

*News article published about B2M on the first page of the Business edition of the Chengdu Financial Daily on Friday September 25. > 500.000 daily readers*



The 10<sup>th</sup> West China Expo & Western China International Private Equity Forum 16-18 Oct 2009

### **Dutch Network badge will match aligned people during Chinese Private Equity Forum**

Yesterday, a foreign friend visited the 'Chengdu Financial Daily' office. He hoped to popularize a high-tech product which has won the "Dutch ICT Innovation Award 2009". The Dutch businessman called Martijn said he heard about the "Private Equity Forum" a long while ago. He thought it was a small program at first. But his Chinese colleagues told him that a lot of projects and funds had signed up, so he decided to come along to have a look.

### **Foreigner Brought High-tech to Match people in a effective and fun way**

The product which Martijn is going to introduce to Chengdu is called Badge2Match; a networking badge. With the size similar to a normal conference badge they can be highly efficient to bring together wearers with common interest. Martijn brought the sample and showed the product, imported from the Netherlands. When two persons whose profiles match get close to each other, the badges will make a discrete sound signal and emit the same color of light to let the wearers know who they can approach. This kind of high-tech would be very useful in commercial conferences or even in blind date conferences. "This product has a wide range of clients in Europe, and I hope to introduce it to Chengdu." Martijn said. He liked the program of "Private Equity event" sponsored by our newspaper very much. And he was willing to provide several Badge2matches to be used at the event. So the participants will find their partner more easily. " I will bring some foreign friends to the event . A lot of them are going to invest in Chengdu." Martijn said.

(Reporter Yuchen Wu)

Registration Tel: 028—88089000 80851999