



VirtualExpo Group partners up with e-commerce solution Mirakl to create a new B2B approach to marketplaces

Marseille, December 1st, 2022

2022: a strategic year for VirtualExpo Group, the expert in professional online exhibitions.

For over 20 years, **VirtualExpo** has been helping professional buyers make their projects a reality by connecting them with manufacturers all around the world through its specialized online exhibitions.

"We have been able to achieve all of our 'networking' goals thanks to our expertise, high selection criteria for innovative products and optimal SEO allowing us to guarantee worldwide visibility to all of our partner sellers," explains Vincent Gérard, CEO of VirtualExpo.

Since 2020, VirtualExpo has had a **new ambition: to become THE go-to marketplace for professionals** in the industrial, medical, agricultural, architecture, aeronautical and boating sectors.

A **marketplace** that's **100% B2B** with online transactions that are **simple, fast and transparent, solidly based on the expertise of Mirakl, a leading international e-commerce solution.**

The transition from the "online exhibition" model to the marketplace happened in two stages:

- In 2020, with the addition of the online quote and payment features on the 6 specialized online exhibitions
- Starting in November 2022, the group expanded VirtualExpo's online exhibition offer by opening the first of six specialized e-commerce sites. The e-commerce sites will progressively be made available country by country (first France, then Germany, Italy, Spain, etc.)

From a B2B online exhibition to an intuitive marketplace.

Today, VirtualExpo is proud to present the very first step it took in its e-commerce strategy with the **launch of the DirectIndustry Shop on November 29th** (<https://shop.directindustry.com/fr>).

Sellers on the Shop will benefit from a unique launch offer and personalized expert support in an e-commerce environment designed for professionals.

For buyers, it's a whole new shopping experience!

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In order to ensure its position as a specialized B2B marketplace and offer all B2B buyers a shopping experience as simple and intuitive as in B2C, **VirtualExpo has surrounded itself with key partners** who are experts in their respective fields:

- Mirakl, a leading international e-commerce software provider
- Djust, exclusive e-commerce platform management specially designed for B2B
- Mangopay, the leading secure online payment service provider
- Algolia, the leading specialized search engine solution

The first of many specialized B2B e-commerce sites.

The launch of the [DirectIndustry Shop](#), an e-commerce solution exclusively for professionals in the industrial sector, marks the beginning of a new adventure.

By December 2023, VirtualExpo Group will have extended its e-commerce activity to its five other business areas - medical devices; agriculture and livestock; architecture and design; boating and the maritime industry; and aeronautics - on the French, German, Italian, Spanish and American markets.

ABOUT [MIRAKL](#)

Mirakl offers the industry's first and most advanced enterprise marketplace SaaS* platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations. Platforms are the new competitive advantage in e-commerce, and the world's most trusted brands are choosing Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model. As a result, companies like ABB, Astore by AccorHotels, Best Buy Canada, Carrefour, Catch, Changi Airport, Darty, The Kroger Co., Leroy Merlin, Maisons du Monde, Metro and Toyota Material Handling are gaining the speed, scale and agility to win in the changing e-commerce landscape. Learn more about Mirakl: <https://www.mirakl.com/>

ABOUT [DJUST](#)

DJUST is a next generation B2B Commerce solution. Their mission is to help ambitious businesses scale and grow by facilitating a seamless digital experience with an agile and out-of-the-box solution. They simplify everything complex in B2B commerce. Leading brands and companies are partnering with DJUST to gain a competitive edge in a new digital era. Learn more about DJUST: <https://djust.io/>

ABOUT [ALGOLIA](#)

Algolia is a start-up that was created in France and has developed in the United States. It offers a web-based search platform via a SaaS* model. Learn more about Algolia: <https://www.algolia.com/>

ABOUT [MANGOPAY](#)

Mangopay is a turnkey payment solution for marketplaces, crowdfunding platforms and fintechs. Mangopay offers white label technology that allows platforms to manage payments in a personalized and secure way. Learn more about Mangopay: <https://www.mangopay.com/>

*Software as a Service

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ABOUT VIRTUALEXPO GROUP

VirtualExpo Group is made up of six online exhibitions specializing in different sectors: [AeroExpo](#) for aeronautics; [AgriExpo](#) for agriculture; [ArchiExpo](#) for architecture and design; [DirectIndustry](#) for industry; [MedicalExpo](#) for medical devices and [NauticExpo](#) for boating and the maritime sector.

VirtualExpo Group's mission is to help everyone with a B2B project make the right purchasing decision. The six online exhibitions list a total of over 1 million products and receive 9.5 million visitors per month. Find out more about VirtualExpo: <https://www.virtual-expo.com/>

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