of strawberry fruits.



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3. Areas of Activity



Areas of Activity *

Areas of Activity help us to categorize what you do and offer. This makes it easier for other participants to find you and makes your profile more expressive.

Please select areas of activity that suit your profile.

SPOKEN LANGUAGE

English French Portuguese

TYPE OF COMPANY

Manufacturer Exporter Agent Social enterprise Design house Logistics

Network of suppliers

TYPE OF PRODUCTION

CMT (Cut, make and trim) RMG (ready-made garments) Private label Fabric production

Production for own brand Handmade products Traditional textile techniques

EXPORT MARKETS

Africa Europe North America South America Middle East Asia

Australia / New Zealand

COMPANY SIZE

< 10 employees 10 - 50 employees 50 - 100 employees 100 - 250 employees

> 250 employees

- Make sure to select the correct key words/activities for your company or organization. **This is the basis for other people to find you**
- You will still be able to change this after registration and setting up your profile



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3. Areas of Activity



- Include full details such as your product groups and products (that you are able to export), main materials and certifications
- You can select multiple key words / activities

PRODUCTS

Blouses / Tunics Shirts Dresses T-shirts & tops **Sweatshirts** Sports clothing

Jackets Coats Trousers & shorts **Jeans** Jumpers & cardigans Lingerie

Nightwear Swimwear Tights & socks Traditional textile technique(s)

MAIN MATERIALS

Tricot Woven fabric **Knitted fabric** Leather

MAIN MATERIAL COMPOSITION

Cotton Polyester Wool Silk Linnen

CERTIFICATIONS IN PLACE AS SUPPLIER / REQUIRED AS A BUYER

ISO 9001 ISO 27000 ISO 20000 **ISO 14001** HIPPA Six Sigma Businesses

COBIT PCMM CMMI Level 3 CMMI (above level 3) Microsoft certified

Oracle certified Sun certified CSM (Certified Scrum Master) CISCO COMPTIA

LINUX + BSCI **SA8000** Fair Wear Fair Trade ETI GOTS **OEKO-TEX**

Sedex / SMETA



4. Product description

Examples



PRODUCT

Fabrics

Organic certified cotton (GOTS)

Type: Cotton Needlecord Corduroy

Specifications:

- 21 Wale
- Fine super soft needlecord cotton
- Colour: the prettiest pastel baby pink
- Ruler show is in inches

Looking for

Buyer

Applies to

Garments & Textiles



Attached files

[Product Profile Fabrics](#) ↓

Fabric manufacturing process

<https://youtu.be/vCdRNSB3AgU>



PRODUCT

High waisted boyfriend jeans

Fashionable, relaxed fit jeans.

Looking for

Buyer

Applies to

Garments & Textiles



Add your product brochure



Add a link to your (product) video



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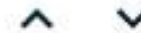


International Trade Centre

4. Product description



PRODUCT

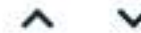


Dresses

Globally Cool's iconic dresses are crafted with love, in harmony with the environment.

1. Describe only **1 product at the time**

PRODUCT



Dresses ~~and Skirts~~

Globally Cool's iconic dresses are crafted with love, in harmony with the environment.



4. Product description



PRODUCT

Fabrics

Organic certified cotton (GOTS)

Type: Cotton Needlecord Corduroy

Specifications:

- 21 Wale
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- Ruler show is in inches

PRODUCT



Dresses

Globally Cool's iconic dresses are crafted with love, in harmony with the environment.

From throw-on Organic cotton shift dresses, to delicately-draped TENCEL™ desk-to-dinner pieces, choose from illustrated floral prints, shirt dresses, breton-striped tunics & many more to round out your wardrobe.

Our award-winning Fair Trade values come standard with every dress.

2. Name the product type and full specifications
3. Name the product certification
4. Additionally, add the most important information needed for a buyer!



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5. Pictures



- Use high quality professional pictures
- Use pictures with a maximum width of 1200 pixels
- Avoid blurry pictures
- Make sure your products are in focus
- Use good lighting
- Show product details
- Show only 1 product in each picture



5. Pictures



Use high quality product pictures for your profile



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6. Self Assessment

Online Profile



Success factor	Your score/performance (answer Good or Improve)
Personal Profile: full contact details	
Personal Profile: high resolution, professional profile picture	
Organisation Information: full company name, company type and websites address	
Organisation Information – company description: 10-15 sentences to describe your company	
Organisation Information - company description: use of correct English spelling and grammar	
Organisation Information – company description: key products, key certifications, key company details.	
Organisation Information: add your logo	



6. Self Assessment *Online Profile*



Success factor	Your score/performance (answer Good or Improve)
Areas of Activity: select the correct key words/activities for your company or organization.	
Product description: describe one product at the time	
Product description: name the product type	
Product description: name full product specifications	
Product description: add the most important information needed for a buyer	
Pictures: Use good quality (not blurry, clear, high resolution, show details, not overexposed, not too dark)	



7. Recommendations & resources



- 1 Complete your online profile at the matchmaking platform (<https://event.westafricaconnect.com/login>).
- 2 Optimise your online profile following the assessment and implement your improvement actions.
- 3 Further tips and learning tools:
 - Watch the instruction video for completing your online profile for the event and read the guidelines for successful participation at matchmaking events here: <https://westafricaconnect.com/for-suppliers/prepare-yourself/>





See you soon!

www.westafricaconnect.com



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