**OPEN INNOVATION LAB - UDJG**

**Annex 4 – Challenge no. 19:**

**B2B Online Platform**

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| 1. **Name of the challenge:**
* B2B Online Platform
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| 1. **Context:**
* ARIES is an association interested in providing its members an easy and intuitive way of identifying and participating at exhibitions, trainings, matchmaking events and economic missions that is available from mobile devices and well as stand-alone computers.
* Nowadays it is difficult to keep track of all the events available for companies interested in internationalization, as well as finding business and project partners. ARIES is an professional association that aims to offer the best experience for company members that need to promote their services and products at European or International level.
* Target group for the solution are the companies interested in finding business partners, project partners in different markets, but on similar interest fields.
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| 1. **Problem:**
* Developing an online solution for posting events (exhibitions, economic missions, matchmaking events, etc.) permitting companies to register, and provide a profile of the company with their representatives.
* For certain matchmaking events the platform must be able to facilitate a meeting between 2 registered participants at a desired time agreed by both parties.
* The registered companies must be able to view the profiles of all other participants and request meetings with the ones that they find to be interested. Options for managing the meeting requests should be provided for all parties.
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| 1. **Additional info:**
* There no limitation related to the web platform or web technology used for the development of the situation.
* The platform should run on all major operating systems as well as portable devices.
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| 1. **Skills of the team:**
* Software (web languages and technologies)
* Web Design (developing the user interface of the platform)
* Marketing (establishing a clear and easy way for companies to market themselves on the platform)
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| 1. **About the Seeker:**

*Description of company/institution:* **ARIES*** The Romanian Association for Electronic Industry and Software, with the acronym ARIES, is the commercial professional organization of the Romanian, non-governmental and non-profit electronics and software industry. The Association aims to promote and protect the business environment of the Romanian electronics and software industry, to promote the professional and commercial interests of the members and to strengthen their professional authority and social prestige.
* Our main area of expertise is business development, consultancy as well as organizing specialized events for industry members, economic missions and dedicated trainings at European level.

*Vision: where do you see the company/institution in 5 years?* * The association aims to offer its members worldwide promotion through it’s contacts in different networks, as well as providing high quality matchmaking events and exhibition.

*Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company vision:** The solution for the challenge will be implemented for all the association members, as well as collaborators and third-party entities that are involved in the IT and Electronics sector and are looking for partners, collaboration opportunities. For the ARIES provides the best environment for fostering innovation.
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