

 Enterprise Europe Network
Published on *Enterprise Europe Network* (<https://een.ec.europa.eu>)

[Home](#) > [Share your know-how](#) > [Good Practice](#) > FashionMatch: the next generation of brokerage events

FashionMatch: the next generation of brokerage events



Over the past three years the FashionMatch brokerage event developed by the Textile and Fashion Sector Group has become a real success. This approach, based around a common name, a regular date, a shared concept and communication strategy, makes life easier for the organisers, but more importantly helps get the best clients on board! There are many ways other Network events can get inspired by this good practice. So, is this the next generation on Network brokerage events? Federica Leonetti, Sector Group chair, talks us through their ideas.

What's new?

Starting from collaboration in 2016 between the Netherlands Chamber of Commerce and Unioncamere Piemonte (Regional Union of the Chambers of commerce of Piedmont Region, Italy) the Textile and Fashion Sector Group developed a unique concept for brokerage events in the fashion industry: FashionMatch.

Every year, the concept is applied at two inspiring international fashion events:

- [EU Fashion Match](#) ^[1] at the Modefabriek Exhibition Fair, January, Amsterdam (The Netherlands)
- [Torino Fashion Match](#) ^[2] at the Torino Fashion Week, June, Turin (Italy)

The FashionMatch events are addressed to textile manufactures, innovative and young fashion brands, emerging fashion and textile entrepreneurs who wish to create international partnerships.

What's new is that we use the same format in two different countries:

- b2b + workshops + exhibition fair or fashion shows
- regular edition: same period for each activity
- same name
- same target of clients

The SG Textile is already planning the 3rd edition of FashionMatch in March, at an exhibition Fair in Turkey with a group member from Istanbul.

What works well?

Partners and clients appreciate this regular format:

- It's recognisable and clear: people know what they can expect in terms of quality and activities
- It's regular: takes place twice a year, always the same time so clients already know and save the dates
- It's easier to communicate: the schedule allows for better coordinated and structured communication
- It supports brand awareness: the repetition of the concept brings more visibility to Network events
- It fosters better quality: we continuously improve client scouting, event management and organisation

In the last three years the interest has increased:

- from 90 participants in 2016 to more than 200 in 2019
- from 10 Network co-organisers in 2016 to 50 in 2019 (in Torino)

How can it improve the impact of the Network?

There are often too many different b2b events in a same sector. This makes it increasingly difficult to recruit companies but also Network partners as co-organisers in certain events.

This approach guarantees client loyalty: when clients know exactly what you are offering to them, they feel more comfortable in attending activities you are managing especially if they can be planned well in advance. They also get to know each other and stay connected!

Our blueprint for successful uptake is:

1. Use the same name and format
2. Combine a b2b event with talks and fair or shows during an international event
3. Develop a common communication strategy
4. Invest in communication: we create stories, videos and other promotional materials using client testimonials
5. Create a similar user experience around the event, but allowing for customisation in each country
6. Make sure there are different clients depending on the location to ensure opportunities for new contacts

Contact:

Federica Leonetti ^[3], Textile and Fashion Sector Group chair

Updated on 23 Sep 2019

Source URL: <https://een.ec.europa.eu/my/intranet/content/fashionmatch-next-generation-brokerage-events>

Links

[1] <https://fashionmatch-8thedition.b2match.io/>

[2] <https://torino-fashionmatch-2019.b2match.io/>

[3] <https://een.ec.europa.eu/my/network/user/leonefe>