

The world is changing

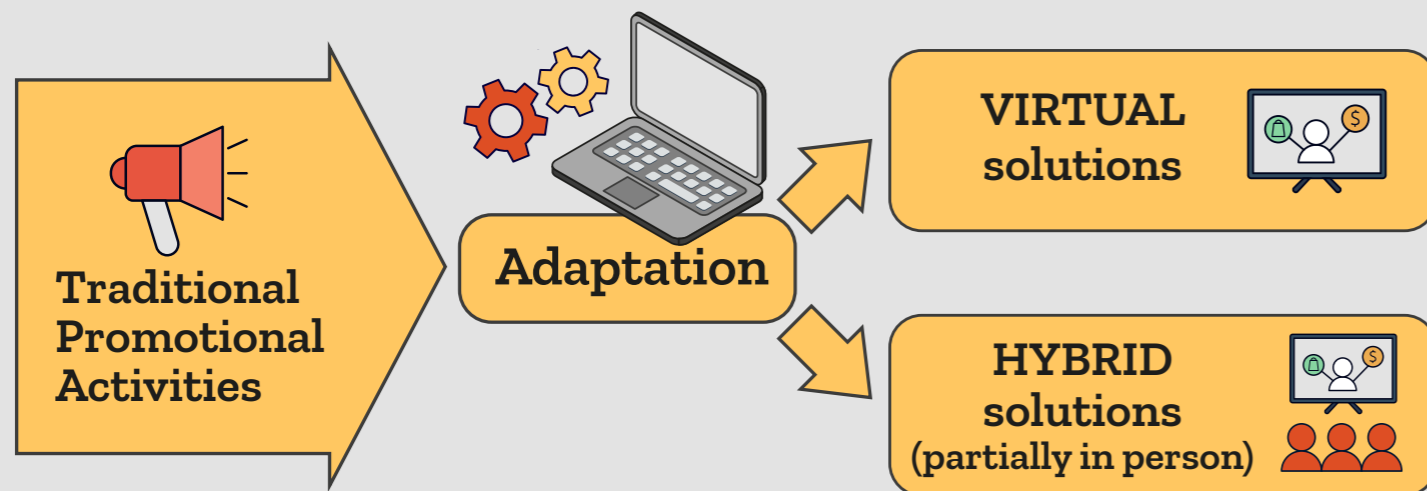
**SO ARE OUR
INTERNATIONALISATION SERVICES!**



OPERA
global business



Opera Global Business is committed to adapt its internationalisation services with a set of **virtual and hybrid activities**. These activities are thought to overcome the actual constraints that we are facing (restricted mobility between countries, rooms with limited capacity, cancellation of trade fairs, etc.)



These solutions are supported by: **a vast network of Opera's own and partner offices worldwide; intuitive and reliable virtual platforms of proven quality; as well as 15 years of experience** in the promotion and internationalisation of companies and institutions. Despite the current situation, Opera GB will continue offering all its internationalization services **without impairing the impact of the activities** carried out.

ORIGINAL SERVICES	ADAPTATION
Inverse Trade Missions	Opera E-xport (Online B2B)
Trade agendas	
Matchmaking	
International Fairs	Virtual Fairs
Product presentations and tastings	Product presentation and tastings in Live streaming
Conferences	Virtual conferences
Fam trips	Virtual Fam trips
Training	Online training
Market research	These services maintain their original format
Promotional campaign at sales points	
Digital marketing plan	

BENEFITS

- Services 100% implementable with the current limitations
- Costs and time saving
- No need for transport
- Broader geographic scope
- Flexible services that can be adapted to the needs of the clients

GET IN TOUCH WITH INTERNATIONAL BUYERS ONLINE

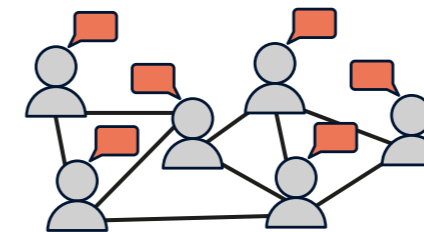
Through our online B2B meetings, we offer a 100% digital solution, that will allow companies to reach potential buyers from any sector and country in the world.

To this effect, we have a **virtual platform**, that integrates the entire process of creation and implementation of trade agendas, from the matchmaking to the management of the agenda, videoconference meeting room and waiting room.



WHY OPERA?

Broad database of international buyers drawn from our **large experience** and **know-how** in organizing international **B2B meetings**



Innovative, safe and intuitive digital platforms



VIRTUAL FAIRS



Our online platform allows us to group all your companies in a **virtual space** with an unbeatable cost-effectiveness ratio. This way, your company will be able to promote its products on several markets, in a **multi-country fair**, with a broader **geographic scope**.

The main features of the platform are the following:

- **Customizable stands:** insertion of logos, contact information, videos, catalogues, etc.
- **Configurable lobby and fair entrance:** that gives the possibility of inserting advertising banners.
- **Networking:** each visitor has two options to interact with the exhibitors: using a real-time chat that could be found in each virtual stand or with a trade agenda with the meetings already scheduled.
- **Video-conference space:** both live and recorded, with an unlimited number of participants.
- **Real-time reports:** on the visitors, origin, user interactions, etc.
- **Full and permanent support** to both organizers, exhibitors and visitors.

In addition to the virtual platform, Opera GB also offers a comprehensive service including the **dynamization of the fair** and the **attraction of visitors from different countries and sectors** (buyers programme)



PRODUCT PRESENTATIONS OR TASTINGS EVENTS IN LIVE STREAMING

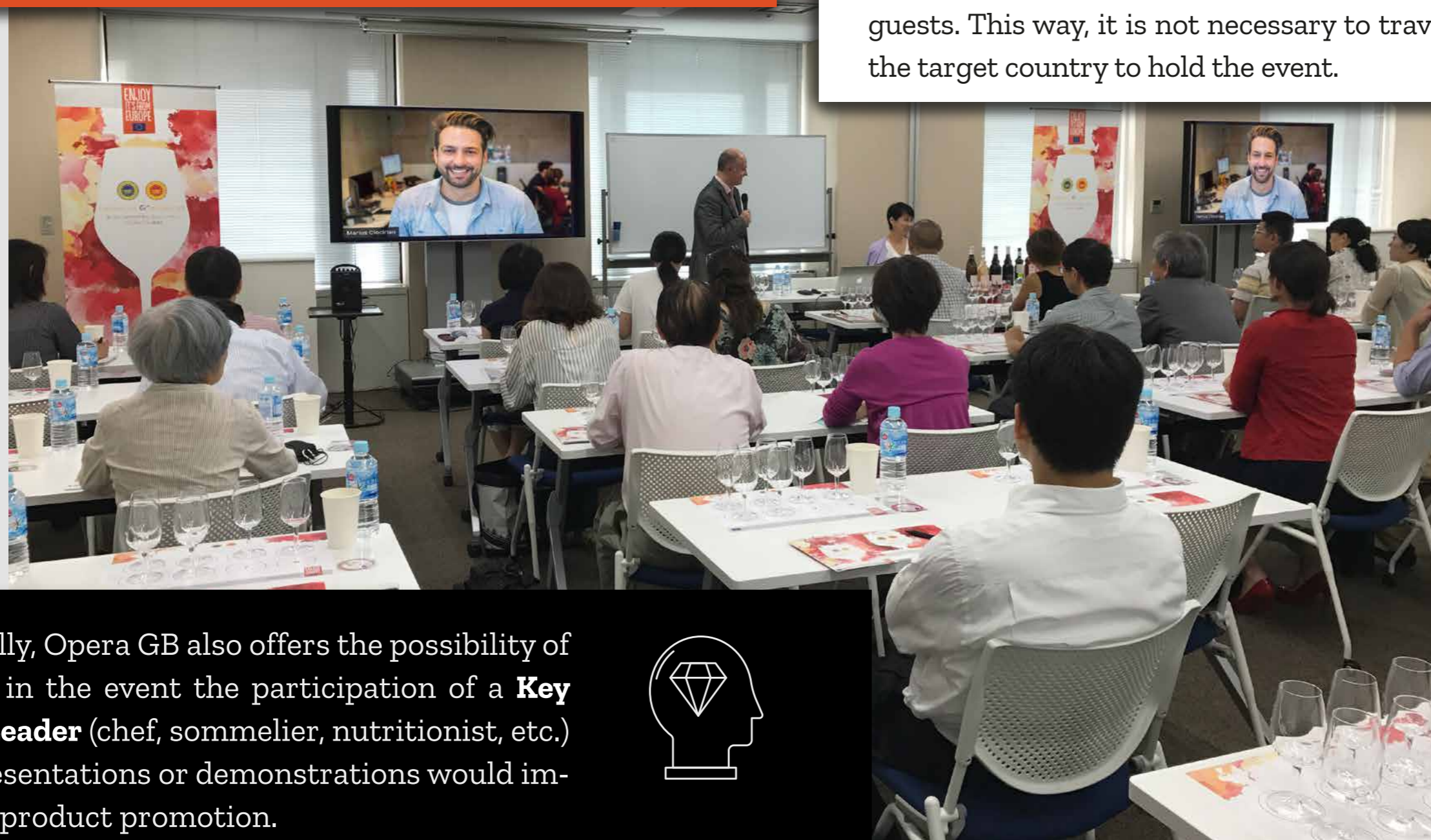


Hybrid

A **call** will be issued for **target contacts** (importers, HORECA, final consumers, etc.) to invite them to come to a room prepared for the presentation and tasting of one or several products.



The **product presentation will be** carried out **in live streaming** by an expert from the hiring company. Besides, the event would count with the support of professional staff **in destination**, who would be in charge of **coordinating the activity** on site and would interact with the guests. This way, it is not necessary to travel to the target country to hold the event.



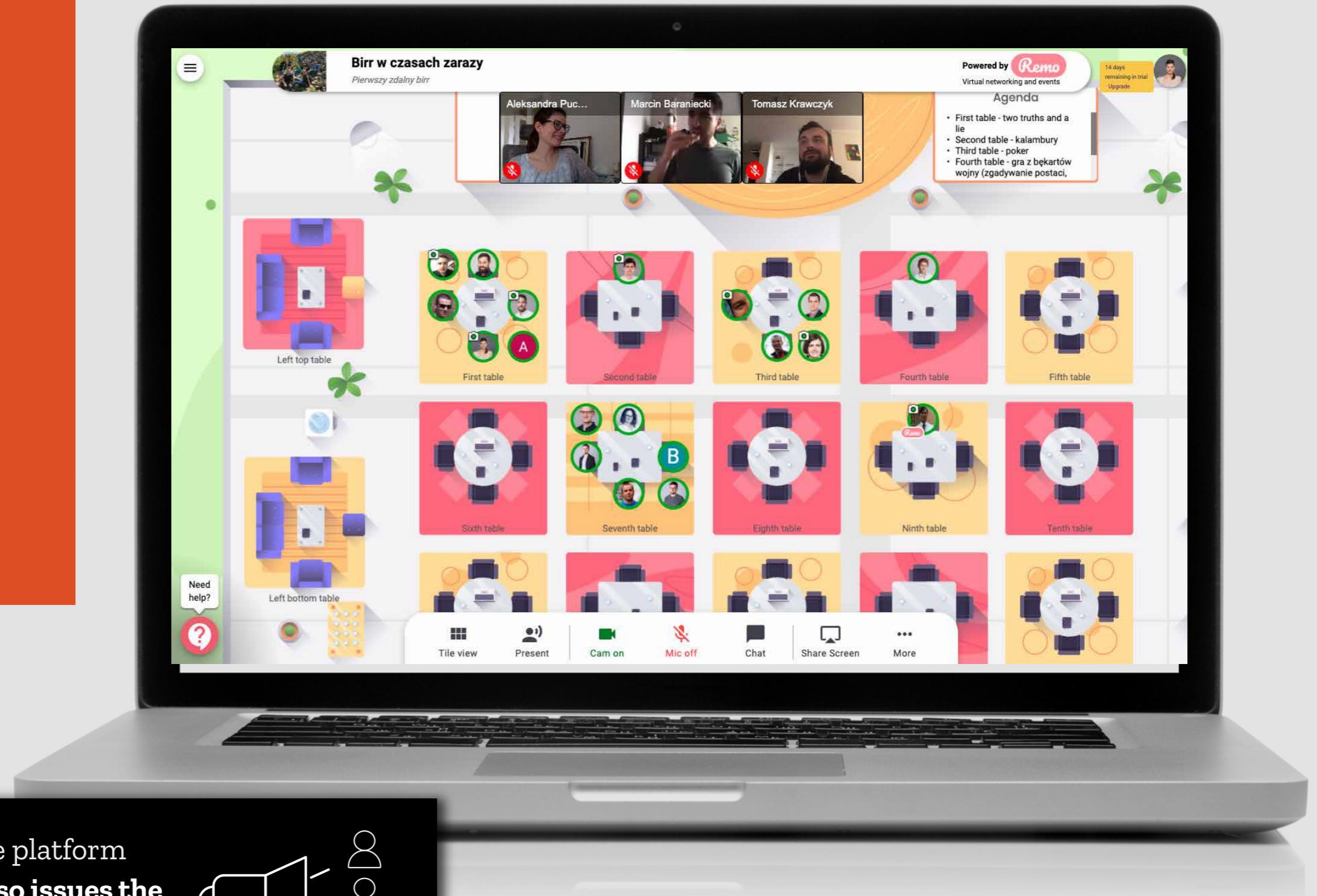
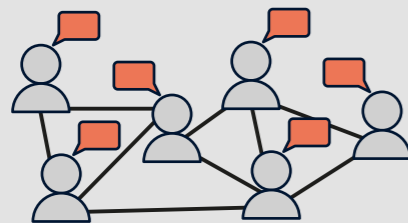
Additionally, Opera GB also offers the possibility of including in the event the participation of a **Key Opinion Leader** (chef, sommelier, nutritionist, etc.) whose presentations or demonstrations would improve the product promotion.



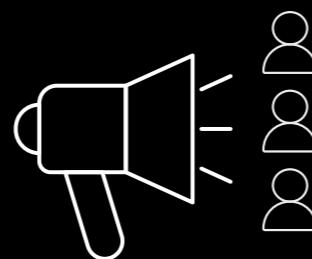
VIRTUAL CONFERENCES



To give a conference is also considered as a valuable tool for **presenting a product, service or programme**. Besides, conferences can also be used for **investment** attraction events. This activity, which is 100% virtual, is conducted using a platform that allows the **live interaction between participants**.



Opera GB not only provides the platform and organizes the event, but **also issues the call for guests from different countries and sectors**.



VIRTUALFAM TRIPS



A good alternative to the traditional **familiarization trips**, where the guests are supposed to travel from one country to another, are the virtual FAM trips. The guests do not have to travel to another country. Instead, the visits to **the production plants, farms and other facilities are carried out in live streaming.**



A specialised team will be responsible for **live recording** the facilities using a **360-degree camera**, which will allow the guests to have a full display field. Besides, during the recording, the person in charge of the facilities will give the necessary explanations, being even able **to interact with the guests in real time.** Thus, solving all the doubts that may arise during the virtual visits.



ONLINE TRAINING



Opera GB also offers a wide range of training solutions both **live or deferred** through different platforms.

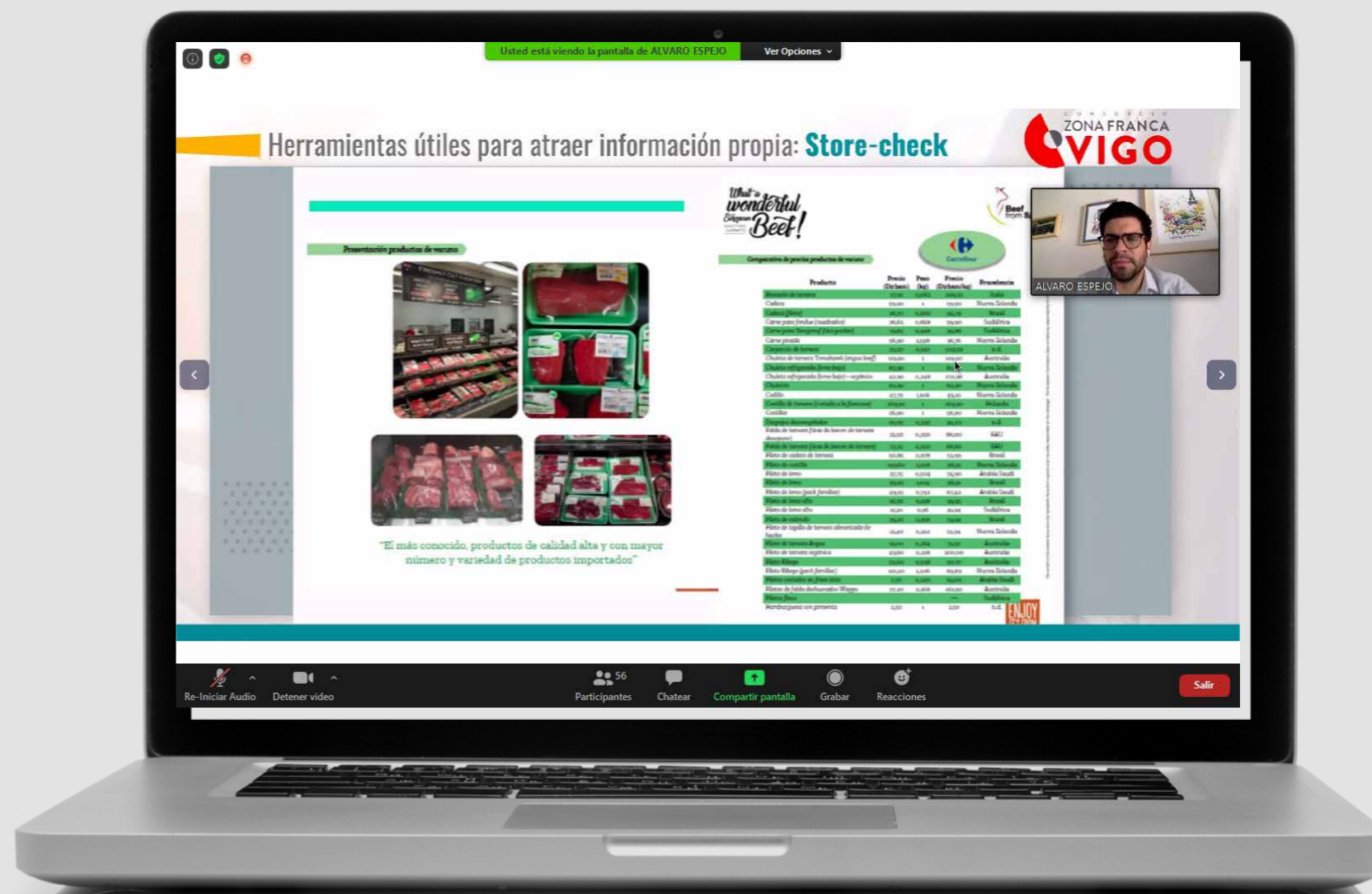
The great advantage of this service is that the **training is tailored to the individual needs** of the client, adapting the duration, format, syllabus and methodology.



TYPES OF TRAINING:

- Webinars (on each market and country)
- Technical workshops
- Full courses
- Mentoring
- Regulated training

Categories: foreign trade, international promotion, market research, business management, etc.



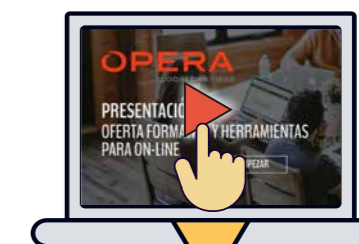
Platforms used

- Innovative, intuitive and easy to use
- Accessible on any device (phone, laptop, tablet, etc.)
- Possibility of interacting with other participants



+ Info

Find out more about our training services



SERVICES THAT MAINTAIN THEIR ORIGINAL FORMAT



Promotional campaign at sales points

This service remains the same as it is **performed** by Opera's **own staff in the target country**. The only difference is that the client may not be able to travel to some countries to attend the event.



Hybrid

Digital marketing plan

These activities are carried out 100% online. For this reason, this service can be fully provided as before (campaigns on social networks, branch ambassadors, promotion campaigns with KOL, etc.)



Virtual

Market research

All the types of market research can be fully performed. If a **field research in the target country is required**, it will be carried out by **our own staff in destination** or using not-on-site surveys (consumer panels, telephone interviews, etc.)



Hybrid



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