

WABEL ONLINE SUMMITS 2021

WABEL is a B2B matchmaking company transforming the FMCG industry by creating real one-on-one conversations between buyers and suppliers called B2B Smart Meetings™.

WABEL partners with over 2,000 strategic buying groups to deliver high value pre-scheduled business meetings to exporters saving them years in prospection.

WABEL, created in 2012, was built as an answer to:

- › The problem manufacturers face the most: making a great product but struggling to get it in the right sales channels.
- › The observation that buyers of all sizes and sales channels were struggling to find the right suppliers for their category and were often flooded with requests from non-adapted suppliers.

Both sides had access to traditional solutions such as trade shows, but neither was truly matchmaking based on needs and capacities. With a solid background in tech and a solid vision of the FMCG industry, Wabel's founders decided to match human expertise and innovative tech to help the right business partners meet at the right time. This is where the B2B Smart Meeting™ was born. Wabel offers tailor-made meetings based on real data and organized in a two-day summit, with a focus on one category of FMCG for both private label and brands.

1/ VITAMINS & SUPPLEMENTS

VITAMINS & SUPPLEMENTS Online Summit: 3-4 March 2021

This summit is for the vitamins & supplements brands and private label suppliers that want to meet retail chains, beauty stores, pharmacy chains, importers and online retailers. Strong demand on this category in 2021!

- › Presentation: <https://www.wabel.com/summits/vitamins-supplements/>
- › Buyers list: <https://www.wabel.com/buyerslist-vitamins-supplements/>
- › **Cost: € 5.310,00**

2/ FOOD

FROZEN Online Summit: 16-17 March 2021

The Frozen summit is made for the frozen brands and private label suppliers that want to develop their business with European retailers, food service companies, co-packers (A brands) and distributors.

Categories: Appetizer, ready meals, fruits, vegetables, potatoes, bakery pizza, ice cream, dessert...

- › Presentation: <https://www.wabel.com/summits/frozen/>

- › Buyers list: <https://www.wabel.com/buyerslist-frozen-summit/>
- › **Cost: € 5.310,00**

FROZEN MEAT Online Summit: 16-17 March 2021

Categories: Meat and meat substitutes

- › Presentation: <https://www.wabel.com/summits/meat/>
- › Buyers list: <https://www.wabel.com/buyerslist-meat-summit/>
- › **Cost: € 5.310,00**

FROZEN SEAFOOD Online Summit: 16-17 March 2021

Categories: Fish, seafood, shellfish

- › Presentation: <https://www.wabel.com/summits/seafood/>
- › Buyers list: <https://www.wabel.com/buyerslist-seafood-summit/>
- › **Cost: € 5.310,00**

GROCERY Online Summit: 31 May - 3 June 2021

This summit is for the food brands (snacks, seasoning, confectionery, chocolates, biscuits, ...) that want to develop their activities with key importers globally, retail chains that are looking for new brands and online retailers.

- › Presentation: <https://www.wabel.com/summits/grocery/>
- › Buyers list: <https://www.wabel.com/buyerslist-grocery-summit/>
- › **Cost: € 5.310,00**

CHINA GROCERY Online Summit: 8-9 June 2021

This summit is for the food brands (snacks, seasoning, confectionery, chocolates, biscuits, ...) that want to develop their activities with strategic importers in China and key retail chains. The Chinese market is essential today for FMCG companies but it can be tricky so we visit all our importers frequently to make sure that you meet only qualified importers that can import European food brands! 100% trusted and verified partners on this summit.

- › Presentation: <https://www.wabel.com/summits/grocery-china/>
- › Buyers list: <https://www.wabel.com/buyerslist-china-grocery-summit/>
- › **Cost: € 6.930,00**

3/ DRINKS

DRINKS Online Summit: 3-4 June 2021

This summit is for the brands (including emerging ones!) that want to develop their activities with strategic importers globally, key retail chains and online retailers. You'll save years in business development as your brand will be in front of over 100 buyers that have current sourcing projects. And you'll only meet the ones with a strong interest for better outcomes.

- › Presentation: <https://www.wabel.com/summits/drinks-brands/>
- › Buyers list: <https://www.wabel.com/buyerslist-drinks-summit/>
- › **Cost: € 4.950,00**

4/ WINE & SPIRITS

CHINA WINE & SPIRITS Online Summit: 9-10 June 2021

This summit is for the producers that want to develop their activities with strategic importers in China, key retail chains and online retailers. The Chinese market is essential today for FMCG companies but it can be tricky so we visit all our importers frequently to make sure that you meet only qualified importers that can import European Wines and spirits! 100% trusted and verified partners on this summit.

- › Presentation: <https://www.wabel.com/summits/wine-spirits-china/>
- › **Cost: € 6.930,00**

ALL LISTED ONLINE SUMMITS WILL INCLUDE THE FOLLOWING FOR THE SUPPLIERS:

- › 10 pre-scheduled 20 min. high value business meetings with targeted buyers that will select the suppliers/brands they want to meet. 100% matching!
- › Multiple participants can attend the business meetings! (at no extra cost)
- › Companies will receive their agenda with their business meetings before to prepare each meeting
- › Each company will receive buyer's feedbacks in their dashboard online
- › Live conferences during the online summit and recorded keynotes on specific topics
- › Training document to prepare the business meetings

ALSO INCLUDES:

- › 1 year access to the WABEL online platform NEEDL <https://needl.co/>
- › Online profile for international visibility (and schedule the business meetings)
- › Export diagnosis (to know the supplier's targets)

Organized by:

WABEL