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## **Fastener Fair CONNECT: the brand-new digital event merging Fastener Fairs worldwide and bringing together the international fastener and fixing community**

**Fastener Fair CONNECT is the first online marketplace and digital business platform unifying Fastener Fair shows worldwide. Fastener Fair Stuttgart, Fastener Fair Italy, Fastener Fair Mexico, Fastener Fair USA and Fastener Fair India are joining forces to provide a unique networking event targeting the global fastener and fixing industry. The digital event, scheduled to take place from 17-18 November 2021, will offer a comprehensive programme for trade professionals, including virtual product showcases, expert webinars and interactive matchmaking opportunities.**

The organiser of Fastener Fair CONNECT, Mack-Brooks Exhibitions, has announced a new online event for the international fastener and fixing community to enhance networking opportunities between geographical markets otherwise unable to meet due to COVID-19 and related travel restrictions. This newly launched event will provide exhibitors with a unique platform to present their innovative products, equipment and technologies to a targeted global audience. Matchmaking features will create new business opportunities by enabling companies to connect with potential and existing customers worldwide. In addition, through industry expert webinar sessions, Fastener Fair CONNECT will gather industry professionals to address the challenges of the fastener supply chain and discuss the most recent fastener and fixing industry trends.

"For the first time, we are merging the Fastener Fairs worldwide to deliver our customers an all-inclusive experience. Fastener Fair CONNECT will digitally unite five solid regional markets for the fastener and fixing industry, providing the whole supply chain with a comprehensive display for innovations and unparalleled networking opportunities with the global fastener and fixing community. Working together with the other brands will allow us to extend the shows' remit by enabling cross-promotion between shows and expanding the digital event's international audience reach. In addition, the event will combine highly relevant educational webinars and an unrivalled potential for the sector to connect internationally with peers and industry experts", says Liljana Goszdziwski, Portfolio Director of the European Fastener Fairs, at Mack-Brooks Exhibitions.

### **SOURCE, NETWORK and LEARN: Fastener Fair CONNECT offers a three-in-one experience**

Fastener Fair CONNECT is a two-day online business trade, network and knowledge platform calling all international fastener and fixing industry professionals. Attendees from various industrial sectors

will be able to identify and connect with relevant technology suppliers, browse products and innovations on the virtual showrooms, and attend live sessions and webinars on current industry issues tailored to deepen the sector's know-how and competencies.

**SOURCE: Virtual Stands and Product Showcases**

The Exhibitor Directory offers an easy starting point to discover fastener and fixing manufacturers and suppliers. The virtual stands will allow attendees to access exhibitor information, including product details, corporate videos, and much more. In addition, product showcases will provide a detailed sourcing directory for products and services.

**NETWORK: Matchmaking and Virtual Meetings**

Upon registration, participants will be prompted to select their desired product categories and interests. A matchmaking system will combine the information chosen to help buyers connect with relevant suppliers by pairing contacts with compatible profiles. Attendees will be able to send contact requests and pre-schedule meetings with the right supplier before the event.

**LEARN: Webinar sessions on the latest industry and technology trends**

Through the collaboration with international key partners and industry associations, Fastener Fair CONNECT will shape a webinar programme addressing the current challenges faced by the fastener and fixing supply chain. Industry experts will cover the sector's trending topics and provide valuable insights into the latest developments for fastener and fixing technologies.

Further information on Fastener Fair CONNECT, such as speakers and sessions programme, will be released in due course.

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**Issued by:**

Gloria Vezzoli, PR & Marketing Manager  
Fastener Fair Stuttgart Press Office, Mack Brooks Exhibitions  
Romeland House, Romeland Hill, St Albans, Herts AL3 4ET, United Kingdom  
Tel: +44 (0)1727 814 400, Email: [press@mackbrooks.co.uk](mailto:press@mackbrooks.co.uk)

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