

Food & Drink INTERNATIONAL

NPD PRODUCTION PACKAGING SUPPLY CHAIN RETAIL & FOOD SERVICE HEALTH & SAFETY LAUNCHES EVENTS



Matchplat breaks into UK market with 'Explore', the platform that helps companies to create new business relationships thanks to Artificial Intelligence

FEATURED SUPPLY CHAIN 10th November 2021 | Updated: 11th November 2021



Elia Calissi (CFO), Andrea Gilberti (CEO) and Yuri Sabbadini (CTO)

What if a company could reinvent market research that requires weeks or months of work, in just two hours? What if it could analyse tens of thousands of web pages every hour looking for an ideal business partner? Welcome to the world of [Matchplat](#).

The Italian company is launching in the British market 'Matchplat Explore', a new platform able to support companies in the development of their business, thanks to automated market research and Artificial Intelligence.

Thanks to Matchplat Explore, companies will be able to build valuable relationships online, opening new opportunities and optimising investments for business relationships through trade fairs, travel and meeting opportunities.

LATEST NEWS

Production

DSM to accelerate growth in plant-based proteins with Vestkorn Milling acquisition

1st December 2021

Packaging

UK Plastics Pact cuts plastic packaging by 10% and doubles recycled content

1st December 2021

Packaging

RMGroup partner with Atlanta to showcase end of line packaging solutions at Brewers Congress

1st December 2021

Retail & Food Service

Boost Drink announces winner of 'Local Legends' independent retailer competition

29th November 2021

Event News

'Taste of Scotland' food showcase hosted by Scottish Secretary

26th November 2021

Retail & Food Service

Zertus acquires The Sun Valley Nut Company

25th November 2021

"Matchplat allows companies to change their way of making decisions," said Andrea Gilberti, CEO and founder of the company together with Elia Calissi and Yuri Sabbadini, "thanks to up-to-date quality data. With 'Explore' each user has the right tool to find best suited markets to reach their goals. In the increasingly dynamic environment of B2B trading, Matchplats solutions were born from the concept of web democratisation: equal services for each type of company, placing all our customers on the same level."

The recruitment plan is to have a total of 30 employees split between Germany and United Kingdom by the end of 2023. Matchplat decided to focus on Germany and the UK for two reasons: the size of the manufacturing sector in Germany – which according to Eurostat is the EU country with the highest value of sold industrial production – and the changing economic scenario in the wake of Brexit, which will require UK companies to create new strategies.

Companies operating in the B2B sector are facing strong challenges in the management of their supply chains and the current geopolitical scenarios, together with the pandemic crisis, which has strongly impacted on these dynamics. Matchplat is the solution for all those companies put in crisis by the pandemic, helping them to build new business relations in a different way.

"Alongside these companies there is now Matchplat Explore," explains Gilberti, "matching a global database containing all active companies in 196 countries with Artificial Intelligence algorithms developed by Matchplat. Explore is able to replicate all the activities of a Data Analyst. The platform helps our clients in finding new suppliers, distributors, business partners or customers. Each client can take market research in a personalised and automated way, optimising the workflow in terms of time and money."

The uniqueness of Matchplat: quality of data classification combined with Artificial Intelligence

Matchplat's success is based on two elements: databases and Artificial Intelligence algorithms. Matchplat's database contains data from over 400 million active companies in 196 countries. The uniqueness lies in their cataloging: no longer through industrial codes, but on the basis of the activities really carried out by companies.

Matchplat Explore "extracts" keywords from companies' websites – which are normally accessed by hand – and combines them with data collected from public and private institutional sources. Thanks to this, the data is constantly updated and turned into detailed and reliable information.

The combination of these databases, with international coverage, and the technology developed by Matchplat, allows companies to achieve more effective solutions, on one hand reducing working times and costs, on the other hand increasing the quality of results in their market research. The platform sold as a SaaS (Software as a Service) model, also offers the opportunity to scale sales and internationalise the business more quickly.

Matchplat – the identikit of the company

Matchplat addresses the B2B market working mainly with production, trade and service companies all over the world. **Matchplat** offers their services for marketing and supply chain, based on the elaboration of a database that contains the data of 400 million companies active in 196 countries. Through advanced technological processes, the company is able to extract updated and correct data and transform them into useful information for the market. **Matchplat** sells its products through consulting services or through digital platforms and automated technology tools.

A message from the Editor:

Thank you for reading this story on our news site - please take a moment to read this important message:

As you know, our aim is to bring you, the reader, an editorially led news site and magazine but journalism costs money and we rely on advertising, print and digital revenues to help to support them.

With the Covid-19 pandemic having a major impact on our industry as a whole, the advertising revenues we normally receive, which helps us cover the cost of our journalists and this website, have been drastically affected.

As such we need your help. If you can support our news sites/magazines with either a small [donation](#) of even £1, or a subscription to our magazine, which costs just £31.50 per year, (inc p&P and mailed direct to your door) your generosity will help us weather the storm and continue in our quest to deliver quality journalism.

As a subscriber, you will have unlimited access to our web site and magazine. You'll also be offered VIP invitations to our events, preferential rates to all our awards and get access to exclusive newsletters and content.

Just click [here](#) to subscribe and in the meantime may I wish you the very best.

RELATED NEWS

[ABOUT US](#)[FOLLOW US](#)