**Sales in B2B: select online and verify it yourself - trade fairs and Subcontracting meetings 2019**

**Specialists analysing the decision-making process of a customer quote research results which show that, when it comes to B2B relations, half of all customers gain knowledge about a product or service on the Internet. However, is this an appropriate source of building long-term business relations in the industrial sector?**

Currently, easy access to the Internet creates conditions and prerequisites for the creation of a modern cooperation base and the possibility of a wide selection of cooperation partners. In order to finalize the contract and choose the final partner, it is necessary to check the information against reality. Such an opportunity is offered by the cooperation meetings, Subcontracting Meetings, which are held as part of the ITM Poland, Subcontracting, Modernlog and 3D Solutions trade fair block (4-7.06.2019, Poznań).  On the second and third day, the parties participating in the Subcontracting Meetings (5-6 June 2019) will have an opportunity to meet directly and, based on conversations, select business partners according to their expectations.

The Industrial Subcontracting Exhibition is an event for industrial subcontractors from Poland and abroad. Its aim is to show the potential of companies operating in the industry and to bring together buyers and contractors from different economic sectors. The most important themes cover the processing of metals, plastics, rubber, composites, wood as well as services in the field of electronics, electrical engineering and services for the industry. The international cooperation meetings - Subcontracting Meetings - that take two days are the key element of the Subcontracting exhibition. We encourage companies from the industrial sector to take part (5-6.06.2019) - <https://subcontracting-meetings-2019.b2match.io>.

This is how Joanna Aleksandrowicz from Ruuki Polska, a participant of last year's edition of SUBCONTRACTING MEETINGS, summed up her experiences, “The Internet does not always provide completely comprehensive information about what a given cooperator wants to offer us. Sometimes it's a misrepresentation, sometimes an understatement. Subcontracting gives us the opportunity to meet face-to-face with the company, discuss issues that are of interest to us and get to know people.”

That is why it is worth checking the company on-line first and then see for yourself whether the business partner suits you and how the ideas for the implementation of your project, which you developed based on the information online, compare with the actual capabilities of the contractor.

Feel invited to Poznań from **4 to 7 June 2019 for the block of industrial trade shows: ITM Poland, Subcontracting, Modernlog, 3D Solutions and Work Safety in Industry Exhibition**.

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