

# How to sell 240,000 m<sup>2</sup> Every Year?

 **XCHANGE SESSION**

# ITRO SP. Z O.O. HS CONNECTOR SP. Z O.O.



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DIGITAL SOLUTIONS



TRADE SHOW PROMOTION



PROFESSIONAL SPEAKER



INTERNATIONAL TRADE







# EXPORT CONSULTING

**12 years**  
of experience in arranging  
B2B meetings for  
**Exporters**



# The 29th Kitchen & Bath China 2024

ASIA'S NO.1 FAIR FOR SANITARY & BUILDING TECHNOLOGY

## May 14 - 17, 2024

Shanghai New International Expo Centre (SNIEC) Shanghai, China

[WWW.KITCHENBATHCHINA.CO](http://WWW.KITCHENBATHCHINA.CO)

240K

Exhibition Space

100K+

Professional Visitors

5K+

Exhibitors

2016

2017

2018

2019

2020

2021

2022

2023

2024





# How to sell 240,000 m2 Every Year?

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**SNIEC**

SHANGHAI  
New International  
Expo Centre



## QUESTION

?

What do **Netflix**, **Santa Claus**, and **Tinder** have in common?





2016

2 countries, 30 visitors

[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

2022

2023

2024







KITCHEN & BATH CHINA



EXPANDING YOUR BUSINESS

[WWW.WES-EXPO.COM.CN](http://WWW.WES-EXPO.COM.CN)

[www.hsconnector.com](http://www.hsconnector.com)



2016

2017

2018

2019

2020

2021

2022

2023

2024





KITCHEN & BATH CHINA 2017



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[WWW.KBC2017.COM](http://WWW.KBC2017.COM)



[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

2022

2023

2024





2017

5 countries, 987 visitors



[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

2022

2023

2024



**2018** | **7 countries, 1840** visitors



[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

2022

2023

2024





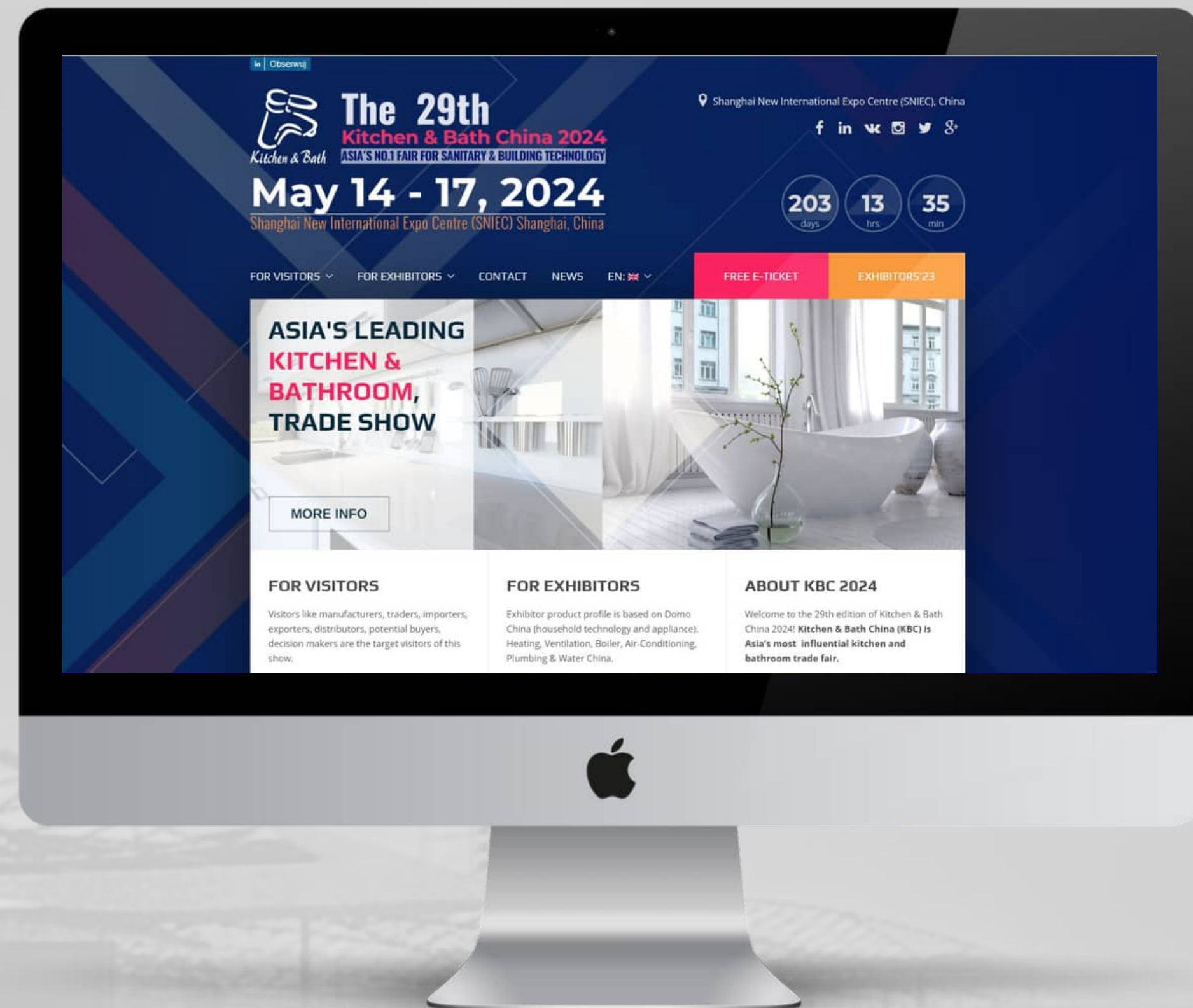


KITCHEN & BATH CHINA 2018



EXPANDING YOUR BUSINESS

[WWW.KITCHENBATHCHINA.CO](http://WWW.KITCHENBATHCHINA.CO)



[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

2022

2023

2024



**2019** | 7 countries, 1938 visitors



[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

2022

2023

2024







2020  
2022

Covid -19



[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

2022

2023

2024



2023

Worldwide, 2412 visitors



[www.hsconnector.com](http://www.hsconnector.com)

2016

2017

2018

2019

2020

2021

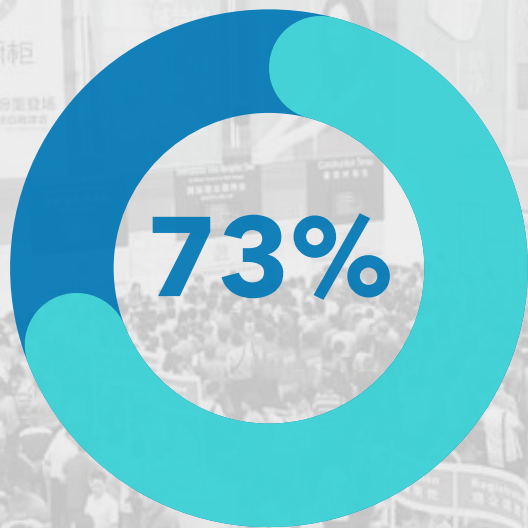
2022

2023

2024







Marketing Promotion of  
KBC Kitchen & Bath China  
on foreign markets  
CTA: Visitor Registration  
10/2015 - 06/2023







Kitchen and Bath China

Alex Nowak · 1st

Business Development Manager  Kitchen & Bath China

Talks about #sourcing, #tradeshows, #kitchenbath, #b2bmarketplace, and #kitchenbathchina

Warsaw, Mazowieckie, Poland · [Contact info](#)

[Get your free ticket!](#) 

29,139 followers · 500+ connections

 Social Selling Manager 2

 LinkedIn Event Attendees 15K+

 LinkedIn KBC Page Followers 4K+

 Visitor Registrations 8K+

 Social Selling Index 73

 Targeted Email Database 120K+

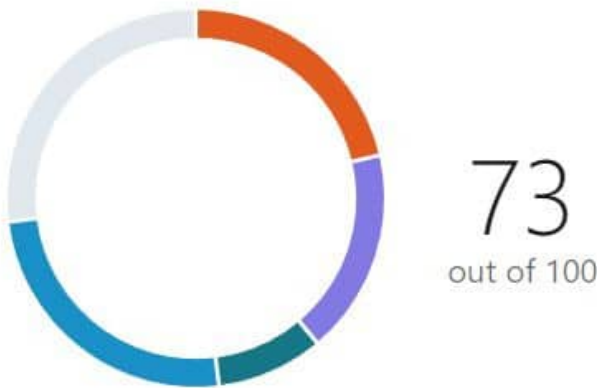
 LinkedIn industry connections 30K+

 [www.linkedin.com/in/kitchenbathchina](http://www.linkedin.com/in/kitchenbathchina)

Top Industry SSI rank  
1 %

Top Network SSI rank  
1 %

Current Social Selling Index ⓘ



Four components of your score

21.36 | Establish your professional brand ⓘ

17.55 | Find the right people ⓘ

9.17 | Engage with insights ⓘ

25 | Build relationships ⓘ

2016 2017 2018 2019 2020 2021 2022 2023

 [Social Selling Index | www.linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)



**2016**

**\$0.78 billion** of transaction value  
reached by **55.58%** exhibitors

**2019**

**\$1.323 billion** of transaction value  
reached by **92.23%** exhibitors

**2017**

**\$0.79 billion** of transaction value  
reached by **65.95%** exhibitors

**2020  
2022**

**Covid -19 & travel ban**  
**\$1.646 billion** of transaction value  
reached by **64.36%** exhibitors

**2018**

**\$0.85 billion** of transaction value  
reached by **68.56%** exhibitors

**2023**

**\$4.033 billion** of transaction value  
reached by **80.43%** exhibitors

2016

2017

2018

2019

2020

2021

2022

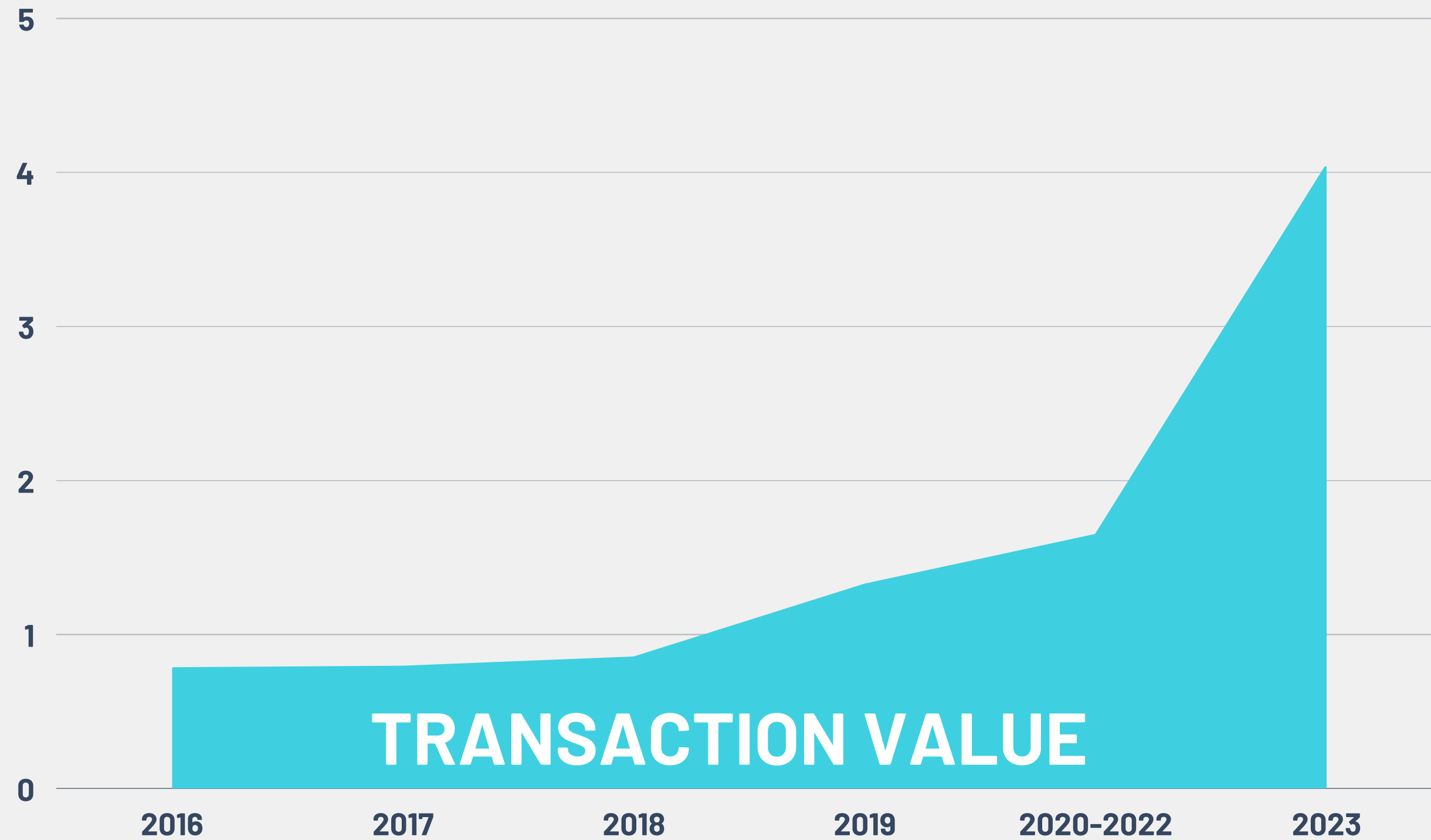
2023


2024





■ Transaction Value, billion dollars





**As you can see, all  
promotional activities  
for KBC are focused on**

# DEALS

# What was the main problem?

5K+ Exhibitors, 100K+ Visitors  
for 4 days

2016

2017

2018

2019

2020

2021

2022

2023

2024







GO NETWORKING

EXPANDING YOUR BUSINESS

# Imagine that you are one of the **Visitors**

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What are the chances  
that you've missed  
your **best deal**?





## QUESTION

?

Let's return to the question from the beginning of the presentation.









**DO YOU BELIEVE  
IN SANTA?**



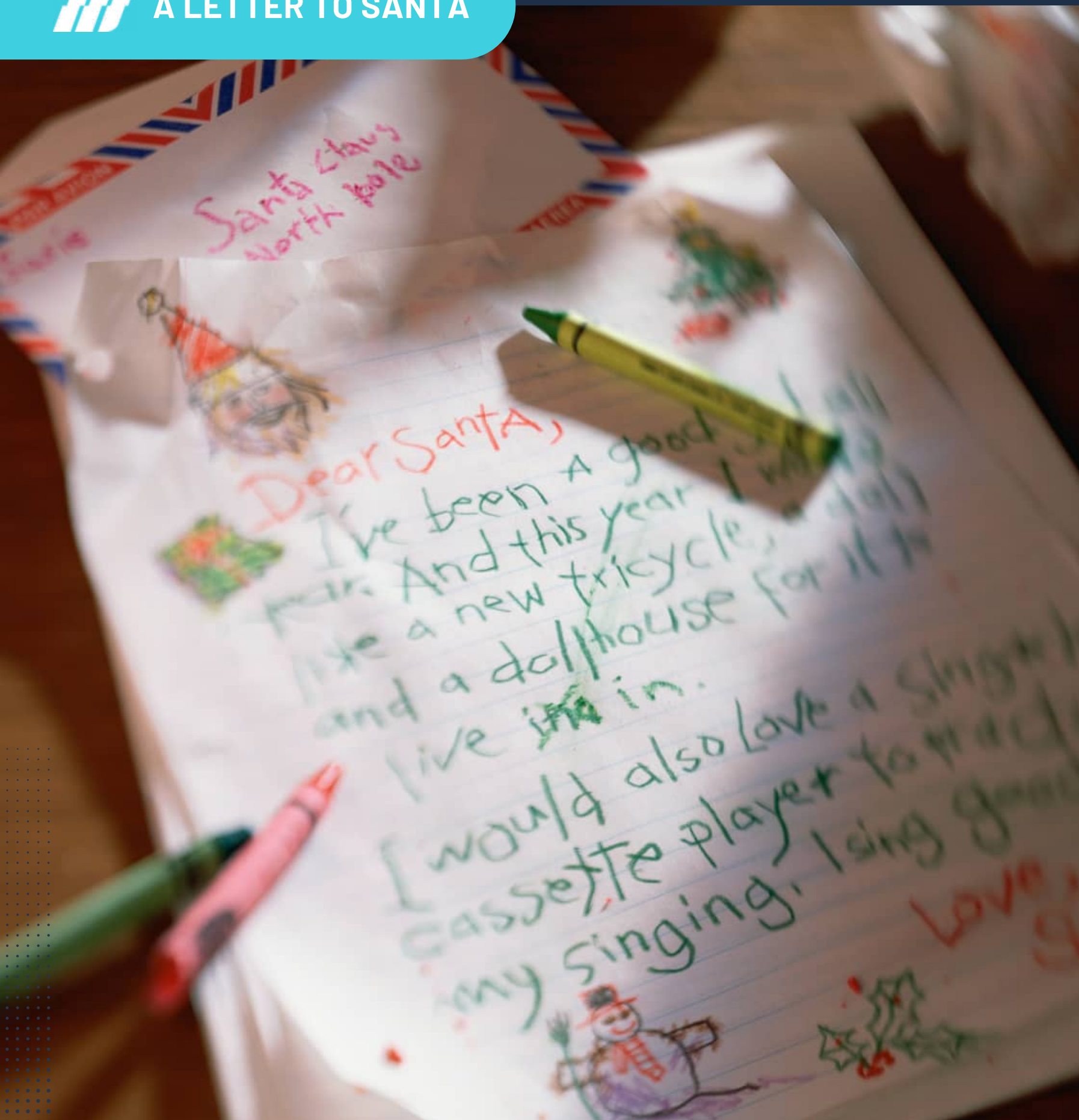


CHILDREN DO

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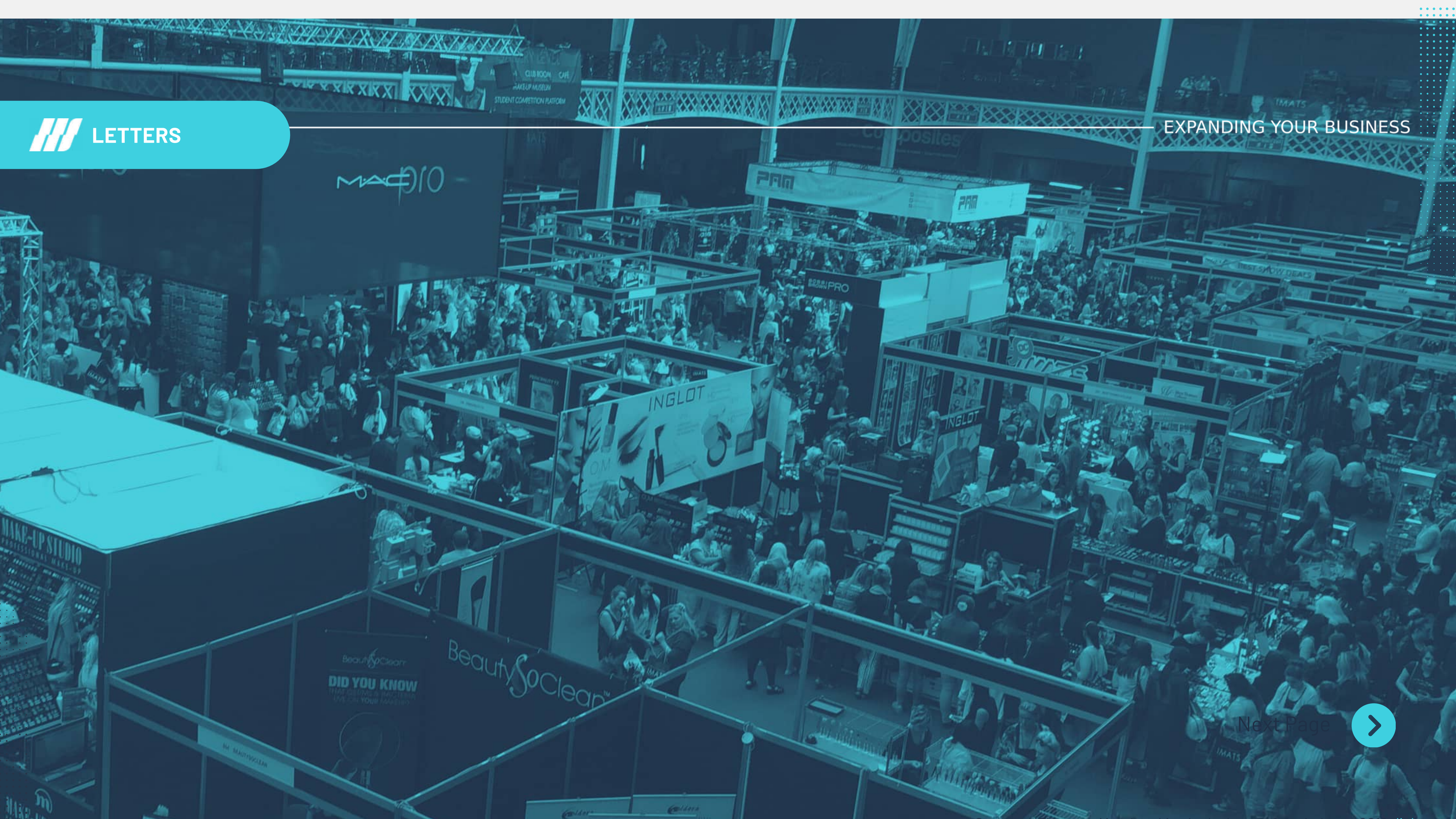


I WOULD LIKE  
TO SHOW YOU  
LETTERS FROM  
YOUR "CHILDREN"

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UFI SURVEY

EXPANDING YOUR BUSINESS

# Survey



Matchmaking at the heart  
of the exhibition industry

White Paper

[www.ufi.org/wpm](http://www.ufi.org/wpm)

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Source: UFI report Matchmaking in the heart of the industry 2019: [link](#)





**8% RESPONDENTS WROTE THAT  
MATCHMAKING IS NOT IMPORTANT TO  
THEM.**



**21% OF THEM FEEL NEUTRAL ABOUT  
MATCHMAKING.**



**71% OF RESPONDENTS WROTE THAT  
MATCHMAKING IS IMPORTANT OR VERY  
IMPORTANT TO THEM.**





UFI SURVEY

EXPANDING YOUR BUSINESS



Matchmaking at the heart  
of the exhibition industry

White Paper

[www.ufi.org/wpm](http://www.ufi.org/wpm)

# Problem

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Source: UFI report *Matchmaking in the heart of the industry 2019*: [link](#)

**"MATCHMAKING HAS BEEN AN ON-AND-OFF TOPIC DURING TRADE EVENTS FOR AT LEAST 15 YEARS. MOST OF US ARE STILL SELLING TO EXHIBITORS THE RIGHTS TO ANNOY VISITORS."**





UFI SURVEY

EXPANDING YOUR BUSINESS

# Expectations



Matchmaking at the heart  
of the exhibition industry

White Paper

[www.ufi.org/wpm](http://www.ufi.org/wpm)





**"I EXPECT A MATCHMAKING SYSTEM TO MAKE MEANINGFUL RECOMMENDATIONS AND SHOW ME RELEVANT EXHIBITORS AND PRODUCTS. THAT'S WHAT I EXPECT FROM A MATCHMAKING SYSTEM: BOOKING TIME FOR ME IN AN EXHIBITOR'S AGENDA BEFORE I REQUEST A MEETING."**

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UFI SURVEY

EXPANDING YOUR BUSINESS

# Conclusion



Matchmaking at the heart  
of the exhibition industry

White Paper

[www.ufi.org/wpm](http://www.ufi.org/wpm)

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Source: UFI report Matchmaking in the heart of the industry 2019: [link](#)

“THAT’S WHAT GOOD MATCHMAKING MUST BE TO ME, AS ORGANISER AND AS VISITOR: MORE RELEVANT, LESS ANNOYING AND MORE HONEST. GETTING THERE WILL REQUIRE A **CHANGE OF MINDSET AND SOME AMAZING TECHNOLOGY**. AND BOTH ARE ON THEIR WAY!”

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# Solution

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Use AI to evaluate  
big data from trade shows  
to make more **DEALS**

**B2B DEALMAKING PLATFORM**

[www.hsconnector.com](http://www.hsconnector.com)

[www.hsconnector.com](http://www.hsconnector.com)



Events

Organizers

Venues

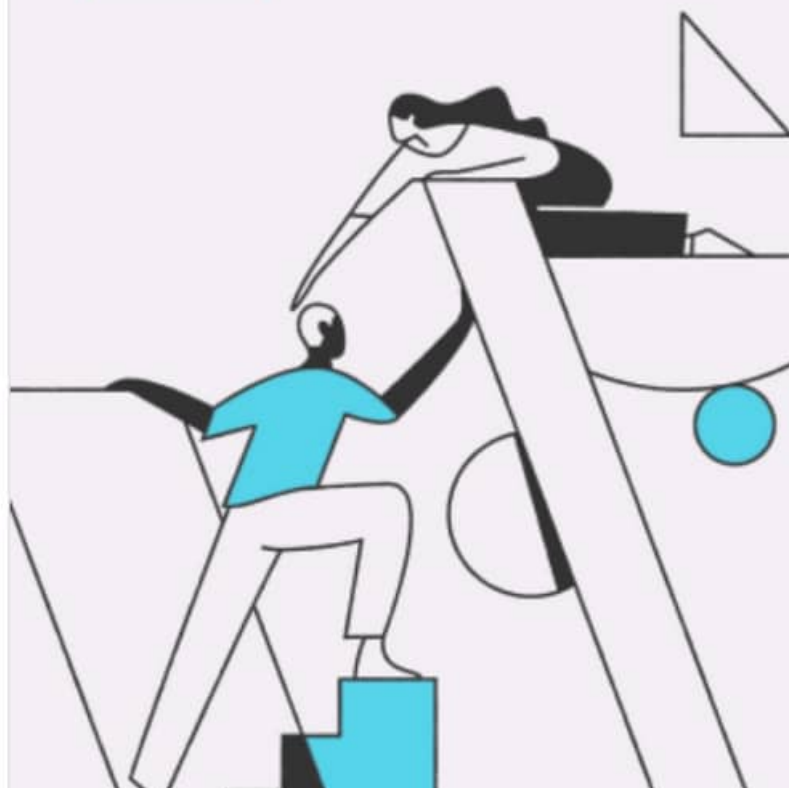
HS Codes

Add Event

# Exhibitors

Find your next  
**Business partner**  
with  
**AI Sugestions**

Matchmake >



**Skonis ir kvapas**

Connect



**JSC Birzu duona**

Connect



**Express Market**

Connect



**IKI Lietuva**

Connect





[Home](#) > [User panel](#) > [Matchmaking](#) > [Matchmaking list](#)

## Matchmaking list

[Requests](#) **Accepted** [Rejected](#) [Sent](#)

1 results

Date	Company / Event	Suggestion	Status	Actions
2023-10-27 21:15:32	<b>Skonis ir kvapas</b> HS CONNECTOR - b2b matchmaking app	<div><div></div>83%</div>	<div>✓ Accepted</div>	<a href="#">Details</a>

[Return to HS Connector](#)[Dashboard](#)[Messages](#)[Contacts](#)[Events](#) (2)[Billing](#)[Company](#)[Products](#) (2)[Offers](#) (2)

Welcome

Dashboard

Messages

Contacts

Events (2)

Billing

Company

Products (2)

Offers (2)

Welcome  
Ilona Sidarė

Settings

&lt; Barbora Lietuva

HS CONNECTOR - b2b matchmaking app

✓ Accepted

Add review

Barbora Lietuva

Outbound



Skonis ir kvapas

Inbound

Marius Mikulevicius  
mariuskonis@gmail.io

## PRODUCTS

1805 00 00

Proszek kakaowy, niezawierający  
dodatku cukru lub innego środka  
słodzącego

2104 20 00

Złożone przetwory spożywcze,  
homogenizowane

## COMPANY

Annual turnover

---



Annual turnover

---

Founding year

2010



Founding year

1984




[Return to HS Connector](#)
[Dashboard](#)
[Messages](#)
[Contacts](#)
[Events](#) (2)

[Billing](#)
[Company](#)
[Products](#) (2)

[Offers](#) (2)

Welcome [John Gidart](#)

## PRODUCTS

1805 00 00

**Proszek kakaowy, niezawierający dodatku cukru lub innego środka słodzącego**

2104 20 00

**Złożone przetwory spożywcze, homogenizowane**

## COMPANY

Annual turnover

---



Annual turnover

---

Founding year

**2010**


Founding year

**1984**

Other languages

**Russian**


Other languages

**Russian**

Company employment

**100000**


Company employment

**100000**

Payment conditions

**3070  
100  
5050**


Payment conditions

**3070  
100  
5050**

Customs

**ECCU/XCDk  
CEMAC/XAF**


Customs

**ECCU/XCDk  
CEMAC/XAF**

## OFFER

Industires

---



Industires

---

Countries

**Qatar**


Countries

**Suriname**

Company employment

**10-49**


Company employment

**10-49**



ONE APP

EXPANDING YOUR BUSINESS





Visitors & Exhibitors  
want to have

**one app**  
for every event  
they participate in.

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# If we want to meet expectations

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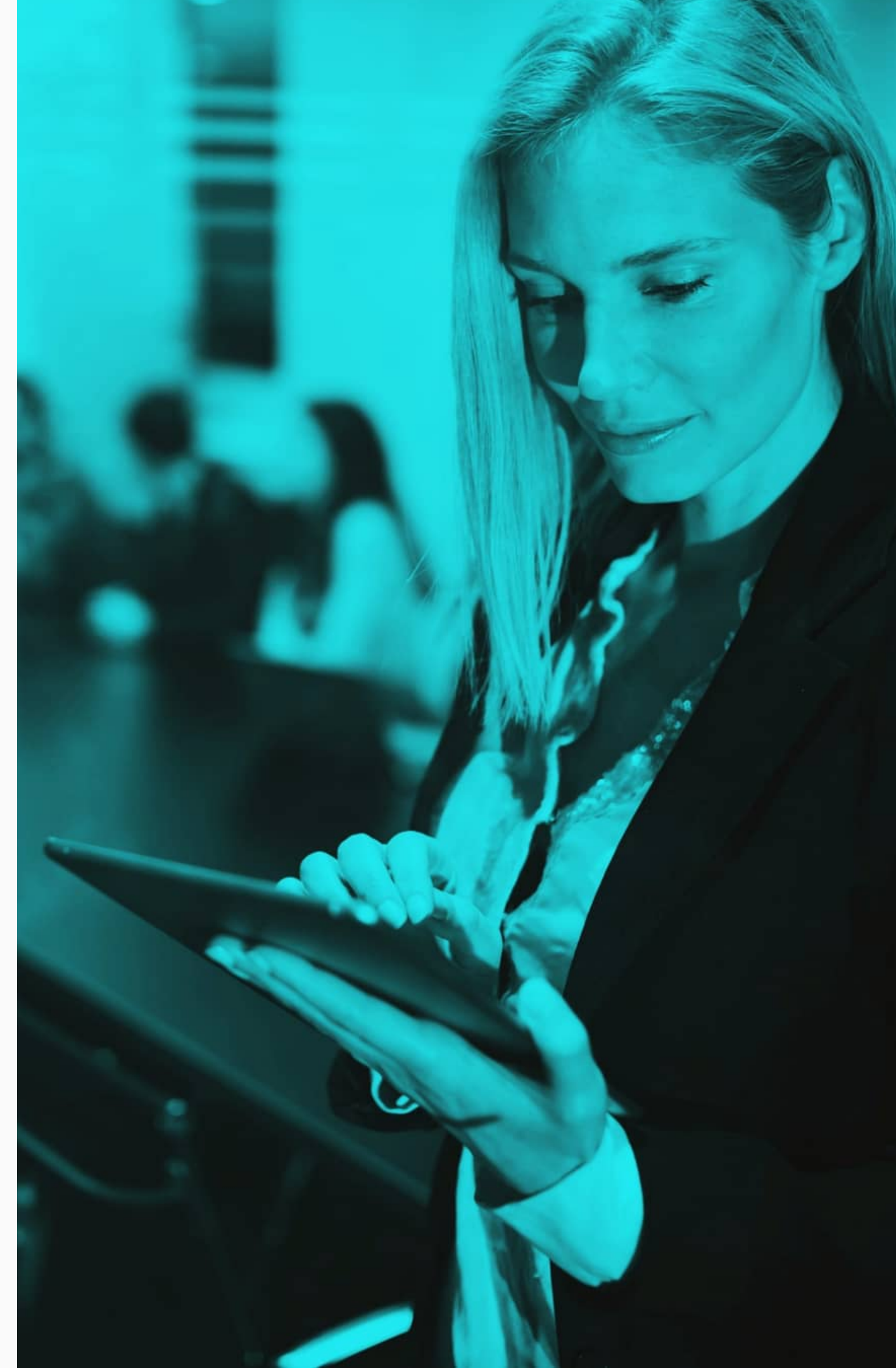




HS CONNECTOR

**“BOOKING TIME FOR  
ME IN AN EXHIBITOR’S  
AGENDA BEFORE I  
REQUEST A MEETING”**

[www.hsconnector.com](http://www.hsconnector.com)





**WE NEED BILLIONS OF INTERACTION  
TO TEACH OUR AI ALGORITHMS**





N



QUESTION

?

What do **Netflix**, **Santa Claus**, and **Tinder** have in common?

~~N~~



Meet

N



Meet  
Your



**N**



**M**eeet  
**Y**our  
**N**eeds



*HS CONNECTOR*

Uber



Uber





SHARING ECONOMY

EXPANDING YOUR BUSINESS

The Uber logo, featuring the word "Uber" in a white, sans-serif font centered on a solid black square background.



# We believe in sharing economy







HS CONNECTOR

# PARTNERS NOT CLIENTS

[www.hsconnector.com](http://www.hsconnector.com)





**40% FOR ORGANIZER**



**9% FOR VENUE**

**40% FOR ORGANIZER**





**1% FOR UFI**

**9% FOR VENUE**

**40% FOR ORGANIZER**



**ANNUALLY**

**1% FOR UFI**

**9% FOR VENUE**

**40% FOR ORGANIZER**

**THANK YOU FOR YOUR ATENTION,  
DEAR #EVENTPROFS!**







MAIN GOAL

EXPANDING YOUR BUSINESS

**Make you events  
more DELABLE!**



ONE APP TO CONNECT THEM ALL

EXPANDING YOUR BUSINESS



European  
Funds  
Eastern Poland



Republic  
of Poland

European Union  
European Regional  
Development Fund



# DEALMAKING

## B2B PLATFORM



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website

