



THE ROLE OF TRADE PROMOTION ORGANIZATIONS IN INTERNATIONAL TRADE FAIRS

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AGENDA

- Introduction
- Definition
- Types Of Activities (Trade Fair)
- Advantages and Disadvantages of Trade fairs
- Why Trade Fairs For TPOs?
- Stages Involved In Conducting Trade Fairs
- Role of NEPC in Trade Fairs

“ We need to remember that trade is a great peacemaker that enriches people and increases international understanding and ties between nations.”

Introduction:



What is a Trade Fair?

A Trade fair is a large platform that provides widespread exposure and interactions to business people. It is one of the most popular means of promotion and gaining recognition as businesses can meet customers and industry partners, examine opportunities and market trends, study the activities of their competitors and showcase their latest services and products to a large audience.

Trade fairs are also referred to as:

- Trade shows
- Expos
- Trade exhibitions

Trade fairs involve demonstration, discussions, and presentation of products/exhibits in the booths for the purpose of:

- Marketing
- Business-to-business sales 
- Competitive intelligence
- Brand visibility 
- Media relations

Trade Fair is arguably considered the most effective trade promotion activity, for the following reasons

The businesses get a chance to sell their products and services directly to the customer

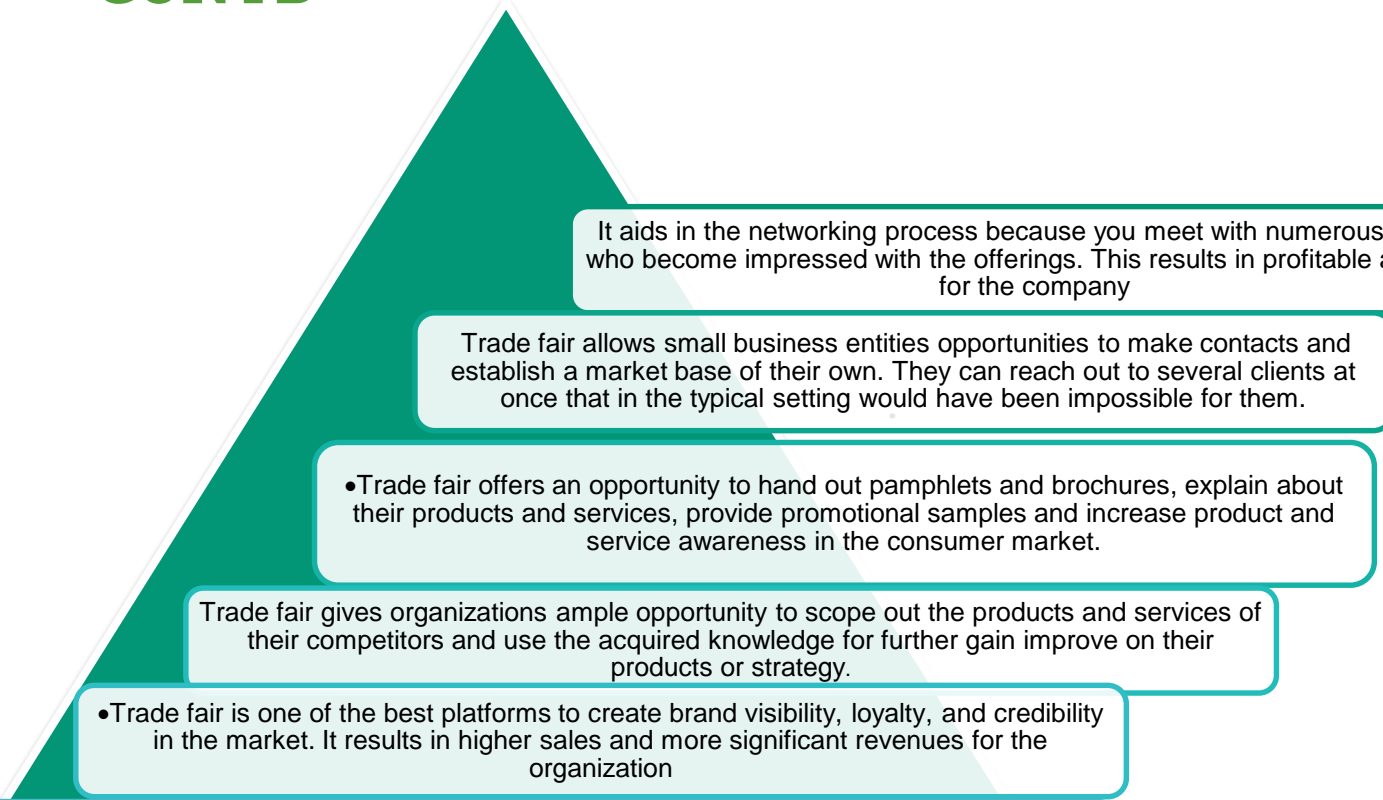
Considered a cost-effective promotional strategy by the organizations because the initial cost of renting a booth and related expenses is less when compared to the amounts the company spends as part of their promotional or marketing strategies

Trade fair is a perfect place to launch new products and services. Several representatives of different companies visit these places to view and learn about new brands or products.

It provides personal contact so that the company representative can interact with potential clients directly without any middlemen or interference from others.

Trade fairs help to zero in on the target market, identify the target audiences and focus on them so that they ultimately become customers.

Trade fair is beneficial as it provides more personal time with the client. It is a perfect place to engage in real-time interaction and conversation with your target audience thereby getting market intelligence reports.



It aids in the networking process because you meet with numerous people who become impressed with the offerings. This results in profitable alliances for the company

Trade fair allows small business entities opportunities to make contacts and establish a market base of their own. They can reach out to several clients at once that in the typical setting would have been impossible for them.

- Trade fair offers an opportunity to hand out pamphlets and brochures, explain about their products and services, provide promotional samples and increase product and service awareness in the consumer market.

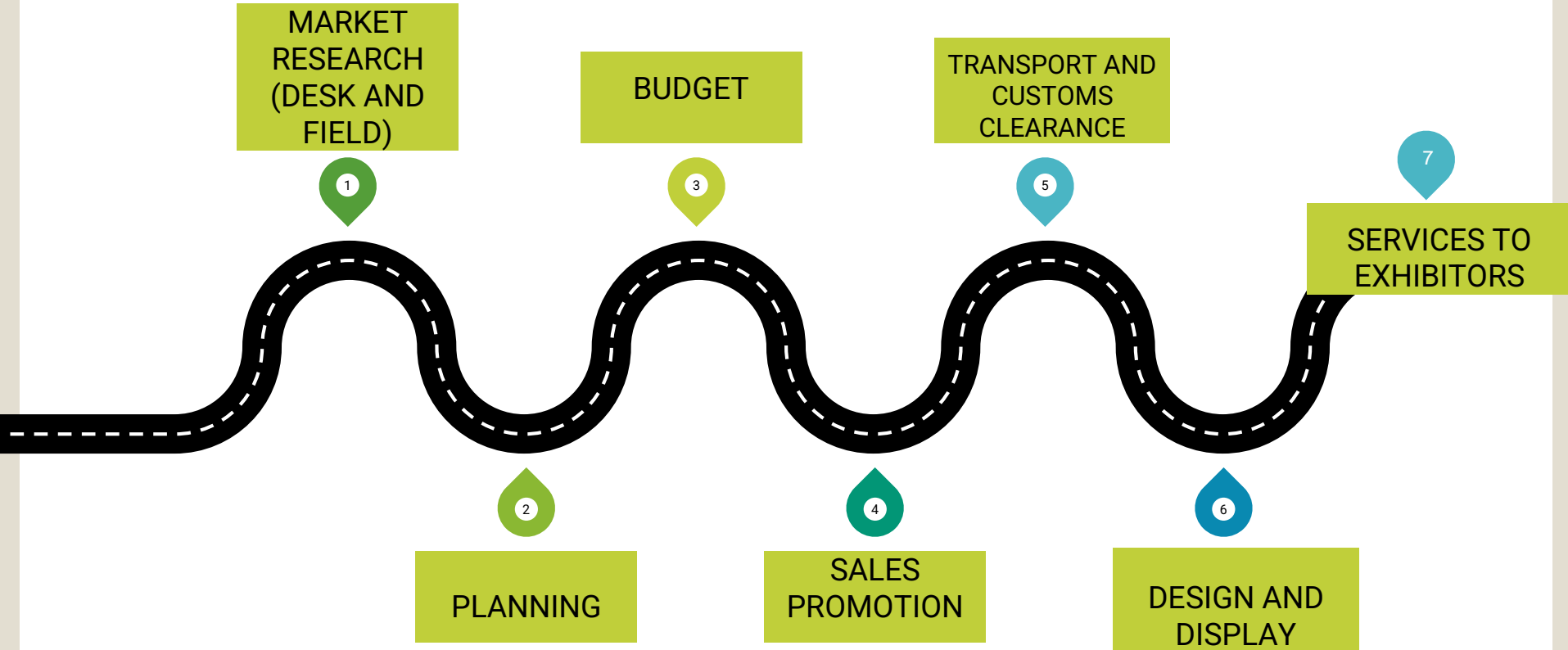
Trade fair gives organizations ample opportunity to scope out the products and services of their competitors and use the acquired knowledge for further gain improve on their products or strategy.

- Trade fair is one of the best platforms to create brand visibility, loyalty, and credibility in the market. It results in higher sales and more significant revenues for the organization

It is considered a hunting ground that helps to identify potential clients.

Trade Fairs: Type of Activities

ACTIVITIES



CONTD

BUSINESS
MATCHMAKING

8

SEMINARS

10

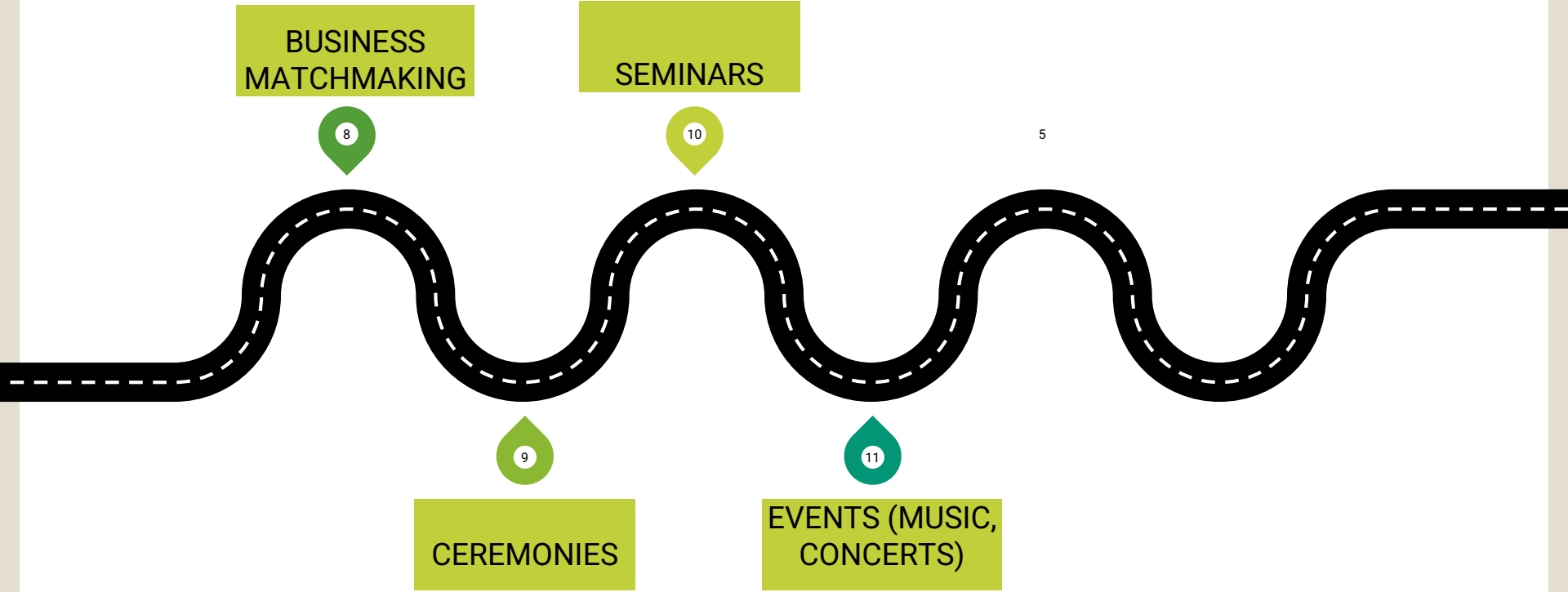
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9

CEREMONIES

11

EVENTS (MUSIC,
CONCERTS)



Trade Fairs: Benefits and Challenges

Benefits

- Raise awareness – on company profiles and generate brand awareness.
- Meeting face-to-face with potential customers is a great way to start building relationships.
- Networking.
- Launch new product - trade shows are a good place to introduce a new product or service.
- Build your database - marketing lists and generate qualified sales leads.

Challenges

- Costs - costs include; stand space, stand design and build, travel and accommodation for staff.
- Competition - SMEs need to stand out to get the attention of potential customers.
- Results aren't guaranteed - despite the investment of exhibiting, you are not guaranteed any sales leads.
- Potential low turnouts
- Lack of synergy among stakeholders eg. NCS, etc.

Trade Promotion Organizations (TPOs)

- TPOs are governmental and non-governmental organizations that play various roles in promoting international trade.
- TPOs provide support to the private and the public sectors.
- They are required to provide public benefits while also behaving as private sector companies.

Responsibilities of TPOs

- Identifying trade needs of companies and SMEs
- Keeping a watch on the international business environment affecting the country's trade
- Gathering, compiling, and disseminating information to business people
- Spotting opportunities for international trade
- Matchmaking between buyers and sellers
- Organizing trade fairs, trade missions, trade delegations, buyer-seller meets, etc.
- Facilitating participation and organizing trade exhibitions
- Networking with foreign trade promoting organizations
- Carrying out generic market promotion and marketing services etc.

Challenges TPOs face

- Inadequate Exportable Goods that meet international standards and requirements (Product certification)
- Capacity to meet demands
- Service to SMEs
- Clients are selfish
- Misunderstanding of the roles of trade promotion players
- The right markets and exposure for exporters and many others

WHY TRADE FAIRS for TPOs?

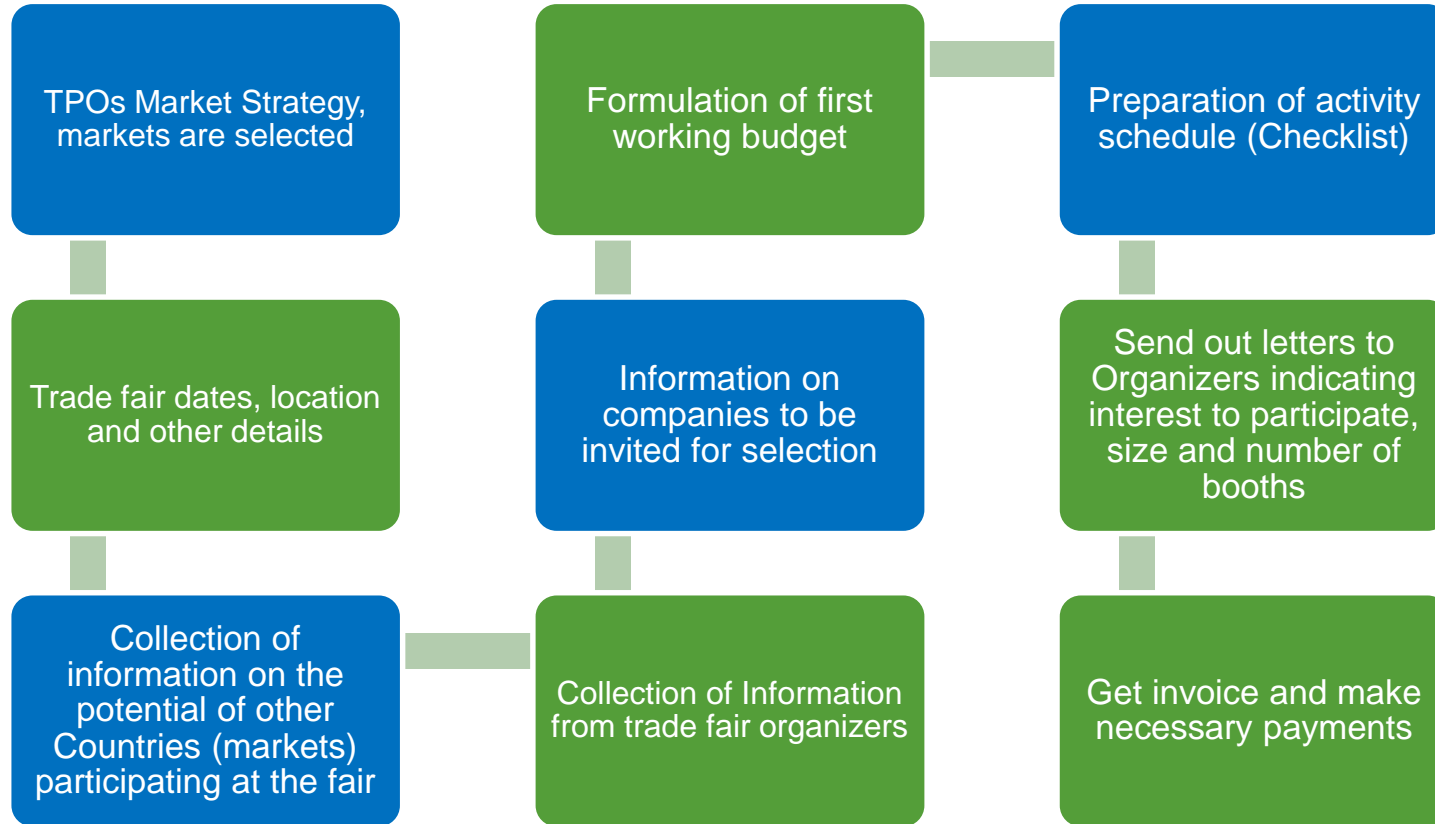


Trade Fairs are said to be:

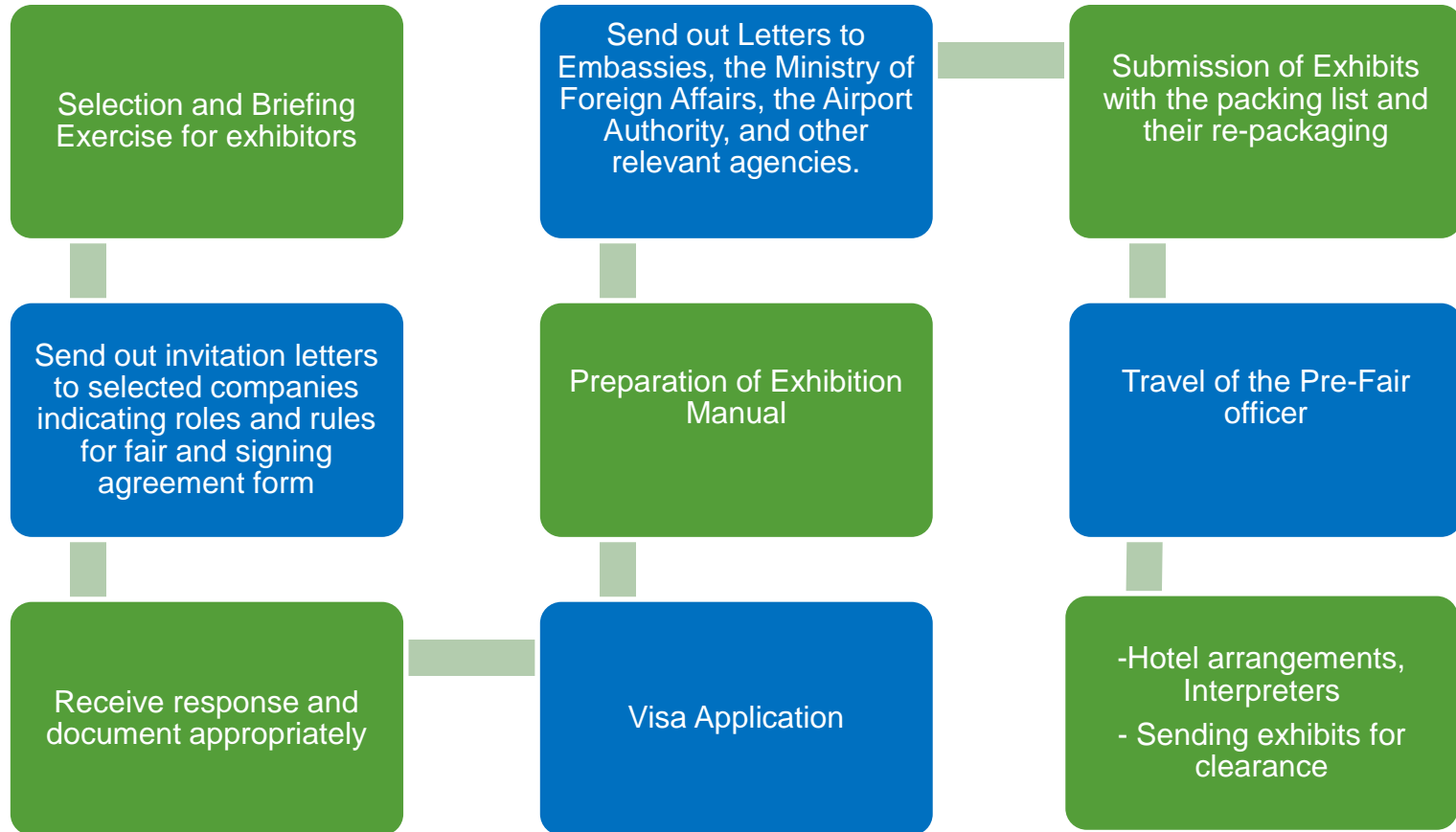
- The most effective and efficient export promotion method
- The most comprehensive and interesting job amongst all the export promotion activities
- A practical method of training TPOs.

STAGES INVOLVED IN CONDUCTING TRADE FAIRS

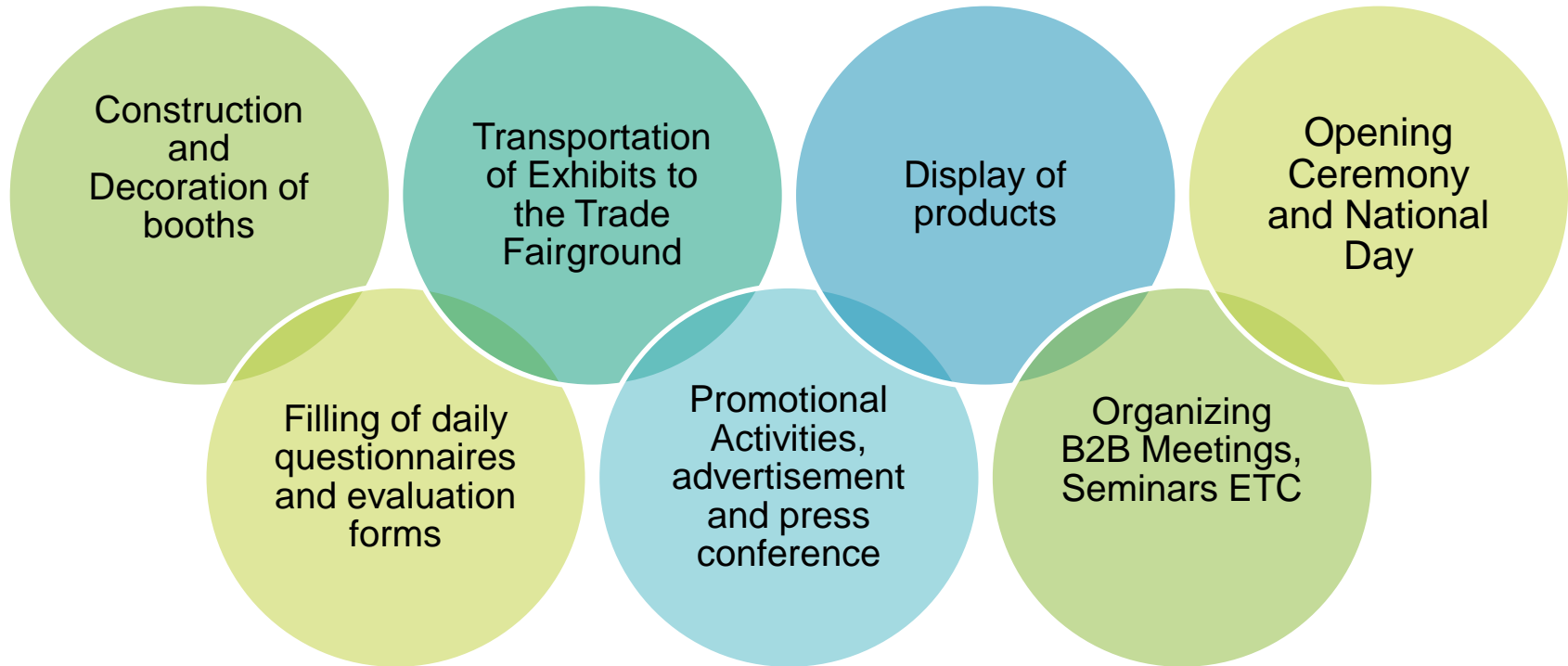
Stage 1: Pre- Trade Fair Activities



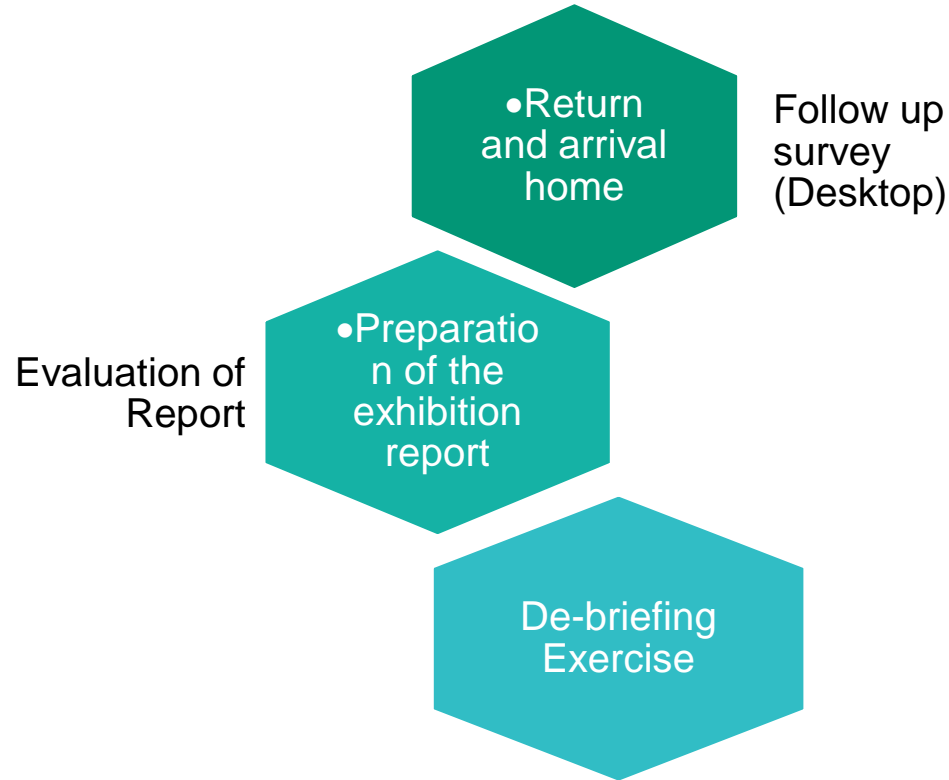
Stage 1: Pre- Trade Fair Activities cont'd



Stage 2



Stage 3:



Role of NEPC in Trade Fairs/Shows

NEPC'S ROLE

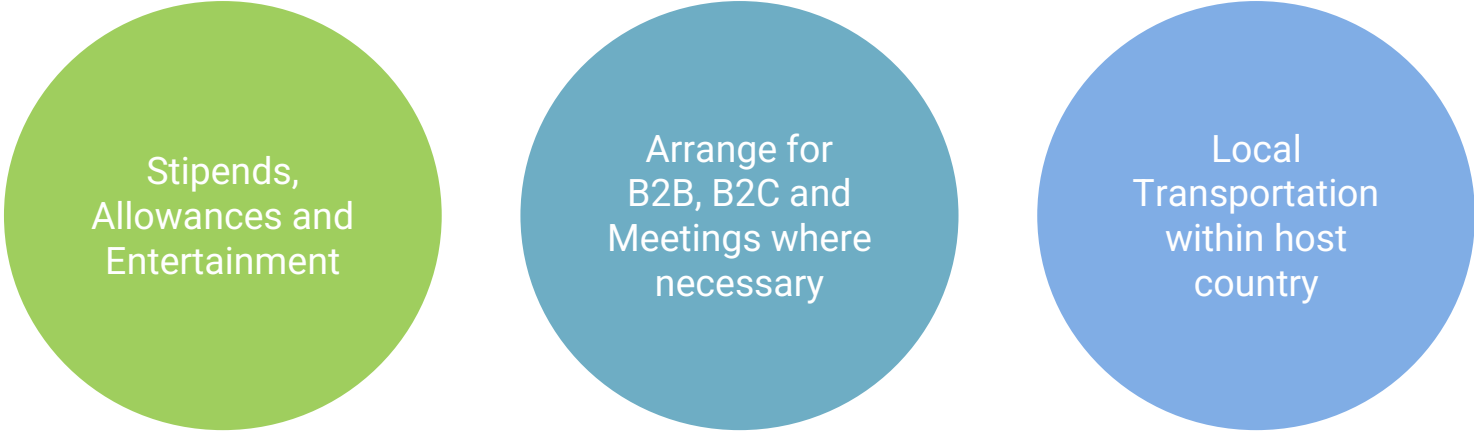
Spearhead the participation of Companies at international trade Fairs

Air cargo of product samples at no cost to the companies

Procure exhibition booth / pavilion at no cost to the companies

Provide interpreters, cleaning of booths and adhoc responsibilities

NEPC'S ROLE CONTD



Stipends,
Allowances and
Entertainment

Arrange for
B2B, B2C and
Meetings where
necessary

Local
Transportation
within host
country

**Thanks for your
attention!**