

We will start in a few minutes thank you for your patience

# Preparing for effective physical & hybrid trade fair participations



By: Mrs Frédérine Derlot, Program Officer Agrifood Market Linkages Specialist  
Date: 21<sup>st</sup> March 2024

# Learning objectives

At the end of this session, you will be able to...

1

Understand the differences between virtual and physical trade events

2

Learn how to select the right trade fair

3

Learn how to showcase your company or your sector at a trade fair

4

Learn how to successfully plan for your participation to a trade fair

5

Learn how to maximise your trade fair participation

6

Learn how to organise your follow-up once the trade fair is over

# Introduction



- The basics
- Are you ready to exhibit?
- Why do we attend trade fairs?
- The different types of trade fairs

The basics!

33%

33%

33%

# HOW TO ATTEND A TRADE FAIR



# Common mistakes when participating to physical or virtual trade events

Poor planning

No clear strategy, not knowing **what** to sell and to **whom**

Lack of appropriate export volume available

The company is not ready for export

The event is inappropriate, or simply poorly organized

The products do not meet the requirements of market

Lack of 100% time commitment of the staff representing the company

# Visitors' objectives

Main objectives of participation in trade fairs / conferences

- **Exposure to new products and services:** many visitors visit trade events because they have a defined need or a problem to solve. As an exhibitor, your job is to show off your latest products / services, then identify visitors' problems or needs, and finally convince them that your solution is the best.
- **Find specific information on products / services:** statistics show that  $\frac{3}{4}$  of visitors have a diary when they visit a trade event. Several of them arrive with a list of companies to visit, and a plan for collecting information. Same for virtual events.
- **Buy products / services:** in some trade fairs, visitors can place orders. You have B2B trade fairs and B2B+B2C or only B2C.
- **Training:** travelling to a trade event can be expensive. Several visitors put the cost of participation in the box of "*Continuing education*". For this reason, several fairs offer seminars or training sessions in addition to the exhibition.
- **Learn about industry trends and latest innovations**
- **Develop new contacts in the sector**

# Why exhibit at trade shows?





# Physical / virtual/ Hybrid

**Physical**  
Trade fair on  
a fair ground

- Exhibitors are physically present with a stand
- Exhibitor list online at webpage of event
- Visitors physically present, registered in advance + on-site
- Online matchmaking tools for physical meetings mostly given



**Virtual**  
Online trade fair

- Online exhibitors
- Online visitors registered in advance
- Online congress and other content sessions
- Matchmaking tools for online meetings
- Video live a few days - virtual 24/7 for a longer time period



**Hybrid**  
Physical  
+ virtual trade fair

- Exhibitors + visitor physical AND virtually present
- Congress sessions live/ live streaming/ on demand streaming
- Live a few days - virtual 24/7 for a longer time period





# Trade events subcategories

## National

- They bring together professionals from the country (and sometimes foreigners)
- Visitors are often high-level decision makers
- The number of visitors is very important
- The stands are larger in general



## Regional/ International

- The events are bigger. Visitors are middle or lower rank decision makers
- A regional show is a good opportunity for a first exhibition. An international show brings a large varieties of buyers



**IATF** Intra-African  
Trade Fair

## Horizontal (industry specific)

Organic/Food  
ingredients

- They bring together a wide variety of visitors from the same industry
- Visitors may be interested in all exhibits, or only a sub-category

**BIOFACH2022**  
into organic

## Vertical (specific to a market)

WOP Dubai

- They bring together sellers and customers who are interested in a narrow segment
- Sellers choose these shows because they find products / services that fit a niche market



# Another important consideration

B2C exhibitions and trade shows are for businesses selling directly to the public or direct customer. In these events you can most often buy products directly from the show, whereas at a B2B event the sales taking place are in the follow up post event.

While B2Cs target millions of consumers at once, B2B has a narrower reach

B2C, on the other hand, has a shorter customer relationship management cycle. For instance, you will not need intervention from the customer success team for every product you sell. B2C customers are also less loyal and only contact retail point-of-sale. Depending on their need, they may or may not return to buying your products or services.



	B2B	B2B+B2C	B2C
Can I sell my product on the stand?	No	Only on the day where B2C is allowed	Yes

# Chapter 1

## The new virtual/hybrid trade fairs

# A greater need for virtual trade fairs / The COVID years

- In 2020, almost 4,000 fairs and exhibitions worldwide: 2,236 in Europe, 944 in Asia, 522 in North America, 81 in South America, 86 in Africa, 47 in Australia
- **Postponed or cancelled in 2020 / 2021**
  - All major live trade events were cancelled since March 2020 – July 2021
- **100% Virtual in 2020 (just a few of them from the fresh produce sector)**
  - Fruit Logistica Asia November 2020
  - United Fresh Live June 2020
  - Macfruit, September 2020
- **Hybrid format & 100% virtual for 2022**
  - Almost all leading trade shows go hybrid
- **LIVE format with a virtual catalogue and meeting schedule function for live exhibitors 2022 (just a few of them)**
  - FRUIT LOGISTICA Berlin February 2022
  - InnoTrans Berlin, September 2022
  - ART Basel, June 2022



You need to choose!

Will you exhibit to a trade fair virtually?

Will you exhibit to a trade fair in person?



# Specificities of new virtual/hybrid trade fairs

## The content

- Industry specialists talks
- E-seminars / e-webinars
- Exhibitors showcasing their products
- Latest trends
- B2B platform

## The duration

'We are now open 24/7, and for the next 3 to 6 months'

## The scope

### United fresh live, June 2020

Physical event 3,000 attendees, Virtual event 15,000 attendees

### Macfrut, September 2021

Physical event 32,212 attendees. Virtual event 15,783 attendees

X5

-50-%

### Face-to-face events

- Duration: A few days to 2 weeks maximum

### Virtual events

- "We are now open 24/7, and for the next 3 to 6 months"



***“We could never have all of our buyers at Costco travel to attend an in-person event; but now, every buyer on the Costco team can check in online to see what’s new and the innovative in every produce category. They can do it ‘live’ during the event, or 24-7 at their convenience.”***

**Frank Padilla, Vice President  
General Merchandise Manager Produce & Meat  
Costco Wholesale**





# Technical specificities of the new hybrid trade fairs 1/2



Custom branded stands & booths and sponsor spaces for revenue streams



Advanced 'connecting' features enabling delegates to fully network online e.g., exchange business cards, build personalized 'buddy' lists



Real-time live chat and 1-1 video between visitors and booth owners for personalisation



Resource centres, networking lounges and live presentation auditoriums



Detailed data capture and live post-event attendee analytics for CRM and targeted marketing



Live streaming of HD quality broadcasts globally



Interaction between live and virtual delegates



Built-in e-commerce for business transactions in 'real-time'

# Technical specificities of the new virtual trade fairs 2/2

## **Greater Global Reach**

- The online nature of your trade show can help you qualify leads from across the world. Keeping your event on-demand enables you to gain access to more people in different time zones.

## **Lower Costs, More return on investment**

- With lower expenditures than a physical event your event is going to have a definite higher ROI.

## **Environmentally Conscious**

- On average, around 600,000 tons of waste are produced at trade shows every year.
- Reduction of carbon footprint = no physical travel, almost paperless event

## **Increased Accessibility**

- Virtual trade shows are a great opportunity for people who are differently-abled. Unlike physical fairs, these events provide several options to assist individuals with impairments and other disabilities, allowing them to benefit as much from the event, as any other visitor. These accessibility features are quite useful and can include features like translations, transcriptions, color contrasts, subtitles, etc.

# Good reasons to like hybrid/virtual trade events



- They are 100% certain that a virtual trade fair will take place
- They generate the leads we urgently need today
- They increase your reach
- They enhance the appeal of your brand image
- You will gain experience in a trade event format that will be useful for future participations
- Participation in virtual trade events will allow you to stand out from your competition
- Large companies can leverage the ease of hosting an online product launch event which can span across many locations at the same time. It enables networking with industry partners, and LIVE feedback from the customers
- Many more of your staff can attend
- Big data captures information you just can't get at physical events. Some virtual trade show platform can even include this data directly into your company's customer relationship management (CRM)
- The cost of attending is cheaper than for a physical trade fair

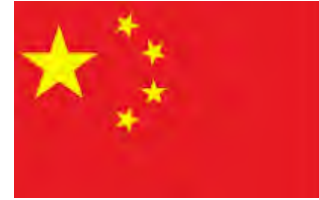
# Good reasons to dislike hybrid/virtual trade events



- Time zone of my country does not fit to working hours of my staff
- Top buyers rarely register their profiles online, AI is doing the matchmaking = poor results
- Virtual trade events generate lower-level quality leads
- The reliability that the visitor appears to a meeting/ webinar is lower than at a live trade fair
- A virtual trade fair is impactful if your company is well prepared (website, video, brochure, online presence)
- The cost is cheaper than for a physical trade fair, but the results tend to be lower also
- The performance of the virtual trade fair may not work because my Internet is unstable or platform breakdown

# International market access ?

Can I export my  
fresh products  
anywhere in the  
world?



# International market access

From a phytosanitary agreement point of view  
Agreement **at government level**

It took 7 years for fresh avocado from Colombia to be approved for export to the US market!

From a commercial point of view (competition, international logistics) etc  
At **exporter level**

Lagos – Accra  
Dakar - Lomé  
Casablanca –Cape Town



# Examples of international market access for fresh fruits and vegetables



Products	USA	EU	The Middle East
Pineapples from Benin	No	Yes	Yes
Mango from Ghana	No	Yes	Yes

## 14) United States of America

Commodity	Can be imported or not	Where to find the information
Fresh Mango	No	<a href="https://acir.aphis.usda.gov/s/">https://acir.aphis.usda.gov/s/</a> under plants and plant products not for propagation
Fresh Cassava	Yes	



In practice:

How does a virtual trade fair look like?

How does a virtual stand look like?

How does a virtual networking session look like?



Most virtual trade fairs include three marketing platforms:



# 1. The virtual booth



# Most virtual trade fairs include three marketing platforms:

## 1. Also called show floor

The screenshot shows a virtual trade fair interface with a dark blue background and a grid of brand cards. At the top, there is a navigation bar with 'Business' and a bar chart icon on the left, and the 'NOW' logo on the right. The main title 'SHOW FLOOR WITH BRAND CARDS' is centered at the top. Below the title, a large banner features a silhouette of a person on a mountain peak with the text 'This is a top banner. Showcase your brand here'. The main area contains several brand cards, each with a globe icon and a company name. Callout boxes provide detailed information about the show floor, brand cards, and tickets.

**Business**  **SHOW FLOOR WITH BRAND CARDS** 

**Show Floor:**  
This is where all the exhibitors are presented. A detailed search function makes it easy to find companies from all over the world.

**Brand Cards:**  
Individual company profiles are available in different packages - Basic, Interactive and Lead-optimized. The larger the view, the more extensive the functionality.

**Advantages of Brand Cards:**

- ▶ High visibility of the brand
- ▶ Individual design
- ▶ Direct appointment requests
- ▶ Immediate networking
- ▶ Media uploads (videos, photos, PDFs)
- ▶ Direct exchange with customers and employees via chat/video call

**Tickets:**  
Each Brand Card contains a certain number of tickets for employees or customers - depending on the booked package size.


Brand card is the profile of each single exhibitor.



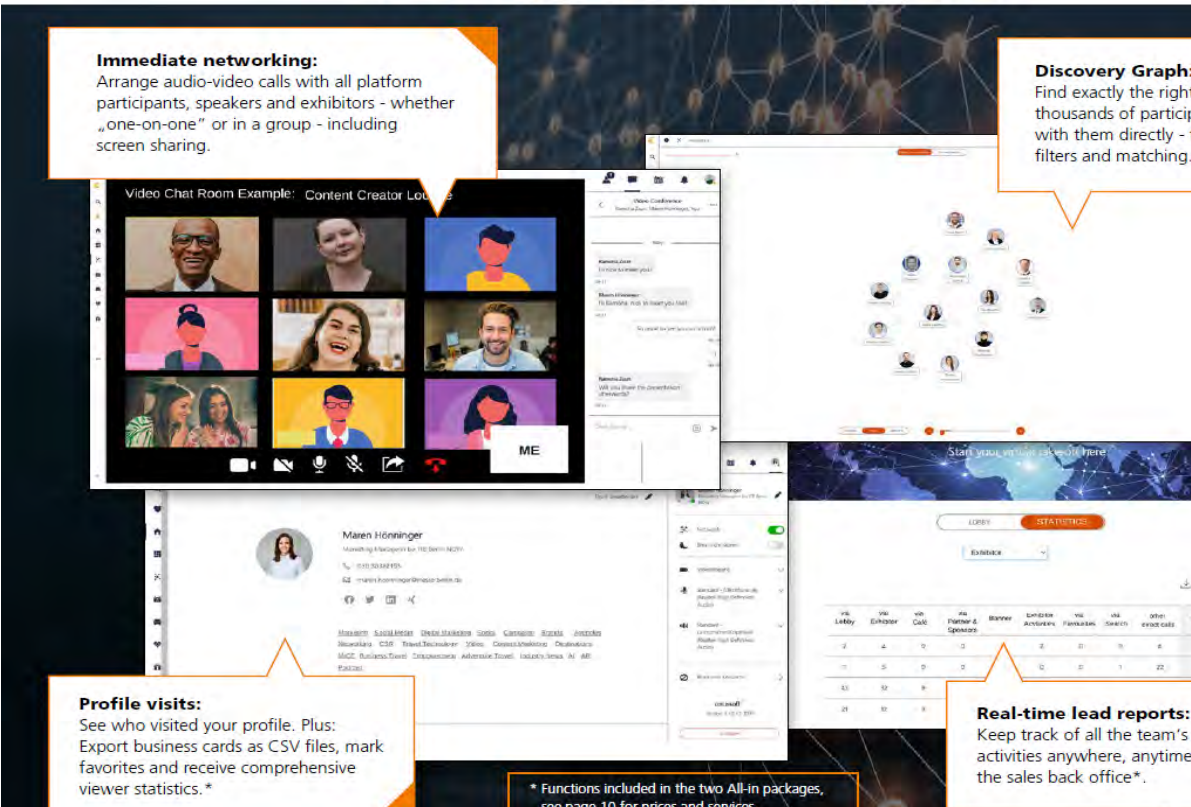
# Most virtual trade fairs include three marketing platforms:

## 2. Networking

## 3. Content sessions/ Conferences/virtual Cafés

**Networking** 

### NETWORKING AND EXCHANGE




**Immediate networking:**  
Arrange audio-video calls with all platform participants, speakers and exhibitors - whether „one-on-one“ or in a group - including screen sharing.

**Discovery Graph:**  
Find exactly the right thousands of participants with them directly - through filters and matching.

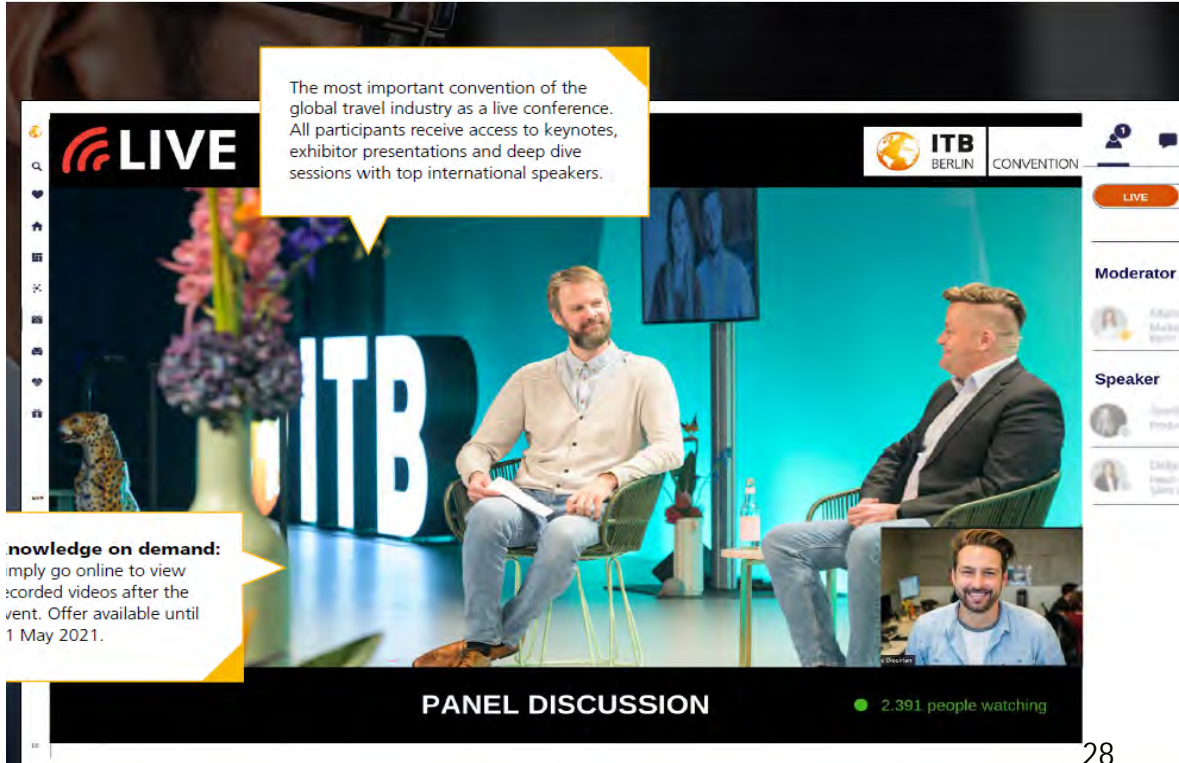
**Profile visits:**  
See who visited your profile. Plus: Export business cards as CSV files, mark favorites and receive comprehensive viewer statistics.\*

**Real-time lead reports:**  
Keep track of all the team's activities anywhere, anytime in the sales back office\*.

\* Functions included in the two All-in packages, see page 10 for prices and services.

**Content** 

### ITB BERLIN CONVENTION LIVE



The most important convention of the global travel industry as a live conference. All participants receive access to keynotes, exhibitor presentations and deep dive sessions with top international speakers.

**Knowledge on demand:**  
Simply go online to view recorded videos after the event. Offer available until 1 May 2021.

**PANEL DISCUSSION** ● 2,391 people watching



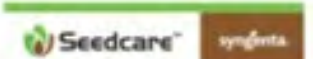
## Live vs virtual conferences



# WELCOME

Click here to view a list of sessions being aired and their broadcast times.

### Thank You to Our Sponsors



Platforms like Events 10X, Converve, vFairs, 6connex or Brella offer the possibility to replicate digitally the setting and experience of physical trade fairs/shows. Possibility to have booths, auditorium and organize B2B meetings.



# ITC, Fruit Logistica Berlin, February 2020





# ITC, United Fresh virtual stand, June 2020





# Physical Networking Session



# Poor example of virtual networking session / Group chats

The screenshot displays a virtual networking session interface. On the left, a private chat window titled "Mary Coppola - Private Chat" is open, showing a message: "Waiting for Mary Coppola to accept the chat." The chat window has a timer at the bottom right showing "00:00:10" and buttons for "Notes" and "Invite".

On the right, a "BOOTH" interface is visible, showing "NO USERS" and a user list. The user list is sorted by "Online" and includes the following entries:

ONLINE	NAME	COMPANY
Online	Tom Stenzel	United Fresh Produce Association
Online	Stacy Schlags	United Fresh Produce Association
Online	Murray Miller	United Fresh
Online	Mary Coppola	United Fresh Produce Association
Online	John Toner	United Fresh
Online	Erin Hutchison	United Fresh Produce Association
Online	Bethany Gerls	United Fresh Produce Assn
Online	Amanda Griffin	United Fresh Produce Association

The background of the booth interface features a large graphic with the text "UNITED 20" and "ing Live! TH".



# Better example of virtual networking session. B2B conference on the ITB NOW 21 platform

The image displays two screenshots of a virtual networking session on the ITB NOW 21 platform. The top screenshot shows a call with Martina Hoch, who is smiling and wearing glasses. The bottom screenshot shows a call with Schmieding Heidi, who is wearing a headset and glasses. Both screenshots include a search bar, a participants list, and a video feed. The participants list in the bottom screenshot shows Martina Hoch and Schmieding Heidi. The URL in the browser address bar is [https://www.itb-now.com/meeting/ce\\_621fb3ab-2bf8-4629-b5de-683b6725d2c6/createorjoin](https://www.itb-now.com/meeting/ce_621fb3ab-2bf8-4629-b5de-683b6725d2c6/createorjoin). The Windows taskbar is visible at the bottom of both screenshots.

## Chapter 2

# How do I select the right trade event?

*1,360 trade fair venues worldwide and 31,000 trade fairs per year.*



**For my company,  
For my product,  
For my target sector.**

# Factors to consider

B2B or B2C or B2B+B2C

Event adapted / indicated  
for the company?  
(benefits)

Costs

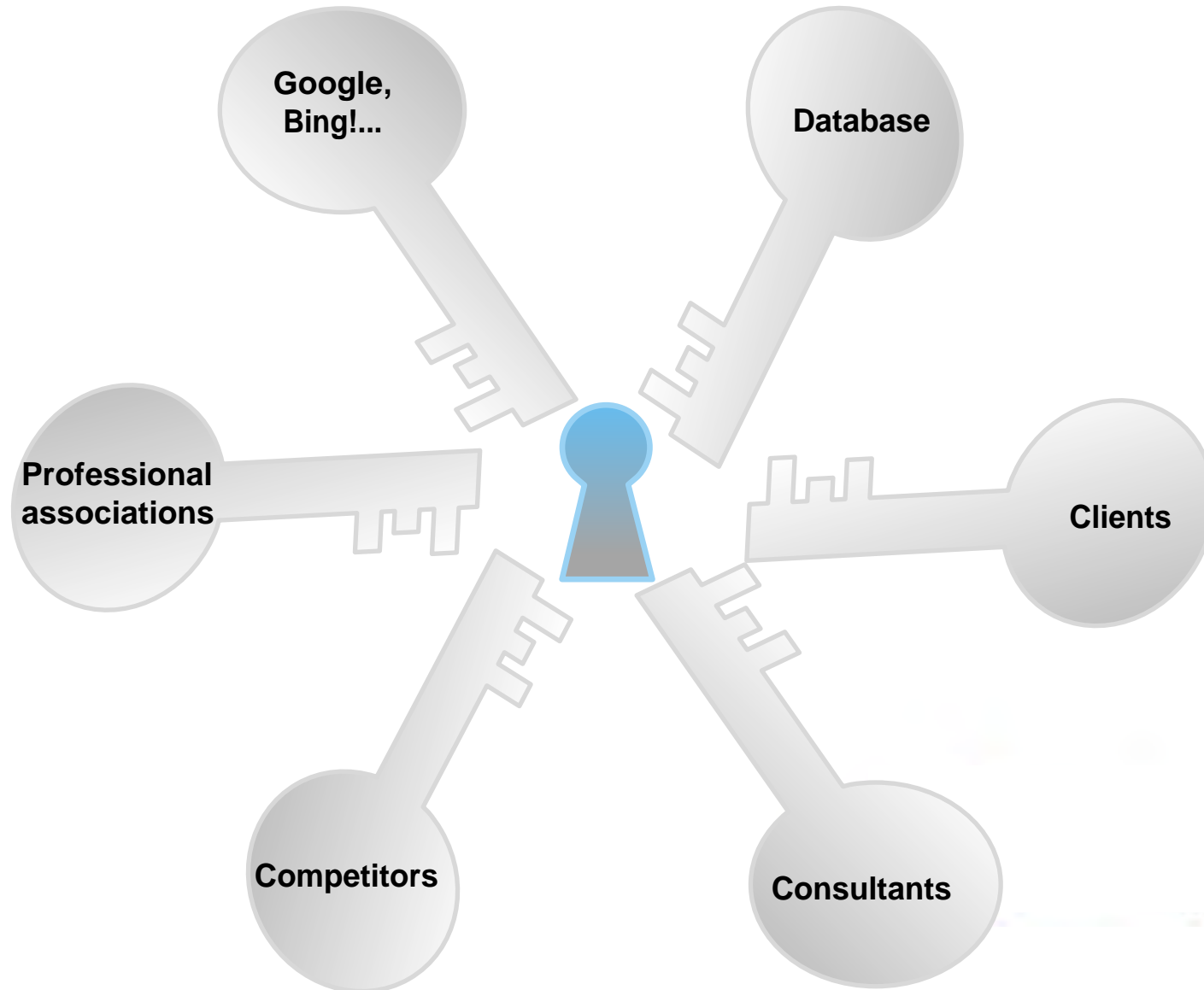
Target population:  
customers, agents,  
distributors, wholesalers,  
retailers, etc.

Investment in this market  
after the event

Relationship between  
results and costs  
incurred

# How to search for the right trade fairs?

Search...



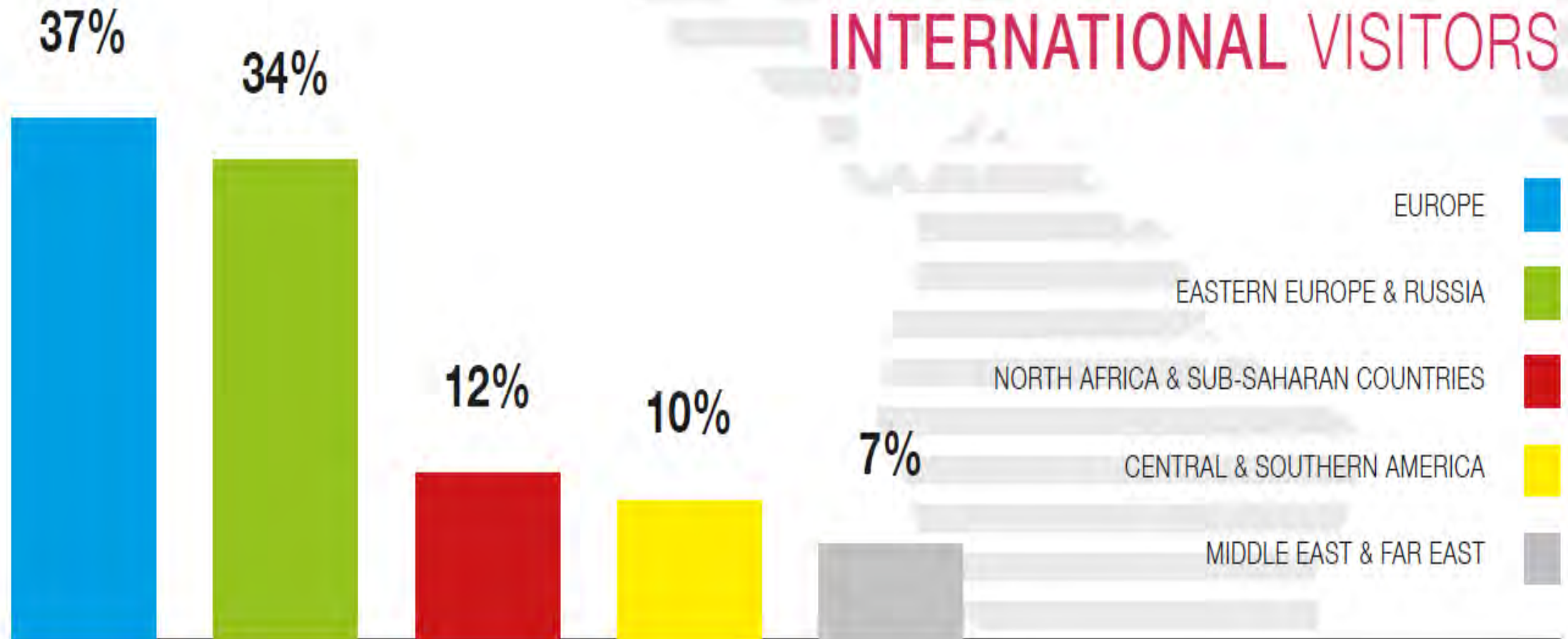
## Links to find international trade fairs (by country, by sector)

- [www.tradefairdates.com](http://www.tradefairdates.com)
- <https://10times.com/tradeshows>
- [www.eventseye.com/fairs/t1\\_trade-shows\\_agriculture-food-processing.html](http://www.eventseye.com/fairs/t1_trade-shows_agriculture-food-processing.html)
- [www.auma.de/en](http://www.auma.de/en)
- Search engines like [Google](#), [Bing](#), [Yandex](#), ...



# Where are the visitors coming from?

2022 physical edition Macfrut, Italy

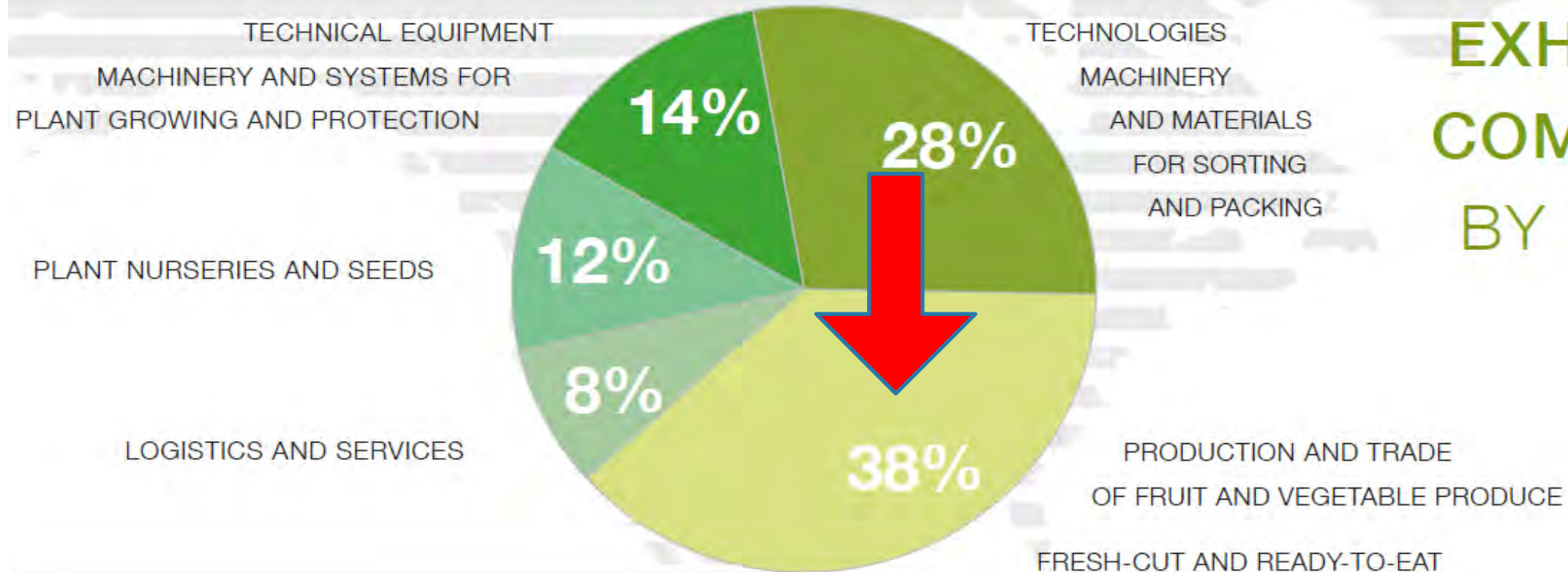


# Scope: Selection Macfrut Italy vs e-Macfrut

2022 Macfrut, Italy (38 500 visitors, 830 exhibitors) vs 2020 virtual Macfrut (18 000 visitors, 400 exhibitors)

**55.000 SQUARE METRES 8 PAVILLONS**

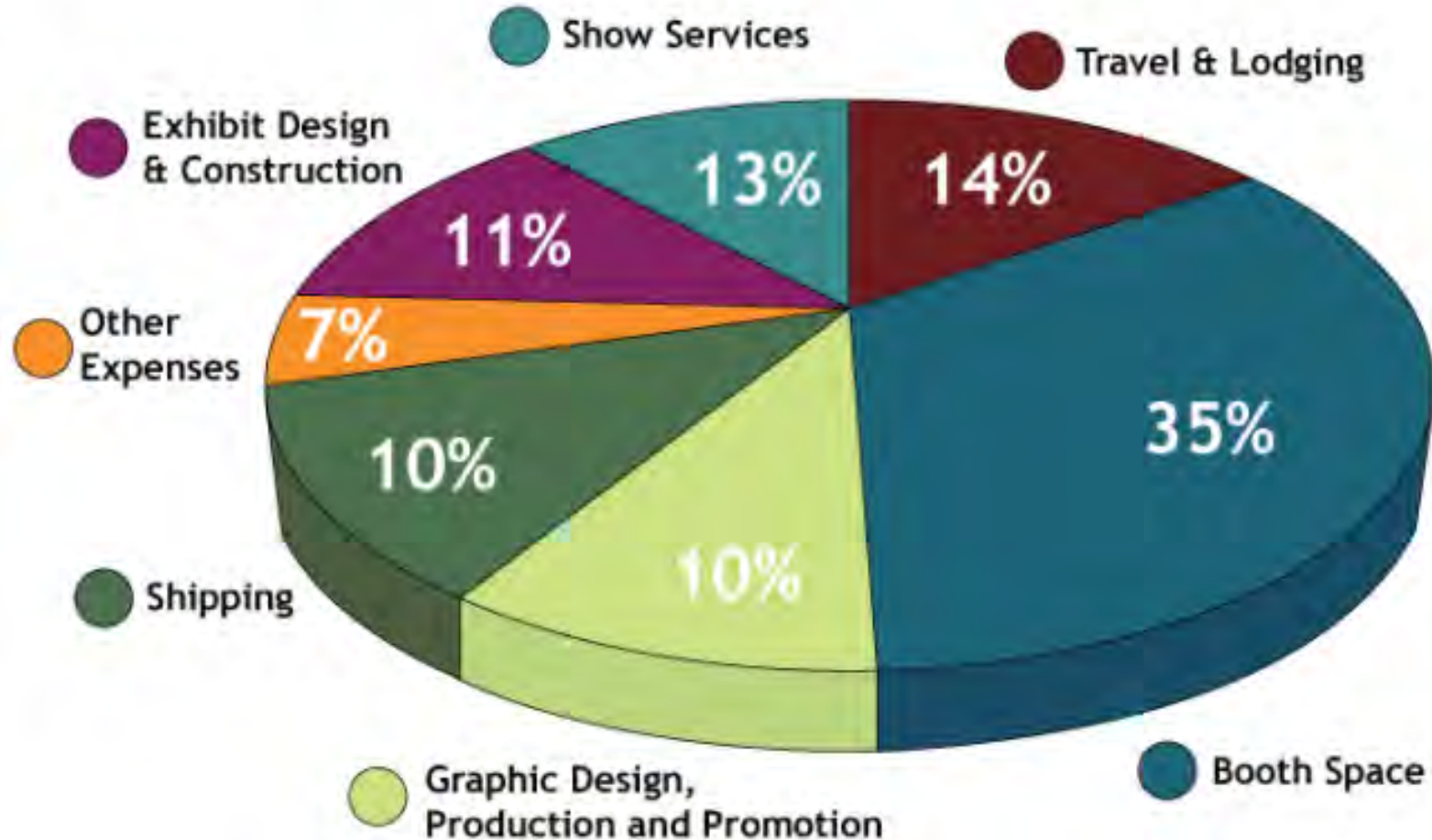
**EXHIBITING  
COMPANIES  
BY SECTOR**



# Comparing costs physical vs virtual/hybrid trade fair



# Typical cost breakdown for attending a physical trade fair



# How much does it cost to exhibit/participate to a virtual trade fair?

Macfrut Digital, 2020	€ 2,000 per exhibitor
Fruit Attraction, October 2021	€ 2,000 per exhibitor
Anuga@home October 2021	€ 3,030 per exhibitor
Anuga FOODTEC@home, April 2021	€ 4,500 per exhibitor
SIAL, 2022	€ 3,550 per exhibitor

## The SHOWP, SIAL Paris' 360° marketplace

The SHOWP is :

- The **largest B2B community**: exhibitors and visitors to Comexposium Group trade shows for 60 years, online 365 days a year.
- 1 platform, 3 worlds: the new B2B marketplace dedicated to **buyers and sellers** in the Food, Fashion, and Sport worlds.
- A powerful digital tool: a high-performance platform to help you **accelerate your business** all year round.



## How much does it cost to exhibit to a physical trade fair in Europe\*?

Booth space + stand construction	Anuga, Germany	Macfrut , Italy	Fruit Attraction, Spain	Fruit Logistica, Germany	SIAL, France
<b>54 sqm</b>	€ 42,120	€12,000	€36,504	€27,378	€42,282
<b>120 sqm</b>	€ 93,600	€32,000	€81,120	€60,840	€96,000

4m2 per company if you have a group stand

\* These prices do not take into account insurance, marketing kits, entry tickets, co-exhibitor fees etc

# If you are a single company / ANUGA 2022

Delegation of 3 company representatives – 45 sqm stand

Typical cost breakdown for a traditional trade fair	Physical/hybrid trade event	Virtual participation Anuga@home
Booth space	45 sqm	
Stand space & stand construction	€ 35,100	€ 3 030
Show service (media package, exhibitor passes, etc.)	€ 3,300	
Shipping	€ 1,500	
Marketing package	€ 3,360	
Travel and lodging	€ 3,000	
Other expenses (wifi, electricity, cleaning)	€ 600	
<b>Cost for the company</b>	<b>€ 46,860</b>	<b>€ 3,030</b>

# If you are a delegation of exporters / ANUGA 2022

Delegation of 20 representatives – 120 sqm stand

Typical cost breakdown for a traditional trade fair	Physical/hybrid trade event	Virtual participation Anuga@home
Booth space	120 sqm	
Stand space & stand construction	€ 93,600	€ 3 030 x 20
Show service (media package, exhibitor passes, etc.)	€ 22,000	
Shipping	€ 10,000	
Marketing package	€ 22,400	
Travel and lodging	€ 20,000	
Other expenses (wifi, electricity, cleaning)	€ 4,000	
<b>Cost for the delegation organisers</b>	<b>€ 172,000</b>	<b>€ 60,600</b>



# Examples of African trade fair prices

Space only



- SIAM Morocco : 45 m<sup>2</sup> = 47,000 USD



- Food Africa Cairo : 45m<sup>2</sup> = 17,500 USD



- FIARA, Senegal : 45 m<sup>2</sup> = 4,500 USD

## **Chapter 3**

**Showcasing your company/  
Showcasing your sector.**

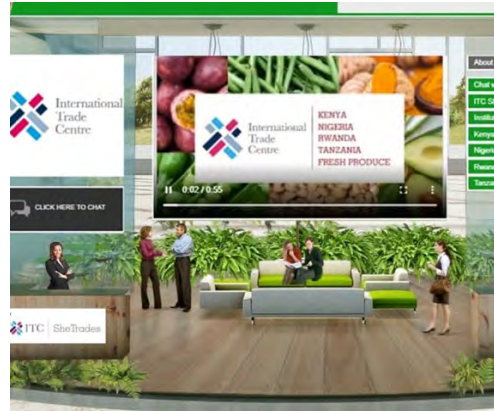
# Group pavilion vs individual stand at a physical trade fair





# Group pavilion vs individual stand at a virtual trade fair

## Group pavilion



### PRO

- One virtual stand can be shared by all co-exhibitors
- Stand organizer trains to use the trade fair platform
- Sales + marketing trainings before the event
- Ideal for (market) beginners
- Cost efficient

### CON

- One among others, few possibilities to show own brand
- Some trade fairs do not offer virtual group stands

## Own stand



### PRO

- Maximum brand and product presentation opportunities
- Company decides how to design the virtual stand
- Sponsoring, press, PR, advertising focuses on company

### CON

- Maybe more expensive than a group pavilion
- Train yourself how to use the platform
- No sales + marketing training provided by group participation



If you are a sector association  
or a trade promotion agency

**Support your co-exhibitors  
in a group pavilion  
at a trade event**

**Showcasing  
your sector 1/2**

KENYA



## Avocado Catalogue 2020



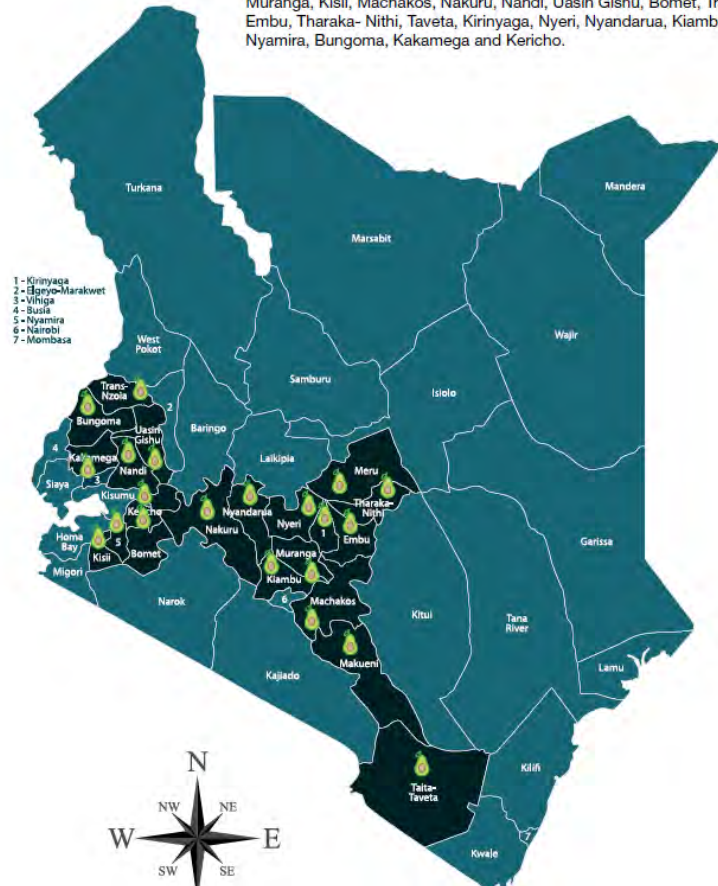


# Showcase your sector 2/2

## Overview of the Kenyan avocado supply

### Leading Kenyan counties for avocado production

Murangá, Kisii, Machakos, Nakuru, Nandi, Uasin Gishu, Bomet, Trans Nzoia, Meru, Embu, Tharaka- Nithi, Taveta, Kirinyaga, Nyeri, Nyandarua, Kiambu, Makueni, Nyamira, Bungoma, Kakamega and Kericho.



## Structure of the Kenyan avocado supply

Size of grower	Percentage of total production in Kenya	Magnitude
Small	70%	5-20 trees per homestead
Medium	20%	Over 100 trees
Large	10%	10 Hectares or more



### Evolution production of avocado in Kenya (in Tons)



### Kenyan avocado export calendar

Country	Variety	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Kenya	Hass												
	Fuerte												
	Jumbo												



# Showcase your members

## Create flyer, describing all co-exhibitors (institution/exporter)





# Example of one-pager = 1 exporter

## Forever Green Growers Ltd



**Founded in 2015**

**Location**

Kahl Building J.K.I.A Nairobi, Kenya

**Company**

Forever Green Growers Ltd is woman owned company, specialised in the production and export of fresh fruits and vegetables.

The company currently exports avocados, mangos, Asian vegetables, fine beans, snow peas and sugar snaps.

Forever Green Growers have their own farm north of Nairobi that produces 10% of their current export volume, the remaining 90% of the export comes from contracted small holder farms.

The company provides technical advice to the small holders and trainings on Good Agricultural Practices.



**Products exported**



**Number of employees**

Permanent 11  
Casual 33

**Volume & variety For HASS**

For 2018  
Exported volume: 23 Tons  
For 2020  
export volume available 150 Tons

**Volume & variety For FUERTE**

For 2020  
export volume available: 150 tonnes available

**Volume & variety\***

For 2019  
Exported volume: 250 tonnes  
For 2020  
Export volume available: 350 tonnes

**Current export markets**

Europe: 100%

**Incoterms used**

FOB Mombasa  
CIF Nairobi airport

**International logistics**

Europe: 30 days

**Packhouse**

The company uses 2 pack houses to consolidate grading and packing of the different crops bound for export. One is dedicated to the avocado packing and the other one to the packing of the other fresh fruits and vegetables. Both packhouses are certified HACCP and can each process 10 containers per week.

**Palettisation**

Packaging used: 4kg tray boxes for avocado  
288 cartons per pallet

**Certification**

Certification in progress  
GlobalGAP and Fairtrade



**Company details**  
Mrs Minaz Sayani, Mr Roger Amisi  
Managing Director, Marketing Director  
76308 – 00508 Nairobi, Kenya  
Phone: +254 724 319 254, +254 733 723 258, +254 723 666 574  
Email: info@forevergreengrowers.com

[www.forevergreengrowers.com](http://www.forevergreengrowers.com)





Mission Produce Inc.

Food & Beverages · Oxnard, California · 9,755 followers

We've grown to become the world leader in producing, distributing and marketing fresh Hass avocados.

+ Follow

Visit website

See all 300 employees on LinkedIn →

Social Media = The new means of verification used by the buyers



Olivado

Food & Beverages · 142 followers

Organic, Fairtrade & Carbon Positive. Delicious Extra Virgin, Natural & Infused Oils.

# Preparing group participation to a virtual trade fair

1. Develop virtual business catalogues per sector
2. Develop a one-pager document per exporter
3. Develop a one-pager document per institution
4. Organize several pre-preparation webinars
  - On the content of the fair
  - How to use the online B2B platform
  - Tips to talk to buyers
  - How to conduct B2B with potential buyers/partners
5. Develop a logistics note to guide participants
6. Create promotional posts on social media to attract booth visitors
7. Create promotional posts on social media to showcase the country, the sector and its public and private actors



# Chapter 4

## Trade fair participation

### With timing & planning breakdown

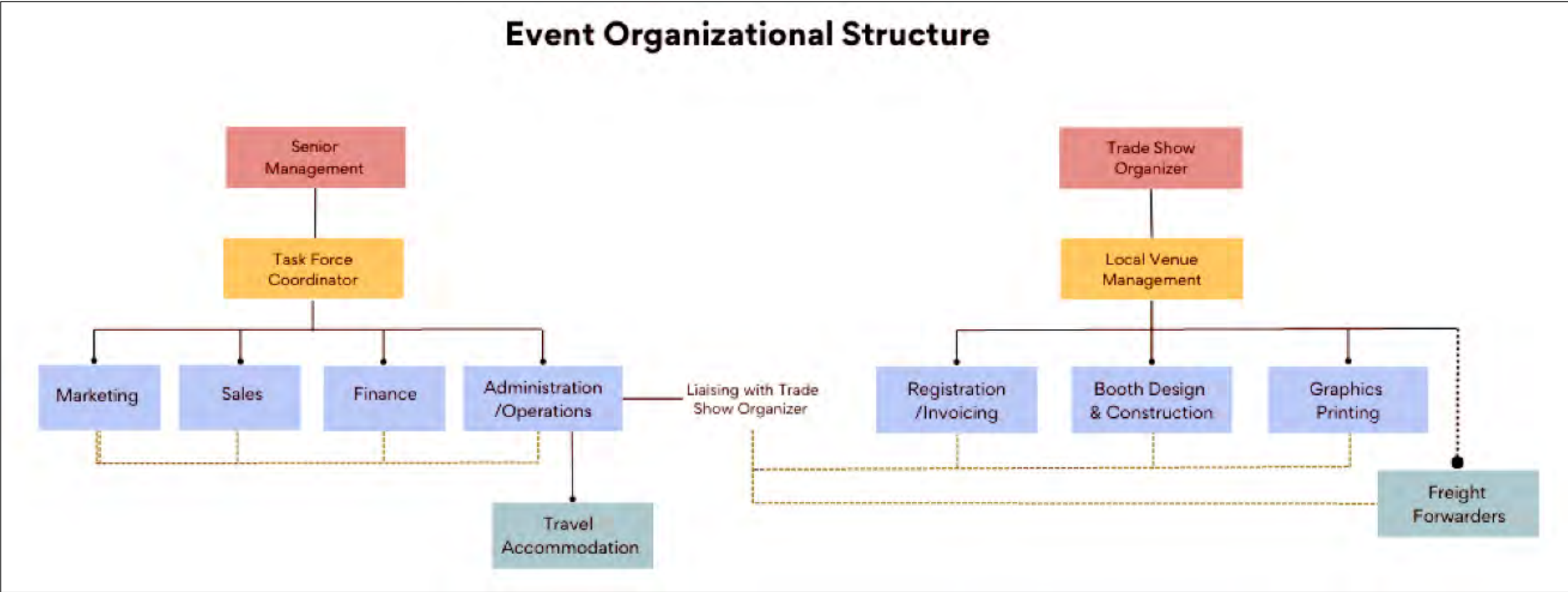
Booking time for the most requested trade fair :

1 year in advance

Starting preparation work 9 months before the fair



# Who is doing what?







9-12 months before the event

1. Set objectives & goals for exhibiting at a trade fair
2. Inquire about the event
3. Budget estimate
4. Book participation

Any event

Virtual event

Physical event

9-12 months before the event

- **Set objectives and goals**
- Select the event
- Inquire about the event, the visitors, the exhibitors
- Budget estimate
- Book a booth

**Group stands AND company stands have to define specific objectives and goals.**

### Set your objectives and goals

- Introduce your company to a new market
- Increase awareness of your company
- Consolidate or improve your company image
- Finding new customers
- Customer care of existing customers
- Create new leads of potential customers
- Sales and contracts
- Development of new distribution channels / partners
- Present (new) products / services / marketing messages

- Meet, watch competitors = learn about the industry
- Meet colleagues from your industry sector
- Market research
- Improve your market knowledge
- Stay up to date in your market

Any event

Virtual event

Physical event

9-12 months before the event

- Set objectives and goals
- Select the event
- **Inquire about the event, the visitors, the exhibitors**
- Book your exhibitor participation
- Budget estimate

- Book a booth

## Inquire about the event

### Any event. Check!

- The exhibitor structure / segmentation
- Do your main competitors exhibit
- The visitor structure
- The side events
- Seminars + congress in context of the event
- Speaker opportunity for your company
- Deadlines for event related orders
- Mandatory suppliers
- Contact person for questions, Qatar representative?

### Physical event. Check!

- Which companies may be your ideal stand neighbour
- Which companies better not your stand neighbour

Any event

Virtual event

Physical event

9-12 months before the event

- Set objectives and goals
- Select the event
- Inquire about the event, the visitors, the exhibitors
- Book your exhibitor participation
- **Budget estimate**

- Book a booth

## Budget estimate

### Any event.

- Fill in “Check list trade fair costs“, first with estimated amounts, ongoing with definite expenses

- Check-out stand space price
- Check-out stand construction price
- Check out mandatory marketing packaging
- Check out co exhibitor fees

### Check list trade fair participation costs

Basic costs
Rental of stand space
Fee for co-exhibitors
Power supply
Other basic stand costs (water, gas, ...)
Entrance tickets for stand staff
Entrance tickets for carpark
Stand fitting + stand equipment ((walls, carpet, furniture, light, sockets, kitchen, storage...))
Stand decoration (grafic design, plants, flowers, ...)
Stand cleaning
Waste
Catalogue/ virtual catalogue entry main exhibitor
Catalogue/ virtual catalogue entry co-exhibitor
Internet access
Stand equipment insurance
Mobile communication
Adapter for electrical devices
VAT
Costs for further stand equipment
multi media equipment
Speakers/ microphone

### SIAL 2022 Budget

Datum:	15 - 19 Oktober 2022		
Plek:	Parys, Frankryk		
Wie:	Handri, Anton, Shantelle, Carla		
R vir €	R20		
Square m	16		
Stall (16m <sup>2</sup> )	305 € per m <sup>2</sup>	€ 4 880.00	
Essential Stand	216 €	€ 3 456.00	
2 open sides	34 €	€ 544.00	
Marketing	1 680 €	€ 1 680.00	
Services	5 € per m <sup>2</sup>	€ 78.40	
		€ 10 638.40	€ 10 638.40
Design (RSA)		€ 5 000.00	€ 15 638.40
Build (Ger)	15 870 €	€ 15 870.00	€ 31 508.40
Flights	x4	€ 4 000.00	
AirBnB	x4 8 nights	€ 2 951.80	
Food	x4 8 days	€ 960.00	
		€ 7 911.80	€ 39 420.20

Any event

Virtual event

Physical event

9-12 months before the event

- Set objectives and goals
- Select the event
- Inquire about the event, the visitors, the exhibitors
- **Book your exhibitor participation**
- Budget estimate

- Book a booth

## Book your participation

### Any event.

- Read the rules and obligations of the event
- Register as exhibitor
- Check booking confirmation
- Check payment schedule

### Physical event.

- Mention your (non) favorite stand neighbours
- Check your placement at the fairground
- Book ready built stand, if wanted

**TIP!** Book ASAP. Sometimes Super Early Birds and Early birds are offered. Niche and Leading trade shows often have few free m2.



# How do I apply?

Example: Sial 2024

Apply 12 months in advance!

[www.sialparis.com](http://www.sialparis.com)

# SIAL

19 - 23 October 2024 - PARIS NORD VILLEPINTE

THE SHOW 2022 EXHIBITORS HIGHLIGHTS TOP TRENDS PRATICAL INFO

Contact a sales representative

Get a quotation

Your exhibitor area

# SIAL

INSPIRE  
FOOD  
BUSINESS

Paris

19 - 23 OCTOBER 2024  
PARIS NORD VILLEPINTE - PARIS

## Quotation

1 Details 2 Desired stand 3 Registration pack 4 Communication tools 5 Get my quotation 6 Booking 7 Receipt acknowledgement

24ème ÉDITION DE LA FIARA DU 04 AU 26 MAI 2024 AU CICES - DAKAR

## FICHE D'INSCRIPTION

Identifiant de l'exposant(e) .....

Adresse .....

Telephone ..... Email .....

Pays ..... Ville .....


Personne à contacter Yes No

Nom .....

N° Pièce d'identification .....

## RESERVATION

9m <sup>2</sup>	500 000 CFA HT	18m <sup>2</sup>	1 000 000 CFA HT	25m <sup>2</sup>	1 500 000 CFA HT	Matériel loué et surface extérieure (prix à déduire)
DE L'AGRICULTURE ET DES						
RESSOURCES ANIMALES						



6-9 months before the event

1. Select the type of stand you want
2. Choose your booth design
3. Think about your “must have” for your stand & participation
4. Think about your “nice to have” for your stand & participation
5. Interested in sponsoring/promotion opportunity?

Any event

Virtual event

Physical event

9-12 months before the event

- Set objectives and goals
- Select the event
- Inquire about the event, the visitors, the exhibitors
- Book your exhibitor participation
- Budget estimate

- Book a booth

Ready built stand offered by the organizer? Book!

Select the type of stand you want to book

Own design stand? >>> Find a stand building company!



Any event

Virtual event

Physical event

6-9 months before the event

- Identify target customers

- Organize your trip
- **Choose booth design**
- Design booth concept
- Choose sub-contractors
- Book sponsoring, PR

**Choose booth design of ready built stand.**

FRUIT LOGISTICA complete stand „Classic”  
160.- EUR/m<sup>2</sup>



FRUIT LOGISTICA complete stand „Special”



FRUIT LOGISTICA complete stand „Basic”  
123.- EUR/m<sup>2</sup>





Any guess what these stands are selling?





Any event

Virtual event

Physical event

6-9 months before the event

Choose booth design of your own stand. 1 million possibilities.

Compare and select the best fitting offer.

### Briefing for the stand builder. Key points to consider

- Stand size.
- Stand height.
- Staff on stand.
- Size exhibits.
- Catering.
- Storage.
- Meeting room.
- Water.
- Kitchen.
- Multi media.
- Brand message
- Budget

- Identify target customers

- Organize your trip
- **Design booth concept**
- **Choose booth design**
- Choose sub-contractors
- Book sponsoring, PR



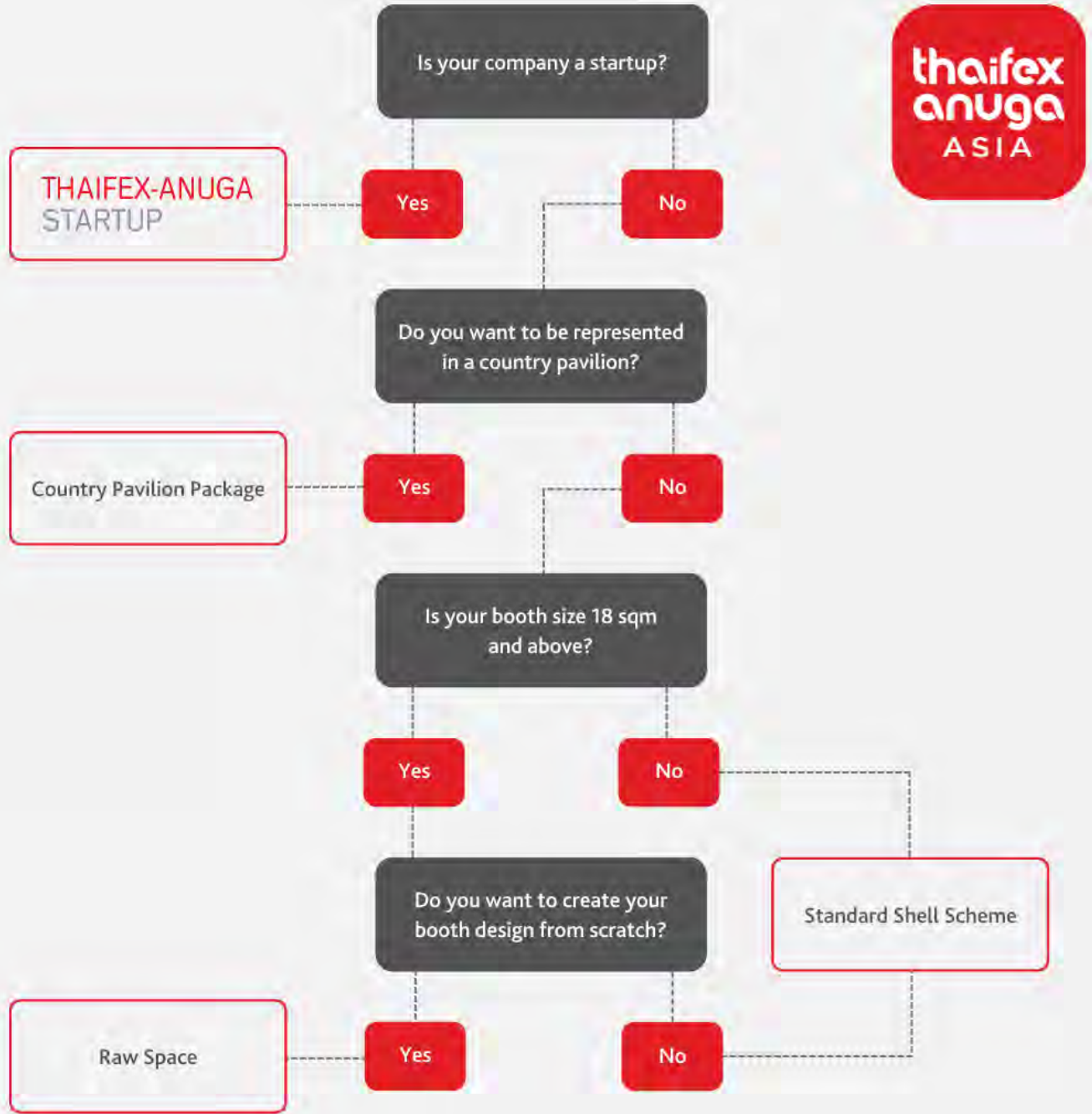
Focus on your product. Every walk-in must understand what you sell

# Be clear in your message & always use English!





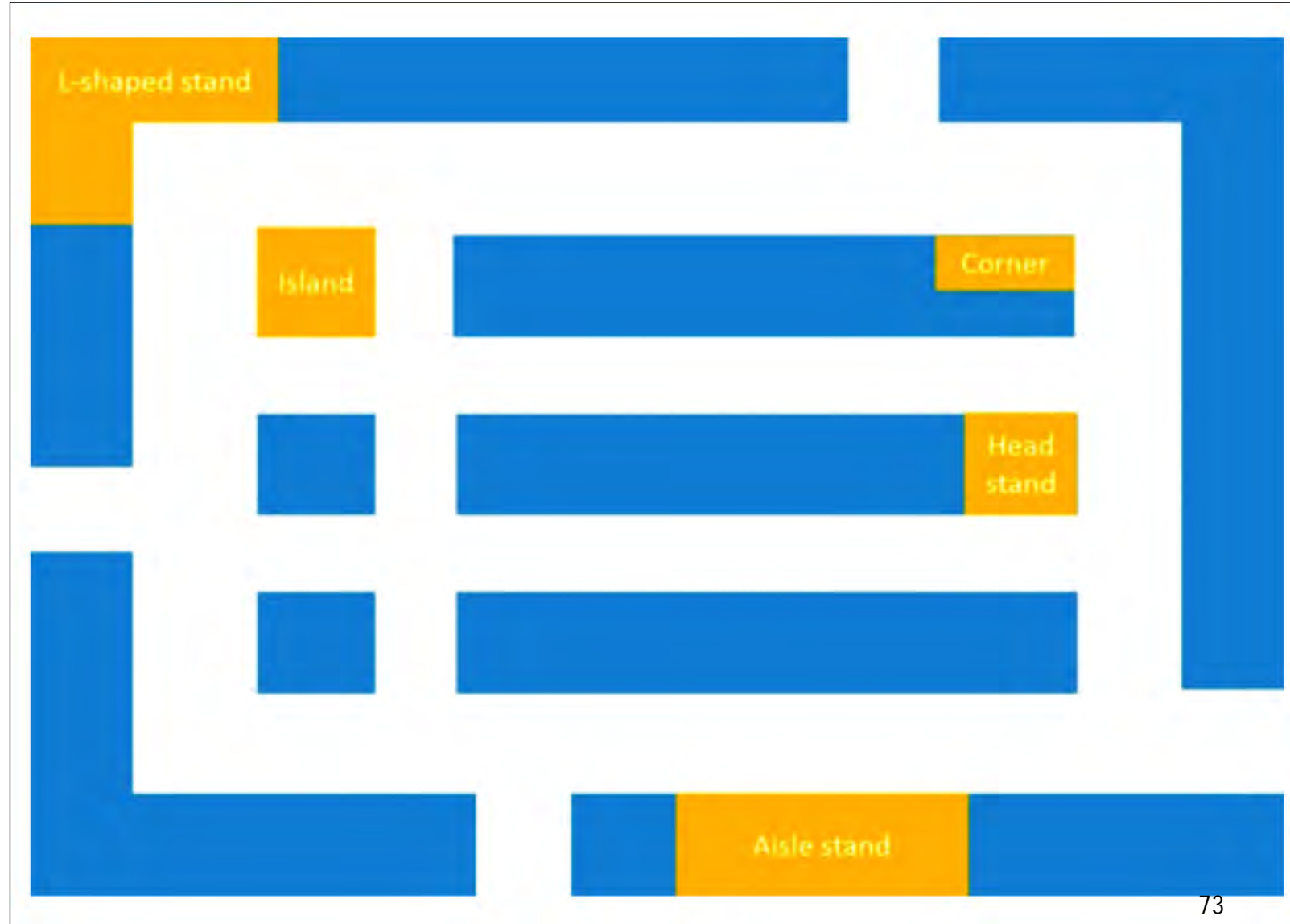
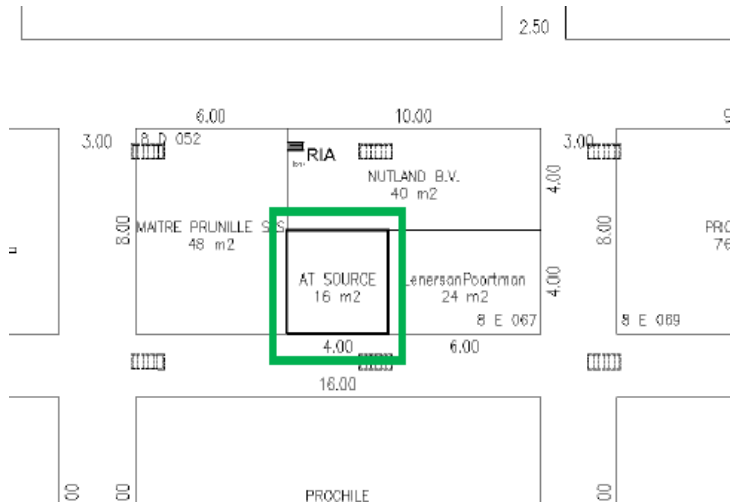
# Decision tree for the type of stand that fits your needs



# Location location location

## Placement offer

- Check the location
- Check the hall
- Check the competition
- Check the neighbours



Location is important!

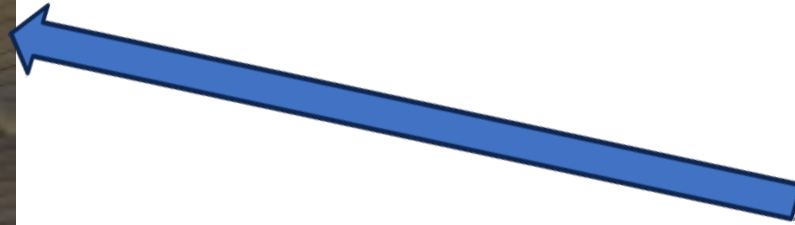


Empty stand, worst location ever!!





# Group pavilion renderings



ALWAYS build as high as possible. Use the maximum light on the fascia + ceiling. Be visible from far away.





As an exporter you can still stand out in a group pavilion/stand



Any event

Virtual event

Physical event

6-9 months before the event

**Make contracts with suppliers for „Must have“.**

#### **Stand building**

- Sign contract with stand builder (rendering, budget, extras).

#### **Technical orders**

- Electric, water, waste water, gas,
- Extra furniture, kitchen for your stand if necessary.
- Internet access.

#### **Graphics. Branding.**

Production and installation done by stand builder.

- Identify target customers

- Organize your trip
- Choose booth design
- **Design booth concept**
- **Choose sub-contractors** (Supplier)
- Book sponsoring, PR

#### **Exhibits.**

- Forwarding company to, on and return from the fairground.
- Storage for empties on the fairground.
- Multi-media device supplier.

#### **Stand cleaning + waste**

Stand cleaning service includes waste disposal.



**Watch out for mandatory suppliers.**

Any event

Virtual event

Physical event

6-9 months before the event

- Identify target customers

- Organize your trip
- Choose booth design
- **Design booth concept**
- **Choose sub-contractors**
- Book sponsoring, PR

**Choose suppliers for your „Nice to have“.**

#### **Catering + reception at the stand**

Embassies and Trade fair organizer may help with contacts.  
Google helps as well

#### **Additional storage/ meeting rooms separate from the stand**

Book rooms, containers

#### **Decoration**

Book plants + flowers

#### **Entertainment**

Embassies and Trade fair organizer may help with contacts.  
Google helps as well

#### **Speakers at reception, stand, etc**

Book guest speakers, VIP guests, ambassador, attaché

#### **Hostess, translator, stand cleaning + waste, stand security.**

Check trade fair www for recommended suppliers

#### **Consultants**

Industry sector specialists of the country + target market.  
Consultant may support before, after and at the trade fair



Any event

Virtual event

Physical event

6-9 months before the event

Go into detail with your own stand concept. Identify your „Nice to have“.

- Identify target customers

- Organize your trip
- Choose booth design
- **Design booth concept**
- Choose sub-contractors
- Book sponsoring, PR

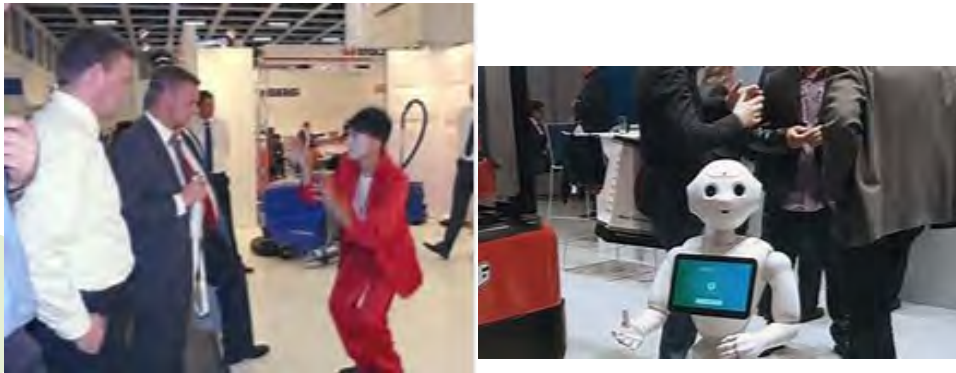
**Catering?**  
Food & Beverages,  
Service, Dishes,



**Decoration?**  
Flowers,  
Plants

**Consultants?**

**Entertainment?**  
Artists, music, robots



**Helping hands at the stand**  
Consultant, hostess, translator, stand cleaning + waste,  
stand security.

**Reception at the stand?**  
Catering, artists,  
speakers, service







Additional  
decoration  
items/services





One of the cheapest promotional tools : tasting session!  
= Planning ahead for bringing samples



# “Nice to have’s” No obligation Who do you give it to? How much?



## Custom Gifts That Will Never Stop Working For Your Brand

Choosing a perfect appreciation gift for your employees or customers could often be a tricky task. Check out our complete line of custom gifts that will impress your recipients and will ensure consistent impression for your brand alike!

### Stress ball:

Relieve even the most intense tensions of your team and keep them smiling!

**T-Shirt:** These are the most popular in custom gifts not for nothing!

54% of US consumers own Custom T-Shirts

**Pen:** Everyone needs one to scribble, to doodle and as a trendy accessory!

50% of US consumers own Custom Pens

### Mouse Pad:

Put your brand right in front of their eyes.

**Magnets:** A fridge décor item and a long lasting billboard for your brand!

### Tote Bag:

Let your fans carry your brand wherever they go!

50% of US consumers own Custom Totes

### Cookies:

Reach the hearts of your customers through their stomach.

### Ceramic Mugs:

Let your brand wake your customers up at dawn!

53% of US consumers own Custom Drinkwares

### Calendar:

Every time your customers check on their daily plans they will think of your company.

29% of US consumers own Custom Calendars

### Flash Drive:

A perfect gift for the modern world!

10% of US consumers own Custom Flash Drives

### Paperweight:

Put your brand on wide display.

### Office supplies:

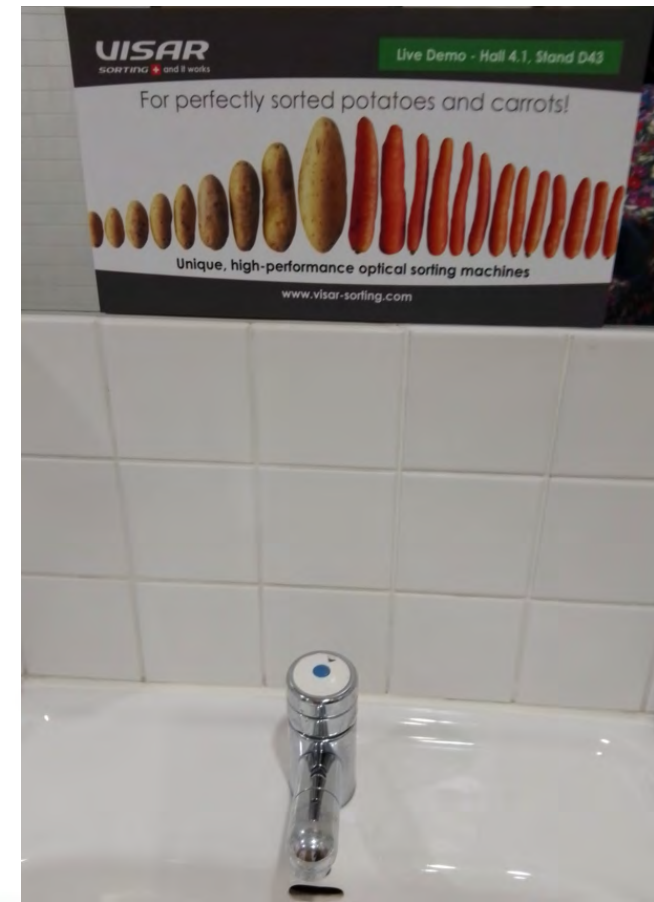
Handy and useful, our office supplies include everything that you may need in any day at work.

## Promotional items

Chances are that 52% of the attendees are more likely to stop by, get attracted to alluring promotional stuffs thereby increasing booth traffic. This will fetch you business contacts and leads.



# Sponsoring / Booking promotion space to showcase your participation





Any event

Virtual event

Physical event

6-9 months before the event

## SPONSORING OPPORTUNITIES

Furthermore, you can bring your participation in the trade show to perfection thanks to custom-tailored sponsoring concepts.

Top-events ensure a maximum of publicity. Make use of this distinctive potential. We care for your ideal performance.

Some of our highlights are:

- the sponsoring of the Press Center
- the sponsoring of the Hotel Shuttle
- the sponsoring of the Airport Shuttle
- and much more



**Billboards at**  
Airport  
Public Transport  
Main station

- Identify target customers

- Organize your trip
- Choose booth design
- Design booth concept
- Choose sub-contractors
- **Book sponsoring, PR**



Book early, limited  
opportunities  
Check out prices





## 6 months before the event

1. Organise your trip & visa
2. Preparation your promotion around the event
3. Graphic design of your stand?

Any event

Virtual event

Physical event

6-9 months before the event

### Begin to organize the trip

- Check flight or other transport opportunities
- Make hotel reservations (cancellation policy!)
- If own bus shuttle wanted, search for private bus company
- Check for VISA regulations and timelines
- Check passport validity of the team
- Check vaccination regulations for business travellers
- Enter the actual costs in the cost-checklist

- Identify target customers

### - Organize your trip

- Design booth concept
- Choose booth design
- Choose sub-contractors
- Book sponsoring, PR

Any event

Virtual event

Physical event

6 months before

- Decide / order / schedule promotional activities and sales literature (incl. Website, social media)

- Finalize the booth design  
- Order entrance tickets

## Prepare promotional material for the trade show

- Prepare a **one pager for each product/service/etc.** and give examples on how your offers were used by others.
- If possible, prepare different one pagers for your product, fitting to industry sectors. Important for **walk-in customers** during the trade show.
- Create **insertion + banner** for trade press. Book insertions.
- Prepare short **movies of your product/ services/ etc**, if possible without spoken language (for international use)
- Create a **meeting protocol** form for the trade show.
- Design and order **business cards** for all stand colleagues.
- **Update your exhibitor profile** on the website of the trade show
- Order **branded promotional products** with your company name/logo to distribute during the show



# What tools to use?

## THE BEST SOCIAL CHANNELS FOR EXHIBITORS

140 character messages pre, during & post event



TWITTER

Longer posts, photos, videos, daily recaps, live streaming



FACEBOOK

Live video streaming during the show



PERISCOPE

Professional contacts, invite them to your booth!



LINKEDIN

Instant photos and videos during the show



INSTAGRAM



# Here are examples of email signatures



Any event

Virtual event

Physical event

6 months before

In-house graphic designer or external graphic designer?

### Stand graphics, stand branding

- Produce and send out vector formatted graphics to your stand builder. Exact measurements of graphics.

Prepare exhibits for shipping. Take care of voltage adaption.

Prepare multi-media content for stand display, if necessary. Take care of formats.

Prepare the wording for your social media channels.

Check your database. New prospects registered? Set markers, who receives a free visitor entrance invitation from you.

Prepare press kits for the trade press.

- Decide / order / schedule promotional activities and sales literature (incl. Website, social media)

- Finalize the booth design  
- Order entrance tickets





Non-existent graphic design? Such a shame,  
poor impact for such a high cost





# Simple can be effective – stand physique



# Simple can be effective – virtual stand





## 2-3 months before

1. Exhibitor tickets & visitor tickets?
2. Your online exhibitor profile
3. Stand decoration?
4. Start posting online about your coming participation
5. Your local onsite logistics

Any event

Virtual event

Physical event

2-3 months before

### Record your staff / Staff members of your group stand.

#### Check

- Passport
- Vaccination
- Visa
- Hotel bookings
- Name badge produced
- Event + Fair tickets

Register all address details, especially e-mail, mobile phone for further direct communication

Insurance of exhibits, staff, etc

### Exhibitor + visitor tickets

- Order vouchers for visitor tickets to invite your clients.
- Order exhibitor badges, if not offered free .

### Record your staff for the event

- Ensure your website is up-to-date
- Start posting on your blog
- Post a news about your participation

- Print the materials

- Inquire about the event location

- Finalize the virtual booth design

Change e-mail signature, mention presence at the trade fair with logo, date.  
Invite for visit with your stand number/ your virtual presence.

WACOMP  
Guinée

**FRUIT  
LOGISTICA**

Visit our stand at Fruit  
Logistica, Berlin,  
Germany

**HALL: 26**  
**STAND: B-80**

International  
Trade  
Centre

ONUD

Financé par  
l'Union européenne

95  
République de Guinée





Jose Claire • 1st

Managing Director bei KÖLLA Overseas B.V.  
2w • 🌐

[KÖLLA – the fruit company](#) on the road! On our way to [#Berlin](#) to meet you on the [#fruitlogistica2024](#).

Looking forward to three amazing days in front of us.

[#together](#) with [Jenifa Guerreiro Gonçalves](#), Paloma Piaia-Tiemann, [Brenda Botha](#), [Nicole Macias](#), [Leonardo Leon Diaz](#)



Follow  
your  
potential  
buyers on  
social  
media



Oscar Quirinus van Reisen • 2nd  
Sourcing Manager/ Business Development b...  
4h • 🌐

[Connect](#)

Hi! Counting down for Berlin! As Fairtrasa's sourcing manager, I'm on the lookout for fresh, sustainable and delicious fruits! Are you a supplier, producer interested in a new partnership? Let's connect at Fruit Logistica, where I can give you more insights into Fairtrasa's journey, developments and our great clientele. Feel free to reach out and let's explore the possibilities together. Can't wait to meet you!

How to get in touch?

T: +31-686 880 965

E: [oscar.reisen@fairtrasa.nl](mailto:oscar.reisen@fairtrasa.nl)

Or send me a DM =>

[#FruitLogistica](#)[#sustainable sourcing](#)[#organicfruits](#)[#fairtrada](#)[#changemakers](#)



The buyers even provide you with their telephone numbers and emails!



**Meet us at**  
**Fruit Logistica**

Berlin  
7 | 8 | 9 February 2024



 <p><b>Bert Schamper</b> +32 478 10 45 03 bert.schamper@specialfruit.be Thursday &amp; Friday</p>	 <p><b>Akin Dalama</b> +31 610 85 29 55 akin.dalama@specialfruit.be Wednesday &amp; Thursday</p>	 <p><b>Gert Pirijns</b> +32 479 39 83 35 gert.pirijns@specialfruit.be Thursday</p>
 <p><b>Tom Maes</b> +32 475 78 42 44 tom.maes@specialfruit.be Wednesday &amp; Thursday &amp; Friday</p>	 <p><b>Koen Maes</b> +32 474 94 38 47 koen.maes@specialfruit.be Wednesday &amp; Thursday</p>	 <p><b>Margot Pertijs</b> +31 662 05 39 50 margot.pertijs@specialfruit.be Wednesday &amp; Thursday</p>



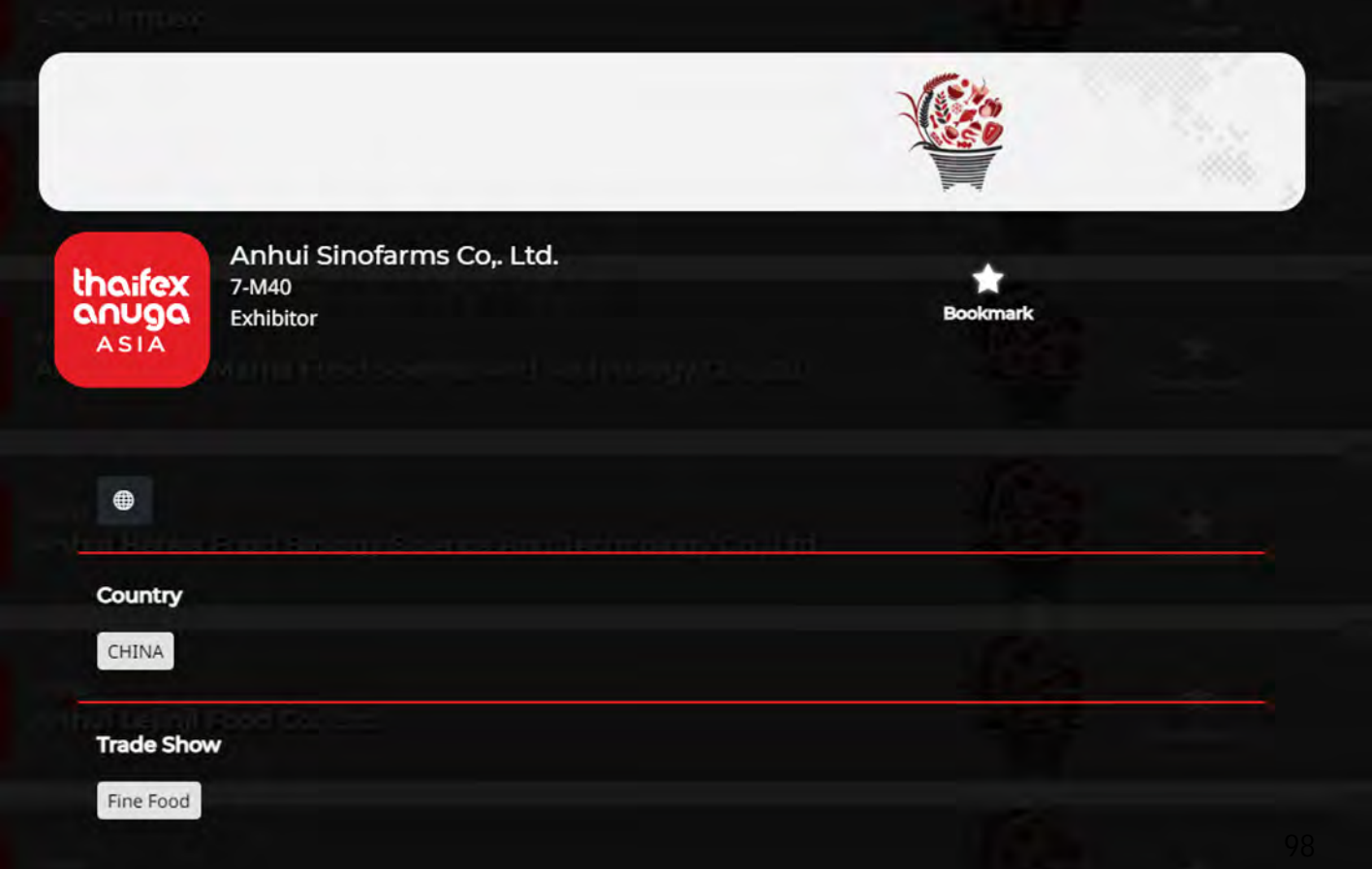
# Work on your exhibitor profile

## Avoid empty profiles like this one!

**Buyers will be looking at exhibitor profiles from the exhibitor list/catalogue provided by each trade fair, to set up meetings during the fair**

Buyers will conduct searches in advance of the trade fair by

1. Company name
2. Product
3. Function (exporter, wholesaler etc)
4. Country



The screenshot shows a trade show exhibitor profile for Anhui Sinofarms Co., Ltd. The profile is mostly empty, with only the company name, booth number (7-M40), and exhibitor status filled in. The search filters for Country (CHINA) and Trade Show (Fine Food) are visible.

**thaix anuga ASIA**

Anhui Sinofarms Co., Ltd.  
7-M40  
Exhibitor

Bookmark

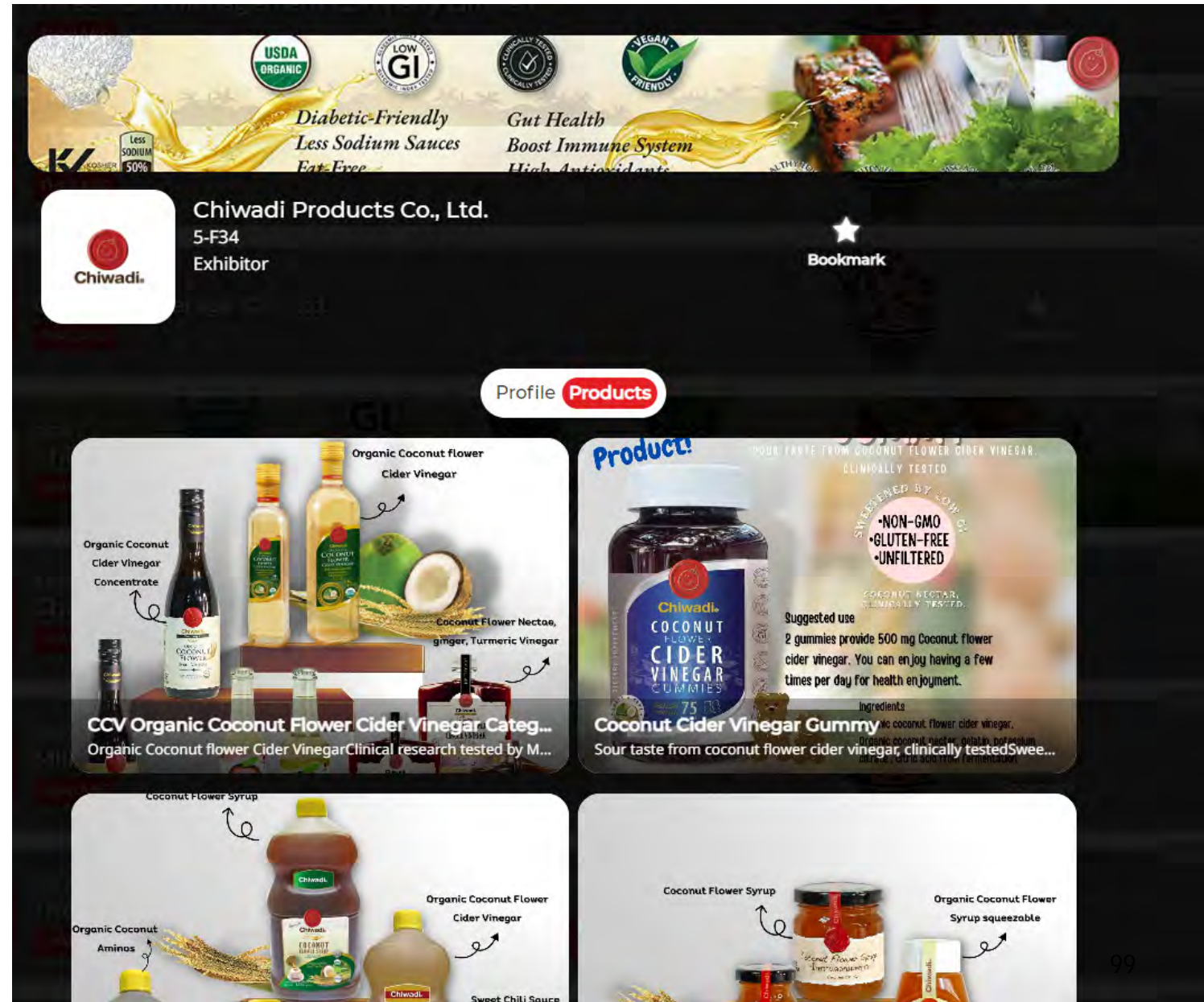
Country  
CHINA

Trade Show  
Fine Food

# This is your competition!



You can add logos, photos, brochures, videos, etc



USDA ORGANIC LOW GI CLINICALLY TESTED VEGAN FRIENDLY

Diabetic-Friendly Less Sodium Sauces Eat-Free

Gut Health Boost Immune System High Antioxidants

Chiwadi Products Co., Ltd.  
5-F34 Exhibitor

Bookmark

Profile Products

Organic Coconut Cider Vinegar Concentrate

Organic Coconut Cider Vinegar

Coconut Flower Nectars, ginger, Turmeric Vinegar

CCV Organic Coconut Flower Cider Vinegar Categ...  
Organic Coconut flower Cider VinegarClinical research tested by M...

Coconut Cider Vinegar Gummy

SOUR TASTE FROM COCONUT FLOWER CIDER VINEGAR. CLINICALLY TESTED

SWEETENED BY LOW GI

- NON-GMO
- GLUTEN-FREE
- UNFILTERED

COCONUT NECTAR. CLINICALLY TESTED.

Suggested use  
2 gummies provide 500 mg Coconut flower cider vinegar. You can enjoy having a few times per day for health enjoyment.

Ingredients  
Coconut flower cider vinegar, Organic coconut nectar, gummy base, potassium bitartrate, citric acid, natural flavors, xanthan gum, and other natural ingredients.

Coconut Flower Syrup

Organic Coconut Aminos

Organic Coconut Flower Cider Vinegar

Sweet Chili Sauce

Coconut Flower Syrup

Organic Coconut Flower Syrup squeezeable

99



# Think of your stand decoration





Any event

Virtual event

Physical event

2-3 months before

Avocado exporters from Kenya and Tanzania at the spotlight of #fruitattraction2021 from 5-7 October 2021.

The #eacMarkUp project is supporting 13 avocado exporters from #kenya and #tanzania to showcase their products at this Int'l trade show for the fruits and vegetable sector.

Link: <https://lnkd.in/gAd3ACj2>

Instagram: #EACMARKUP Twitter: @eacmarkup @ EUinTZ @itcnews



Steffen Rutter · 2.  
Business Development | Sales |  
Key Account Management | Cate...  
3 Tage · 🌐

proudly presenting #Mövenpick at Anuga trade fair in #Cologne - come and visit Mövenpick Holding AG at Hall 3.1 Booth B-080 - Xavier Mauler and M.V.M. Rao will be with me to drive your business

#anuga2021 #tradefair #switzerland #germany Froneri Switzerland Froneri Deutschland Froneri Accor  
Übersetzung anzeigen



Visit us at... **05-07 OCT. 2021**

**fruit attraction**  
INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

Co-funded by the European Union  
East African Community  
german cooperation giz  
International Trade Centre

- Record your staff for the event
- **Ensure your website is up-to-date**
- **Start posting on your blog**
- **Post a news about your participation**

- Finalize the virtual booth design

- **Start posting on social media**
  - & Print the materials

Don't print too many flyers.

YOUR-PRINT SHOP  
FULL-SERVICE PRINTING FOR LESS

**PRINT**

FLYERS - BROCHURES - SIGNAGES - BUSINESS CARDS - ENVELOPES - BACK CARDS  
COUPON - OOR HANGERS - POST CARDS - CATALOGS - STICKERS - & MUCH MORE

DIGITAL & LARGE BUSINESS CARD	1000 A4 FLYER
100 — \$20	\$300
500 — \$30	
1000 — \$50	
5000 — \$90	
10000 — \$150	

DIGITAL & LARGE RUN PRINTING

1000 A3 POSTER \$500

500 BIZCARD \$150

FAST TURNAROUND  
HIGH QUALITY RESULTS!

WWW.COMPANY.COM  
INFO@COMPANY.COM  
1-800-301-PRINT  
CALL US NOW! 24/7 CALL ORDERING





Frédérine Derlot (She/Her) • You

MSc, Market Linkages Expert at the ITC - United Nations Geneva

now • Edited •

Everything is ready, just waiting for you, come and try Guinea new pineapple variety La Baronne de Guinée! #logistica #itc #pineapple  
Visit us Guinea Pineapple stand Fruit logistica Hall 26 B 80.



Simple message on professional networks (LinkedIn etc) can be effective to attract attention about your future participation



Frédérine Derlot (She/Her) • You

MSc, Market Linkages Expert at the ITC - United Nations Geneva

5d •

We look forward to meeting you at Fruit Logistica Berlin : Hall 26 B-80 with a delegation of 12 Guinean pineapple exporters and Hall 7.2A Stand B-20 with a delegation of Ukrainian exporters.



# Create & take good quality business cards

Good compromise  
A logo could be added

Font is too small, difficult to read the information

Only a QR code, lovely idea but at least adding the contact details of the person would be best.

White font in red background, can not read it!





# Your business card

## Must be clear and easy to read!

Use Block Letters instead of a fancy print that is difficult to read. If you need to use colours, make sure there is enough contrast between text and background, and in any event: check the correct spelling of words!

## Current & accurate telephone and accurate e-mail address

Advice: Use a professional looking email address and not an 'anonymous' one (i.e., not "info@"), preferably your realname@company.com | Phone number: **start with country code**

## Perhaps design and print new **business cards to be always used for international contacts**

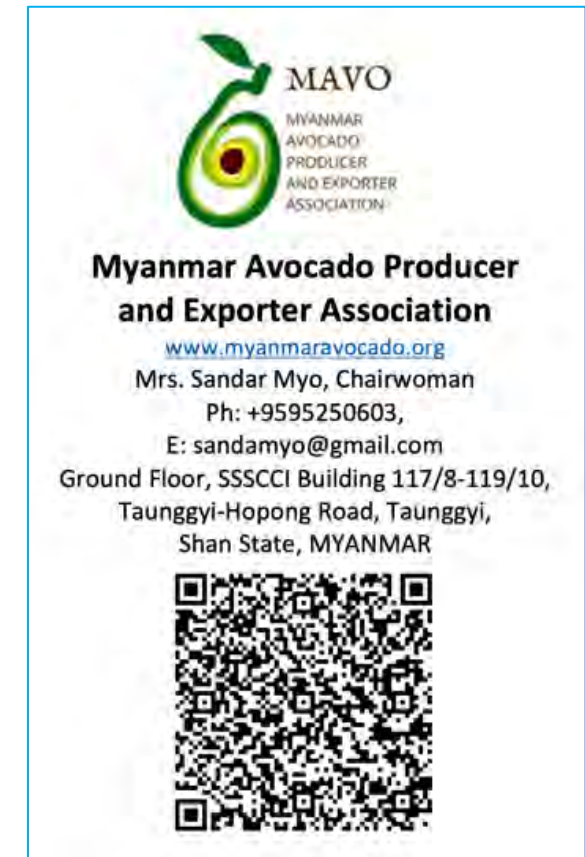
Use the back of the card wisely! For example, you could use it for the addresses of your factory - also in local language for taxi.

**Add a QR code** for convenient scanning of your contact details

**Advice:** check your card yourself that it is correct and easy to read. Trusting your staff and your printer is good but double checking is better



Staple in advance your business cards  
to your brochures



# Do not neglect any details! Look professional. Did you think about your professional email?

Think about your email!

If I work for a company called Coconut Oil Ltd

Don't provide personal email

Don't provide email that do not look professional

[Frederine132\\*+@gmail.com](mailto:Frederine132*+@gmail.com)

[Coco123+-@gmail.com](mailto:Coco123+-@gmail.com)

Ideally create emails with your company name

[sales@coconutoil.com](mailto:sales@coconutoil.com)

[Frederine@coconutoil.com](mailto:Frederine@coconutoil.com)

[contact@coconutoil.com](mailto:contact@coconutoil.com)

[enquiry@coconutoil.com](mailto:enquiry@coconutoil.com)

[exportdepartment@coconutoil.com](mailto:exportdepartment@coconutoil.com)

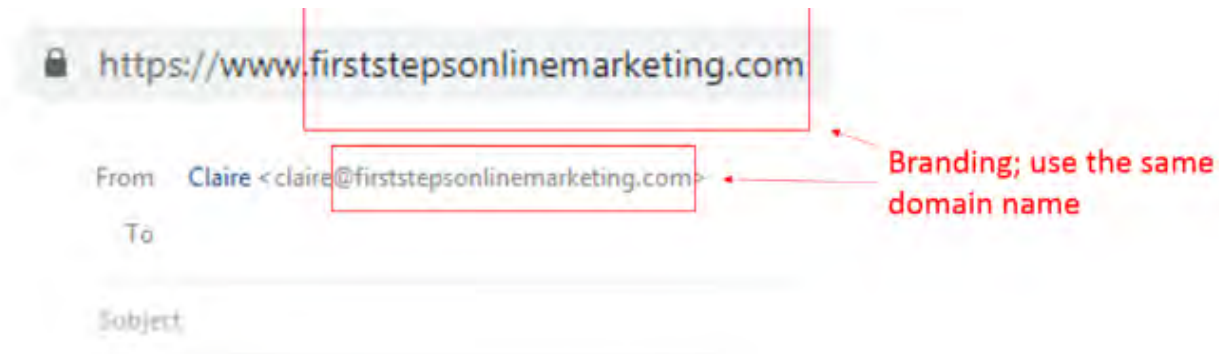
If it is not possible

[salescoconutoil@gmail.com](mailto:salescoconutoil@gmail.com)

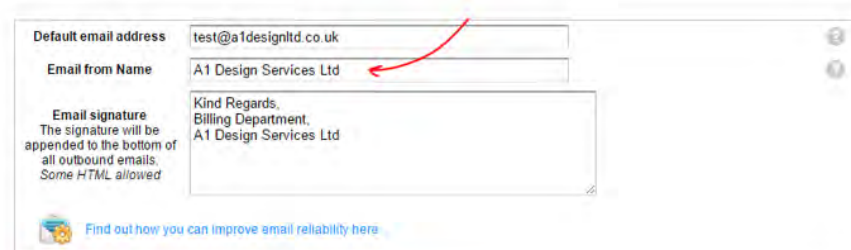
[contactcoconutoil@gmail.com](mailto:contactcoconutoil@gmail.com)

[enquirycoconut@gmail.com](mailto:enquirycoconut@gmail.com)

etc



Your email address is, well, an address. But your display name for that email can be anything you want it to be.



Any event

Virtual event

Physical event

2-3 months before

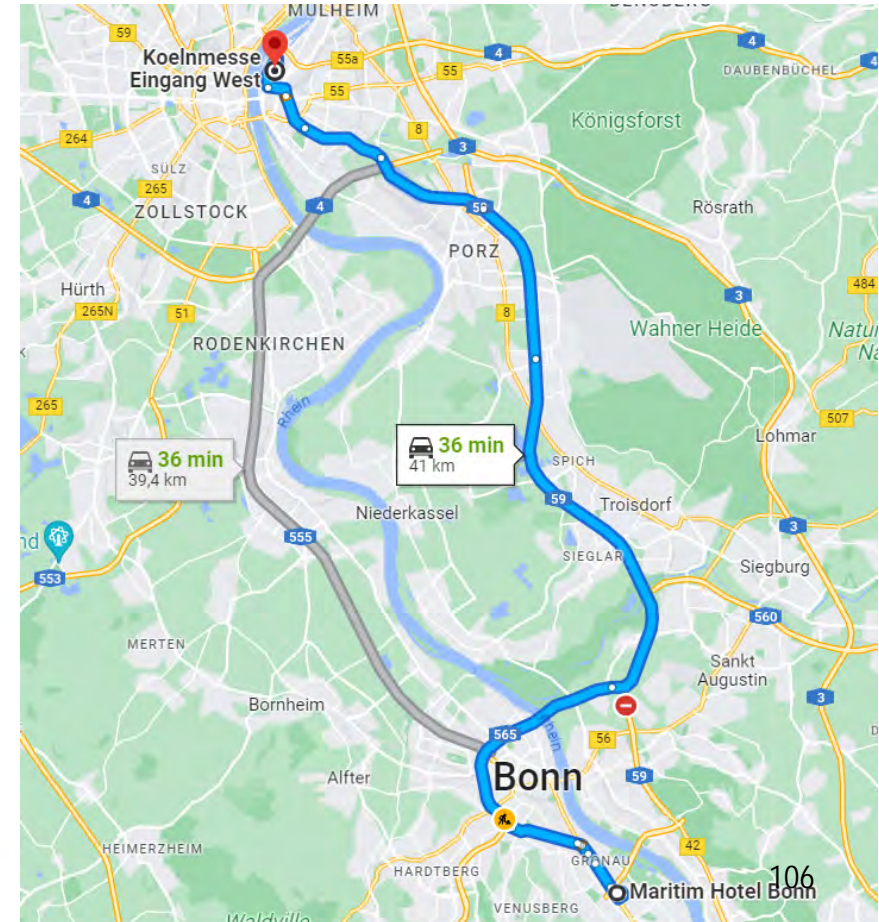
## Local logistics

- **Inquire about the event location**
- Where is the location of the fairground in the city
- Where are the entrances to the fairground
- Public transport + free shuttle to fairground
- Hotels, shops, pharmacies nearby
- Shops on the fairground
- Dress code
- ATMs
- First Aid at the fairground
- Public transport, free shuttle between your hotel and the fairground

- **Record your staff for the event**
- Ensure your website is up-to-date
- Start posting on your blog
- Post a news about your participation

- Print the materials
- **Inquire about the event location**

- Finalize the virtual booth design



## 6 and less weeks before

1. Think about your samples (Logistics, Costs)
2. How much is needed?
3. Who should go to the trade fair?



# Shipping samples

- **Physical trade events**
  - To distribute to visitors, or to organize tasting sessions
  - Ship enough quantities well in advance of the show
  - Make sure you bring the different types of empty packaging
  - Adapt the type of packaging to the fair you will attend
  - Make sure that the quality of the samples, the variety used, the organoleptic properties are the same of any future orders
  - Make sure to use the appropriate packaging is used so it can be representative of the end product
- **Virtual trade events**
  - To ship after a first online meeting after qualifying the lead
  - Verify who is paying for the cost of shipping
  - Make sure to use the appropriate packaging so it can be representative of the end product
  - Make sure that the quality of the samples, the variety used, the organoleptic properties are the same of any future orders
- Samples are not for commercial use, but a commercial invoice (i.e. Customs declaration) is still needed indicating
  - Realistic value
  - Detailed description
  - Reason for export – Write “*sample*”
- Duties do not apply? (depending on weight)
- Check sample import conditions of each country though, as some exceptions may apply

**“I’ll ship it myself.”**



Taking samples/ marketing material/ packaging with you in your luggage?

30 kg usually possible on International flights.



# Take samples with you in your suitcases?

**2kg maximum is what you are allowed according to the EU regulations for your personal use for transporting fresh produce**

If you want to take more than 2kg here are the procedures to follow

- Prepare the necessary papers for the export of samples
  - Certificate of origin
  - The phytosanitary certificate, Etc

Liaise with the competent airlines authorities to process the proper paperwork.

Bring a sample of the merchandise to show the airport authorities

Paperwork is usually done quickly on site

## How to pack your products?

Ideally to protect the integrity of your fresh produce, the best would be to bring them in export boxes

**BE CAREFUL** check if the airlines you take, if they accept sample boxes that are not placed in suitcases. If this is not the case, take your samples in a suitcase, taking care to protect the produce properly.



# Logistic of exhibits and samples

## Carnet ATA

- The so-called Carnet ATA (abbreviation for Admission Temporaire – Temporary Admission) is a customs document that facilitates the customs-free temporary import of goods into another country and the subsequent re-import. Amongst other things, the Carnet ATA saves the party who is subject to customs duty from having to provide sureties for the import duties and saves the customs authority the need to issue national customs documents. In order to be able to use a Carnet ATA, two conditions need to be met:
  1. The country of destination must be a signatory to the Carnet ATA Agreement
  2. The intended use of the goods must be one of the following three groups: professional equipment, trade fair and exhibition goods, samples.
- **List of Carnet ATA using countries. <https://www.uscib.org/member-countries-ud-1582/>**



Use a professional freight forwarding company for shipping trade fair goods.



# Pick the right staff to be on the stand

When it comes to exhibits, there are four main roles for staff:

**Crowd gatherers** – these are the people that are tasked to ask questions and engage attendees to come to your exhibit. They can position themselves in nearby aisles where your exhibit may not be fully visible to people passing by.

**Hosts** – the host is the person who visitors first meet at the display. They can provide hand-outs; scan show badges and direct prospects towards the exhibit's areas of interest.

**Presenters** – presenters should be skilled public speakers that oversee giving in-booth presentations and demonstrations. Their job is to make sure prospects are engaged enough to drive possible sales.

**Lead gatherers** – This group have sufficient product knowledge and should know how to answer technical questions. They should also be able to ask sales-focused questions, and capture leads data quickly.



## What a booth staff should and shouldn't do in a booth



Should be professional with a welcoming smile.

Should be proactive and should engage, educate the attendees and finally identify qualified leads and close sales.

Should treat all trade show attendees as guests like those who visit their home.

Should have their name badge placed on the right and must be visible to the visitors.

Should maintain a clean and tidy appearance.



Should not leave any trade show visitor unattended.

Should not mingle socially with their circle in a trade show event.

Should not use their phone in the booth. Must leave the booth if they want to make calls.

Should not eat, drink while they are inside the booth.

Should not be late with excuses. Must be on time.



2 weeks to the event

## Last minute preparation

1. Sales pitch
2. QR codes
3. What to bring
4. Last minute checks for any online meetings

Any event

Virtual event

Physical event

## 2-14 days before

- Get your sales pitch ready, and your sales arguments and counter-arguments
- Start matchmaking at the events, make appointments
- Invite as well via e-mail to visit your (virtual) stand

- Ensure your presentation at the virtual event is fine
- Prepare content of your Café, if you are hosting one
- Prepare content of your speech, if you are hosting a webinar

2 weeks before

1 week before

- Delegate everything to not be disturbed during the physical or virtual event
- Finalize all collateral and materials for the event
- Ensure all your meetings are in your agenda, with key messages for each contact

- Send materials in case of emergency to the hotel (if any)

- Set auto-responders if necessary for your time at the event
- Send meeting reminders for the first day of the show (repeated on the following days for meetings after)
- Send out last minute information to trade event staff

- Arrive at the tradeshow with entrance tickets
- Put in place the booth and sales literature in storage
- Check that all services were provided
- Organize what is missing
- Leave nothing valuable overnight at the stand

- Ensure your equipment is working well (computer, webcam, microphone, email, booth access...)

2 days before for own/ group stand organizer

1 day before for co-exhibitors at group stands

# Last day before departure

- Travel documents: Passport, VISA, vaccination, flight ticket, hotel booking, entrance ticket for event(s)
- Up to date CRM, website, sales presentation
- Sales documents on laptop and copy at USB-stick/ cloud
- Business cards
- Familiar with the fairground, city and transport
- Read last minute information
- Check technical equipment





## A few days to a few hours before

- Very good knowledge of the content and information
- Be comfortable with your figures
- Have your technical experts close to you, if necessary



- Have your sales pitch ready
- Be motivated and enthusiastic
- Have all your equipment ready and be prepared for power-cuts (virtual)
- Put yourself in the shoes of the person you are speaking to and prepare answers to all possible questions

# Typical buyer questions to prepare to answer

FRESH  
EXPORTER

1. What product quality do you offer exactly?
2. What is your fob price?
3. What quantity can you deliver in what time?
4. What packaging do you offer?
5. What certifications do you have?
6. How is the transport done?
7. What kind of processing facilities and equipment do you have?
8. Who are your suppliers?
9. Who are you supplying already?
10. What are your payment terms?

# What kind of processing facilities & equipment do you have?

PROCESSED  
EXPORTER

---

## Your processing facilities / Respective certifications

---

How do you ensure food safety? Hot zone? Cold Zone?

---

How do you ensure cold chain management?

---

## Your processing capacities

---

Tonnes per day or container per week?

---

% of utilisation? Is there room to grow?

---

## Your equipment/machinery

---

Talk about the equipment that is relevant to the product you are selling

---

## Your lead time

---

From the order to the goods are packed and ready to be shipped

# Small material to bring with you at the fair :

Business cards

Stapler

Brochures

Laptop or tablet to show your presentation/videos

Bring a few souvenirs/sweet from home to give

Bring small decorations for your desks/stand

Bring paper plates / tooth picks for any food tasting



Staple in advance your business cards to your brochures



Use the new  
QR codes to  
promote your  
company

**Company Name:** Coopérative Amidjor pour l'Autonomisation des Femmes

**Products:** Processed pineapples

**Representative name:** Ms. Saran Keita

**Title:** Director

**Email:** amidjorkeitgn@gmail.com

**Phone:** (+224) 622088607

**Address:** Siège Sonfonia Soloprino Commune de Ratoma, Conakry, BP 217

**Country:** Guinea



Paperless  
Brandless  
No brochures  
Tables & chairs for B2B meetings

Only QR codes!

QR codes are practical solutions  
when you will run out of brochures  
and business cards



**Virtual event**

**Last minute checks**





Your PC ran into a problem and needs to restart. We're just collecting some error info, and then we'll restart for you.

61% complete



For more information about this issue and possible fixes, visit <http://windows.com/stopcode>

If you call a support person, give them this info:  
Error Code: 0x00000000-00000000-00000000-00000000

### Dealing with technical problems

- 2 weeks and 1 day before the event, ensure your equipment is working well (computer, webcam, microphone, email, booth access...)
- Connect 10 minutes in advance to test that everything is fine
- Make sure your computer is fully charged and that it is plugged in
- Have another computer or tablet or smartphone as a backup, ready to take over in 5 seconds
- Be ready to use your smartphone or 4G pen drive in case your home/office internet drops
- If connection is too slow, remove the video and keep the audio
- Be in a place with a good internet connection



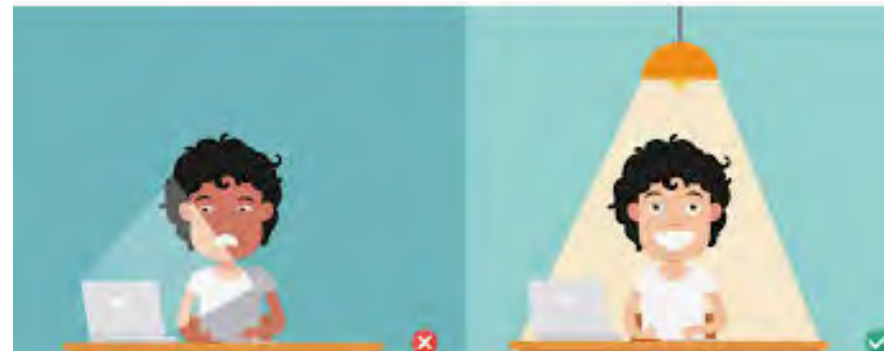
# Be and look professional during your talk with the buyers

**Ban any zoom meeting from your car, a noisy place, your kitchen etc**  
**Choose the appropriate background**



## Virtual backgrounds

Favorite colors are neutral, and blue is always a favorite. Remember, you want to be taken seriously, so be careful what you choose. Keep in mind that if you are using a virtual background you will need to be very still, due to the digital halo that occurs when you move. The best is often the "blur" option.

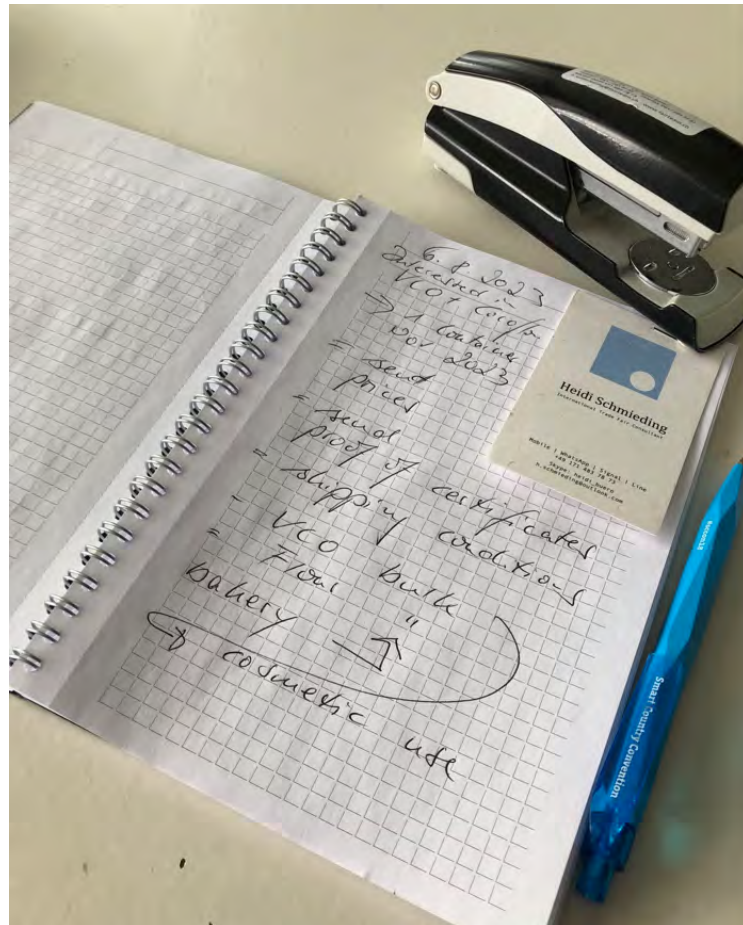


## During the event

Trade show appearance  
Who will I meet at the fair?  
Do's and don't s  
Capturing contact data



# During the trade fair, 2 ways to capture data 1) Your notebook







# During the trade fair 2nd way to capture the data Your phone



Step 3:  
Click "Scan" to begin lead scanning



Step 4:  
Point phone to visitor/buyer's  
QR code to capture the lead

## GET THE MOST OUT OF YOUR VISIT TO THAIFEX – ANUGA ASIA 2023

**STEP 1**  
Pre-register to get your e-badge

**STEP 2**  
Download THAIFEX – Anuga Asia's Mobile App  
Apple App Store  
Google Play Store

**STEP 3**  
Utilise our online web app to browse the exhibitor list, compile a short list of potential partners and start connecting with them prior to the event

To get periodic updates on essential show information, sign up for our newsletter via <https://thaifex-anuga.com/newsletter/>

**STEP 4**  
Use our online web app to browse the exhibitor list, compile a short list of potential partners and start connecting with them prior to the event

**STEP 5**  
VISIT THE SHOW AT IMPACT MUANG THONG THANI, BANGKOK, THAILAND, FROM 23-27 MAY 2023!

Be Social



@thaifexanugaasia



@thaifex-anuga-asia



# Do I wear my country traditional clothes?



# Do I wear a uniform?





# Your appearance

- **Consider the geography and culture**
  - The temperature
  - The local cultural norms
    - Do not hesitate to wear your traditional/national clothes (opening day or day of visit of your embassy)
- **Consider your customers**
  - Their appearance
  - Their expectations of your appearance
- **Consider your corporate culture**
  - Norms for your industry
- **Make sure your outfit is professional** and that you are well groomed AND comfortable



Best Shoes for Trade Shows



# During the physical event

## **Day by day**

- Remind daily appointments via e-mail
- Check yourself with check list
- Technical equipment okay

## **During the meetings (walk-in and scheduled)**

- Be pro-active at your stand
- Be prepared
- Offer catering/ water
- Listen, Be patient, be creative
- Give accurate answers
- Keep meetings short, your clients got limited time
- Exchange business cards
- Explain next steps
- Give door presents, if available
- (CRM)-sales protocol after each contact, give markers for necessary follow-up



# Pre-established meetings or relying only on trade fair foot traffic?

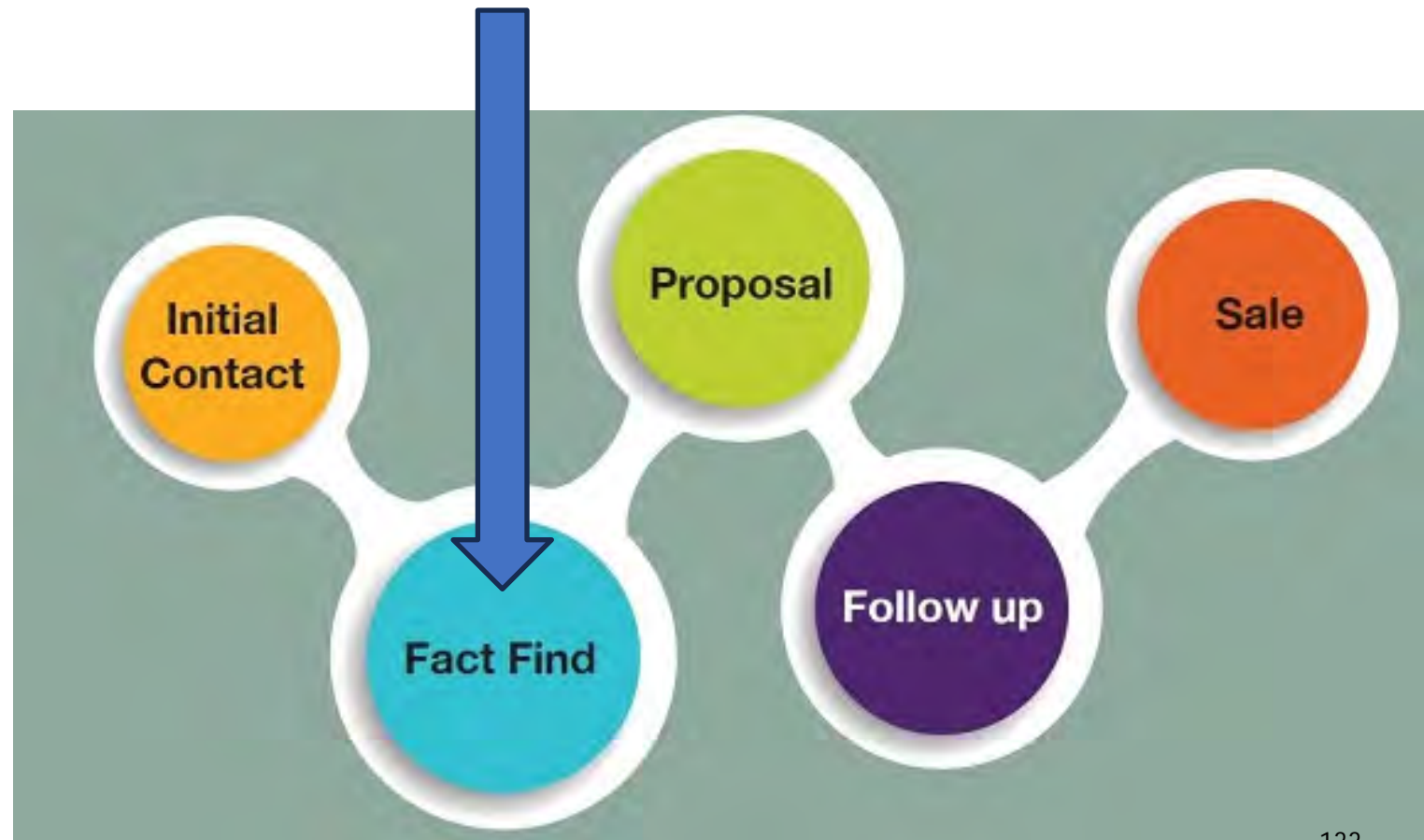
## Pre-established meetings?

- With prospects
- With new customers
- With existing customers
- With previous customers
- With input/machinery suppliers

## The type of foot traffic you will encounter

- **Potential prospects**
- Service providers
- Machinery salesforce
- Inputs salesforce
- Trade press
- Competitors
- Other trade fair organisers

Your time is precious  
When to cut short a conversation?



# Pay attention to details / when to cut short a conversation?

## The prospect

- Does not have business cards
- His/her company does not have a website
- No brochure nor QR code to show on the company

## Pay attention to the type of questions he is going to ask you

- Demanding market (EU etc) he does not ask about certification? He does not ask you about how you control your traceability?
- He wants to buy 10 containers right away (let's be careful, one step at the time!)
- He must tell you where your goods are going (ie what type of customers (end market) )
- He does not have product specification for what he wants to import
- The type of payment terms he is asking, is it worth the risk?
- He says he has bought similar goods from your country many times before but does not know the lead time/nor the logistics for your goods to reach him (number of days by sea, lead import airport, etc) or your export season (if fresh produce)
- He wants you to give him a fixed price right away without giving you the necessary information to do so (volume, packaging, logistics, payment terms, no incoterms given, mandatory quality testing to be done etc)



# To avoid during a physical trade fair

- Do not sleep on a table on your stand
- Do not leave a stand empty, unmanned
- Avoid talking with your colleagues rather than manning the stand
- Avoid occupying empty tables at the stand to allow buyers to sit and discuss
- Avoid being on the phone, not paying attention to foot traffic
- Don't forget to take notes
- Have the appropriate dress code
- Avoid eating on the stand /leaving trash, empty bottles lying around
- Only showcase the product that you are selling





Add the name of  
your country  
Your national flag  
is not enough

Think about your  
stand design  
and man your  
booth!



# Go & spy 😊 check out your competition - Learn from competitors

- **Check the exhibitor list BEFORE the fair,** make a list of your competitors
- **Visit or just see other stands**
- **Take photos of** good practice stand design, exhibits, packaging, decoration, marketing material, business cards, graphic design, etc
- **Visit** (potential) **suppliers**
- **Visit** (potential) **buyers**



# During the physical event & At the end of the event

## After each trade fair day

- Take completed sales reports and all your digital devices to the hotel
- Meet colleagues and/ or clients for dinner (organise your day meetings and your evenings)



What will you do with the left over samples, equipment  
Watch out for any penalty fee from the trade fair organisers

## Once the physical trade fair is over

- Organize dismantling of the stand, if necessary
- Check stand, if emptied from personal belongings
- Organize return shipping of exhibits



# Export leads survival rate

- Start with 10 leads
- After 2 years only 25% are active
- **After 4 years only 10% are active (only 1!)**

## Following-up

*Winning an existing customer's loyalty is 8 times cheaper  
than finding a new customer*





Follow-up, similar statistics for virtual and physical trade events.

## The Importance of Sales Follow Ups

Statistics and Trends



**48%**

of salespeople never even make a single follow up attempt

### HOW TO FOLLOW UP WITH SALES LEADS

- 1 Be consistent
- 2 Choose the right frequency
- 3 Choose the right channels
- 4 Provide more value
- 5 Keep it short
- 6 Segment your leads



# How to follow up after the fair Upon your return

- Register all sales reports to your CRM/client prospects database, if not done so during the trade fair
- Mark prospects in your CRM with adequate follow-up markers ie  
Classify your leads (customer, prospects)
  - Immediate business potential,
  - medium term business potential etc
- Debriefing with your colleagues. Who takes care of which prospect.
- Assign follow-up responsibilities among sales, technical teams
- Set follow-up timelines in your calendar/ CRM
- Keep up your social media presence online : Post a “show highlights” to your blog and share in social media
- Calculate the final costs of your participation (submit receipts, book your participation/accommodation for your repeat participation)



# Creating or updating a contact database. It works!

**From:** Mabel Zhuang <mabel@mzmc.com.cn>

**Sent:** 18 November 2022 19:08

**To:** Frederine Derlot <derlot@intracen.org>

**Cc:** naropa@mzmc.com.cn

**Subject:** Re: contact from Fruit Logistica

You don't often get email from mabel@mzmc.com.cn. Learn why this is important

Hi, Frederine,

It was nice to meet with you at the recent AFL at the US Blueberry Booth. I double checked my email and found that we have actually talked before.

Again we have done two research projects for SEA fruits entering to China market for GIZ in the past.

In case we could be of any help to your research projects in China as well as in Asia, please do let us know, thanks.

Mabel

**Mabel Zhuang**  
Managing Director

庄晓青  
执行总监

Mob. +86 13331836502



M.Z. Marketing Communications

Suite 20D, 257 Siping Road 上海美农商务咨询有限公司  
Shanghai 200081, China 上海市虹口区四平路257号  
Tel. +86 21 6521 6751 永融企业中心20D, 200081  
www.mzmc.com.cn

# Managing expectations



## TO DO LIST

- Send an individual thank you email to all visitors. Personalize as much as possible.
- Mention timeline of next steps, if appropriate to the interest of the prospect.
- Send the information and materials required

**It is important to create a realistic expectation about timelines and availability.**

You will be returning to your office with hundreds of potential leads and requests. Everybody that have asked a question or requested a price or had a logistical question will expect an answer within the week. This is not possible. Do not commit to a timeline that is not possible for you. Rather under promise and request a month for all replies.

*Do not promise stock that you do not have. Rather be realistic about the new season and when you will be able to ship.*

## 2-3 days after the event

- Send an individual thank you email to all visitors. **Personalize as much as possible.**



Only 5% of sellers say sending bulk emails is effective.

- Mention timeline of next steps, if appropriate to the interest of the prospect.
- Send the information and materials required. i.e. materials: price, flyer of the product with technical description, certification certificates, packaging to be used, labelling requirements, samples
- Follow-up by email or phone or video call.
- You do not have the necessary information yet? Explain via e-mail, that you are working on the subject.
- Check market entry requirements & international logistics

# Choose the right time & the right means to do your follow-up

Video call, zoom, teams, whatsapp, phone etc?  
Connect with them on professional networks



## **WITHIN 24-48 HOURS:**

if your initial email was a request for information or a simple query, it's often a good idea to follow up within a day or two.



## **AFTER A MEETING OR EVENT:**

if you've recently had a meeting, within a day or two is generally appropriate while the conversation is still fresh in everyone's minds.



## **MIDWEEK, MID-MORNING:**

Studies suggest that midweek (Tuesday to Thursday) and mid-morning (between 9 am and 11 am) are generally the best times to send emails. People are often catching up on emails during these times.



## **AVOID MONDAYS AND FRIDAYS:**

Mondays can be hectic as people catch up from the weekend, and Fridays can see a lot of people winding down for the week. These days may not be the most effective for follow-up emails.



## **CONSIDER THE RECIPIENT'S SCHEDULE:**

If you know the recipient's working hours or have insight into their schedule, try to send your follow-up at a time when they are likely to be checking emails.



## **TIME ZONE CONSIDERATIONS:**

If you and the recipient are in different time zones, be mindful of the time difference to ensure your follow-up arrives during their regular working hours.



77% of B2B buyers want to hear from suppliers or providers via email during the buying process.



11:00 a.m. on a Monday offers a 4.8% conversion rate, making it the best time to send follow-up emails.





Only 5% of sellers say sending bulk emails is effective.

## Anuga Follow Up



Antonio Juan Ramirez <aramirez@ecoworldimpc

To



06/12/2023

*i* This sender aramirez@ecoworldimport.com is from outside your organization.

*i* Follow up. Start by 07 December 2023. Due by 07 December 2023.  
If there are problems with how this message is displayed, click here to view it in a web browser.

Enterprise Vault

You don't often get email from [aramirez@ecoworldimport.com](mailto:aramirez@ecoworldimport.com). [Learn why this is important](#)

Hi

We got your information from Anuga promotional board..

We are looking for new vendors to meet our customer needs, as we are a major importer /distributor to major customers in the EU and US markets,with over 54 Trucks annually.

Kindly direct our inquiry to your applicable sales team to send us your company catalog, availability/lead time.

I request for your kind cooperation.

Thank you,

Antonio Ramirez  
Ecoworld Import Group

Director  
O: (530) 671-4577

## 2024 - Quali saranno i cambiamenti disturbanti portati dalla tecnolo



News By Host.it <no-reply@host.it>

To Frederine Derlot



15

*i* This sender no-reply@host.it is from outside your organization.

*i* If there are problems with how this message is displayed, click here to view it in a web browser.

Enterprise Vault

Translate message to: English | Never translate from: Italian | [Translation preferences](#)

### Le cose brutte che ci aspettano nel 2024!

L'anno nuovo ci prospetta tantissime novità, forse è meglio prepararci!

Guardando il video scopriremo che **"non tutti i mali vengono per nuocere"**.

Il tanto sbandierato: **"L'intelligenza artificiale farà perdere il posto di lavoro"** sarà vero?

Ci **innamoreremo di una AI** dimenticandoci delle nostre compagne/compagni?

Nel 2024 l'immagine di Fantozzi che abbraccia la televisione mentre la Pina lo guarda sconcertato, sarà sostituita da un una concitata chat?

Questo video è solo un pensiero ad alta voce che speriamo si trasformi in: **"me l'avevano detto!"**.

**Buon 2024!**

# Example of a good follow-up email

**Thanks, location, product description, refers to their website for more info, packaging, branding/private label, volume, incoterms, logistics, clear contact info, reminder of where we met (trade fair), company logo**

Hello Ms. Frederine Derlot

It was our pleasure receiving you at our Booth last week at Fruit Logistica Berlin 2023.

We appreciate your visit and it is our pleasure to follow on your requirements and seek to develop our potential collaboration to a win-win ongoing Business relationship.

We appreciate very much if you can help us with the following:

- 1- The Date variety required: Medjool, Barhee, Siwy, Saeedy, others....
- 2- The packaging required:
  - a. Haggan Group Brands: "Altamra" and "Altamoura". For additional information about the brands and the products, kindly visit our products websites: [www.altamra.net](http://www.altamra.net) and [www.altamoura.com](http://www.altamoura.com).
  - b. Unlabeled 1 kg or 5kg boxes
- 1- Would you prefer the packs to be labeled? unlabeled? or with a private label?
- 2- The quantities required form each SKU for now and, if possible, the year plan.
- 3- Kindly help us understand the preferred Incoterms for you: C&F at port or airport? Sea freight or air freight? Which port or airport?

Looking forward to receive from you

Thank you

Regards

**Khaled El-Hagan**

Founder & CEO

**Haggan Group**

[www.haggangroup.com](http://www.haggangroup.com)

M: +2012-2210-5631

Chairman, Date Palm Committee

**Agriculture Export Council (AEC)**

[www.aeegypt.com](http://www.aeegypt.com)



# The follow-up checklist

Trade fair  
+ 8 days  
to 6 months

- **1 week up to 6 months after the event**
  - Continue follow-up
  - Potentially visit the customer
  - Invite for a site inspection in your company
  - Build the relationship and remind them of your presence and offer
  - Keep them informed of your export season
  - Set up appointments at the next trade event
  - ***Send out New Year greetings (watch out for cultural differences)***
  - Measure the event ROI at 6 months, 12 months...


Information is power. Particularly when the competition ignores the opportunity to do the same.


# Example on How to keep in touch?



Any excuse is a good one!

Christmas, birthday, beginning of export season, new product, new partnership, new packhouse etc. etc.

Happy New Year - AgroLands Trading - Frozen Fruits and Vegetables

 export@agrolandsegy.com  
To  
Cc marwan@agrolandsegy.com; sales@agrolandsegy.com  
Sun 23:4

 This sender export@agrolandsegy.com is from outside your organization.

 AgroLands Trading Company Profile.pdf 8 MB  
 AgroLands Trading IQF Product List.jpeg 162 KB

Enterprise Vault

You don't often get email from [export@agrolandsegy.com](mailto:export@agrolandsegy.com). [Learn why this is important](#)

Dears

Warm greetings and best wishes for a joyous and prosperous New Year!

As we bid farewell to the old year.

At **AgroLands Trading** Company, we believe that the start of a new year brings forth fresh opportunities and exciting possibilities.

As we embark on this journey, we are thrilled to invite you to explore our **Company Profile & List Of Products**.

**Warm Regards,**

**AgroLands Export Team**

AgroLands Trading Company

Mobile No.: [+201221070001](tel:+201221070001)

WhatsApp : <https://wa.me/message/QQE00Q705IDTL1>

Telephone : [+2035867444](tel:+2035867444)

Email : [export@agrolandsegy.com](mailto:export@agrolandsegy.com)

Website : [www.agrolandsegy.com](http://www.agrolandsegy.com)

Address : 336 El-Gaish Rd, Saba Basha, Alexandria, Egypt





# CONCLUSIONS

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A

B

Conclusion & resources

C



# Summary of key questions that should be answered before registering to any trade fair

Compare the physical 2023 and 2022 e-editions

Sector reach?

Who is attending the selected fair?

Who are the past exhibitors?(download the exhibitor list)

Where are visitors/exhibitors coming from?

What is your export capacity?

What is the targeted market segment you want to reach?

Any issues with regards to international market reach?

Identify the costs (Number of participants per virtual stand allowed, etc). Carry out a cost/benefit analysis

How much time do we have to prepare (institution and exporters)

Do I want to go to the fair as an exhibitor or as a visitor?

# Feedback from selected ITC exporters to their first virtual/hybrid trade fair

*"It was great participating in an online trade fair."*

achieved excellent business contacts 133% **ables connecting to the fair 33%**

*"This was a game changer, it showed how trade fairs can happen without travelling."*

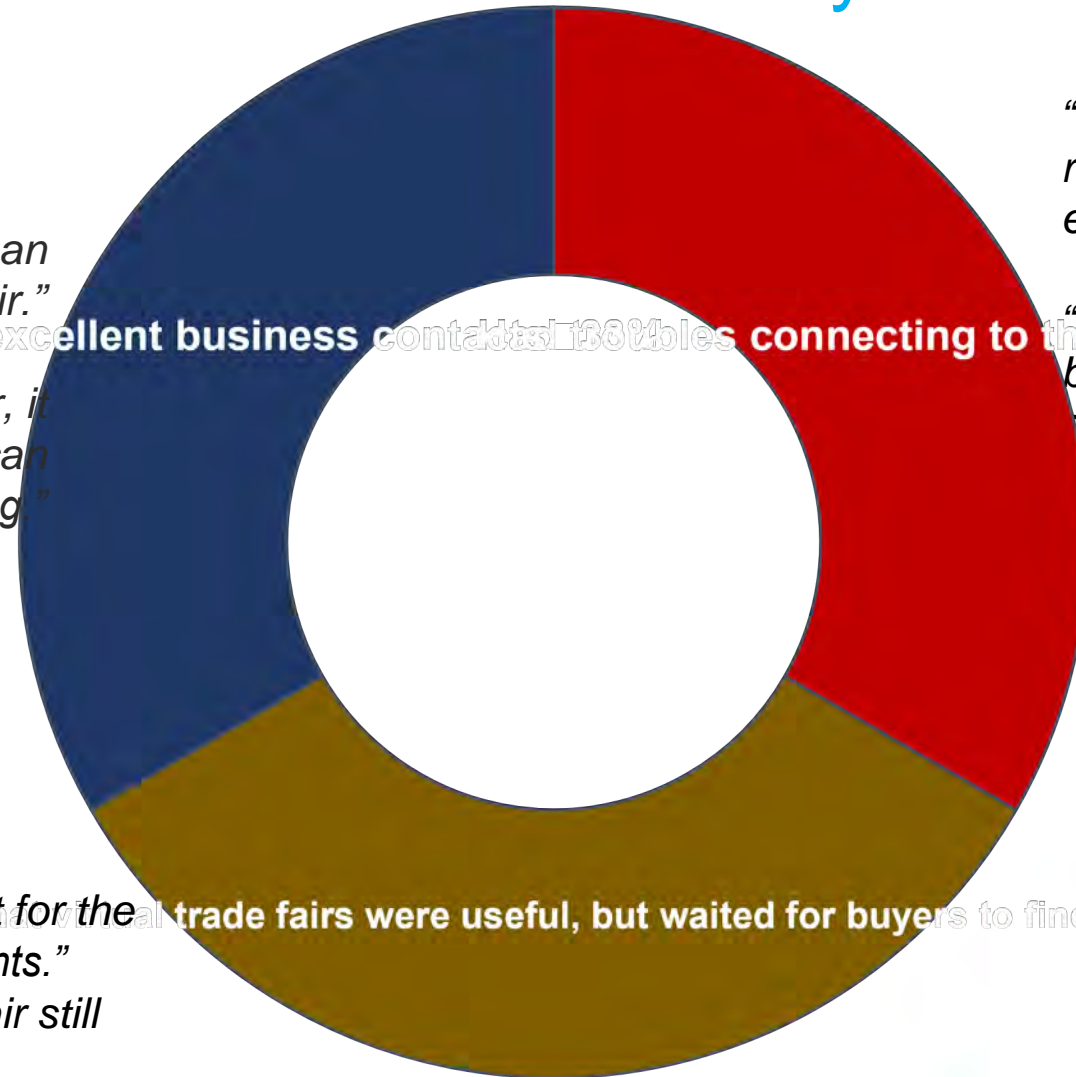
*"I had very poor network and for that reason I missed most of the activities, especially the first two days."*

*"I missed the happy hour of the third day but saw part of the impressive closing session."*

*"I tried as much as was possible to be online."*

*"Everything was okay except for the interaction with potential clients."*

*"For me the physical trade fair still remains the best."*



real trade fairs were useful, but waited for buyers to find them 33%

# Lessons learnt & capacity building implications

## Great capacity building exercise:

New way to prepare new exporters to actual face to face with buyers during physical trade fairs and to help them understand market requirements.

## More training is needed on market access

The exporters that made the most of the fair (B2B, potential partnerships etc) were the ones with the best online presence before and during the show.

## More training is needed on digital marketing and social media essential to online success

## Human factor is key and can not be replaced.

Combination of both physical and virtual for a greater impact (export capacity building, market awareness and B2B with buyers and follow-up)





# 15 reasons why companies fail at trade fairs

1. Wrong exhibition
2. Boredom (make sure your stand/your products stand out from the crowd)
3. No clear message
4. Assuming buyers know who, you are
5. No plans nor goals
6. No target audience definition
7. No pre-event promotion
8. Poor first impression
9. Nonsense giveaways and lotteries at the stand
10. Saying “No” to social media
11. Wrong people at the booth
12. No follow-up
13. No post evaluation show
14. Not exhibiting at all
15. DIY stand

# How do you measure the success of a trade fair participation?

- Attendance numbers
- Social media analytics
- Lead acquisition
- On the spot sales
- Revenues generated
- New type of customers
- Export diversification achieved
- New product launched
- Greater publicity for your company & products
- New investors met
- New technical partners met

Thank you for your attention

**It's a  
Marathon  
not  
a Sprint.**



International Trade Centre (ITC)  
Mrs Frédérine Derlot  
ITC Agrofood market linkages specialist  
[derlot@intracen.org](mailto:derlot@intracen.org)