

FENAVIN Match Launches “Direct Contact,” a New Business Tool for Buyers and Exhibitors

- **Buyers will be able to contact wineries instantly via QR codes embedded in the product sheets for the wines featured in the Wine Gallery.**
- **The new feature will help generate on-the-spot meetings and streamline business communication during the event.**

Ciudad Real, May 28, 2026 – FENAVIN Match, the new business platform for the wine sector, taking place on June 2 and 3, 2026, at IFEDI in Ciudad Real, introduces “Direct Contact,” a new business tool designed to facilitate communication between buyers and exhibitors and increase business opportunities throughout the event.

Although a significant part of the business conducted at FENAVIN Match is arranged in advance through scheduled meetings, the format is also designed to encourage new contacts and business opportunities during the event itself. It is in this context that “Direct Contact” has been created: a feature that allows buyers and wineries to arrange meetings quickly and easily in real time.

“Direct Contact” will enable buyers to contact participating wineries instantly through QR codes embedded in the product sheets for the wines featured in the Wine Gallery. This will allow any buyer interested in a particular wine to request a meeting or ask for additional information, even without a pre-scheduled appointment.

By scanning the QR code, buyers will be redirected to a contact form that automatically sends a WhatsApp notification to the exhibitor. The buyer and the winery will then be able to agree on the most convenient time and place for the meeting, either at the winery’s own meeting space or in the designated Business Networking Area.

In addition, this feature will also be available at the Business Service Desk, where buyers will be able to consult the list of exhibitors and send contact or meeting requests. The system is designed to provide immediate solutions even when the exhibitor is busy at that moment.

With “Direct Contact,” FENAVIN Match continues to strengthen its role as a dynamic, results-driven business platform focused on maximizing commercial opportunities between buyers and wineries. The aim is to generate as many effective and productive meetings as possible for participants in an environment focused exclusively on business: contacts only, opportunities only, business only.