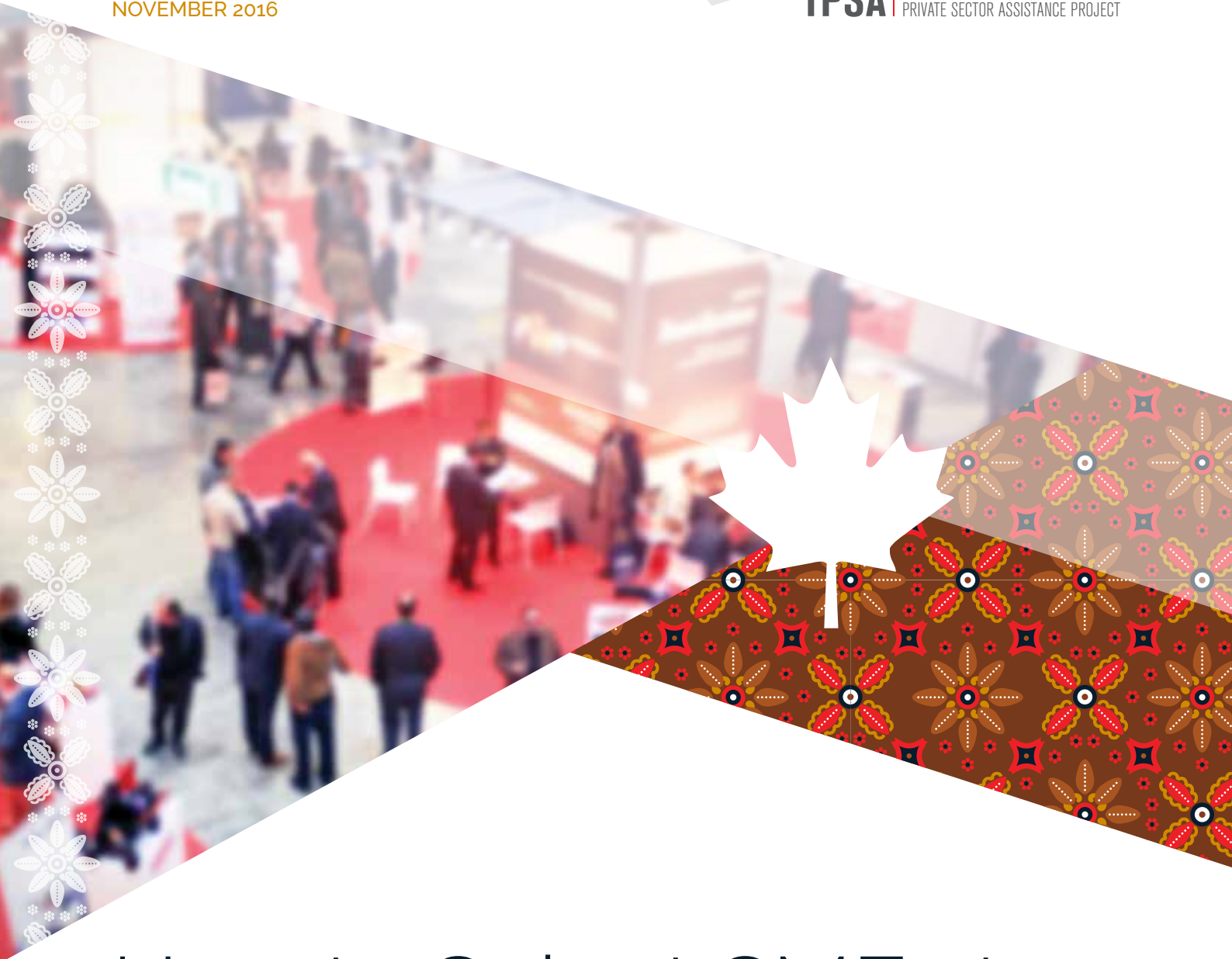


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TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT



How to Select SMEs to Participate in Canadian Trade Shows

Canada

Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada

IN PARTNERSHIP WITH



PRODUCED BY





How to Select SMEs to Participate in Canadian Trade Shows

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About the TPSA Project

TPSA is a five-year C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

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Contents

Introduction and Purpose	4
The Need for a Standardized Process	4
Pre-selection Preparation: Show Identification	5
Pre-selection Preparation: Country and Sector Intelligence	8
Establishing the Criteria for SME selection	12
Ranking the SMEs	14
Scoring the Criteria	14
Weighting the Criteria	14
Using the Scores and Weights to Rank the SMEs	14
Creating an Application Form for SMEs to Participate in a Trade Show in Canada	16
The Planning Process Before, During, and After the Trade Show	21
Summary: Do's and Don'ts to Successfully Select the Right SMEs and Have a Great Show	22
Appendix A: The Planning Process Before, During, and After the Trade Show	23





Introduction and Purpose

Familiarizing Indonesian Ministry of Trade officials with Canadian trade fairs and training them on how to best select appropriate participants is a critical component in the effort to increase Indonesian exports to Canada. This manual provides the necessary tools and framework to help officials choose the right small or medium-sized enterprises (SMEs) to participate in selected Canadian trade shows.

This manual was created for the workshop, "How to Select SMEs for Participation in Canadian Trade Shows," held in Jakarta on August 14 and 15, 2016. The officials attending the workshop came from two main departments actively involved with participating in trade shows abroad: IETC (Indonesia Export Training Centre) and DGNEP (Directorate General for National Export Development).

The Need for a Standardized Process

Why is a standardized process needed? In Indonesia, the activity of selecting SMEs for foreign trade shows is not restricted to a single division within the Ministry of Trade; it is undertaken by at least two divisions, often working independently from each other. In order to compete with other exporting nations, Indonesia must have a standardized image it portrays abroad, for example through the Experience Indonesia banner. In order for that banner to portray a consistent image, its products must be showcased and marketed consistently as well. The strategy behind the scene must always comprise the same elements and methodology in order to convey a product offer that is truly Indonesian and different from the competition. And to do so, it must select its best enterprises to showcase the best the country has to offer.

Once a process is in place, it can not only be used for Canadian trade shows, but also for shows in other priority countries where Indonesia wants to play an active role in export promotion. Some of the variables within the process may change slightly, but the overall process can certainly be applied throughout. The process can also be used by other ministries (such as the Ministry of Cooperatives and Small and Medium Enterprises) who organize trade show participants abroad.





Pre-selection Preparation: Show Identification

Once a country has been identified as a priority for export promotion in a given sector or a number of sectors, extensive research must be done to select the trade shows that fit the product offer and will lead to the desired results.

In Canada, as in many other countries, there are different types of shows that target different audiences/groups in the buying process. Not all are appropriate for off-shore exhibitors. (See Table 1.) Indonesian officials should not consider shows directed at the general public, where the audience is principally end consumers who typically buy the products at the show—often a one-time purchase. They should consider shows where the target audience comprises both retailers and wholesalers or importers who would possibly represent them or purchase their products in Canada once sufficient interest is shown on the Canadian side. Shows that are restricted to membership would also not be a good fit for Indonesian SMEs, new to the marketplace or not. The best fit for SMEs would be shows directed at specific sectors, such as SIAL Canada, IIDEX, or the Coffee and Tea Show.

TABLE 1

TYPES OF TRADE SHOWS IN CANADA

Show type	Examples	Website	Suited for Indonesian participation?
1. Retail shows directed at the general public	Home and Garden Show in Ottawa	www.ottawahomeshow.com	No
	Salon des métiers d'art de Montréal	www.metiersdart.ca	No
	The Outdoor and Adventure Show in Vancouver, Toronto, and Calgary	www.outdooradventureshow.ca	No
2. Trade shows directed at specific sectors	SIAL (processed food and equipment)	www.sialcanada.ca	Likely
	IIDEX (interior design: furniture and design)	www.iidexcanada.com	Likely
	The Coffee and Tea Show in Toronto	www.coffeeteashow.ca	Likely





3. Trade shows directed at retailers or specific buying groups in Canada	The Toronto Gift Fair (also taking place in Vancouver, Edmonton, and Montréal)	www.cangift.org	Not likely
	SIDIM in Montréal (for interior decorators)	www.sidim.com	Not likely
4. Trade shows directed at wholesalers but that require membership in the association in Canada	The CHFA Show (health foods) in Toronto, Vancouver, and Montréal	www.chfa.ca	No

It is important to note that trade shows in Canada are small in comparison with trade shows in Asia, Germany, France, or the United States. When preparing the selected SMEs to exhibit in Canada, government officials must ensure they manage the firm's expectations prior to travelling and exhibiting. SIAL Canada, an affiliate show to SIAL Paris, SIAL China, and SIAL ASEAN, has 850 exhibitors per show and attracts approximately 15,000 visitors per show. In comparison, the Anuga food fair in Germany has 7,200 exhibitors from more than 100 countries and close to 160,000 visitors. But the small size of Canadian trade shows may in fact be a perfect fit for SMEs with little prior experience in Canada. Showing in Canada can also be perceived as a stepping stone before entering the much larger U.S. marketplace.

When selecting the trade show(s) Indonesian SMEs plans to exhibit at, a lot of homework must be done to analyze which shows will be the best fit. Answering the following questions will be helpful in determining whether participation is worthwhile:

- Who is the main audience and who are the visitors?
- What kinds of products are exhibited?
- How many exhibitors were there in previous years? Of these exhibitors, how many were from different countries? Which countries were they from?

A number of tools are available for officials to obtain preliminary background information on trade shows held in Canada and other countries:

- TFO Canada (www.tfocanada.ca) has an exhaustive list of a broad range of shows in Canada.
- Other sites of interest include: www.eventsinamerica.com (includes shows in Canada), www.eventseye.com (shows around the world), and www.tsnn.com (probably the most complete listing of all shows taking place globally).

In addition to these websites, there is relevant information on country-specific trade associations that can guide officials to valuable information on the marketplace, events, and other information that may help in selecting a trade show.

In selecting the proper trade shows, the benefits of participating must clearly outweigh the drawbacks. This will ensure that participants gain insight in terms of business and industry leads and that no one wastes time and money on events not worthwhile. Some of the main benefits and drawbacks for Indonesian SMEs exhibiting in Canadian trade shows are listed in Table 2.





TABLE 2

BENEFITS AND DRAWBACK OF EXHIBITING IN CANADIAN TRADE SHOWS

Benefits	Challenges
<ul style="list-style-type: none">• The Canadian market as an export market is an ideal size for Indonesian SMEs and a stepping stone to entering the larger U.S. market.• Enhanced visibility of the SME as a strong supplier and of the Indonesian brand.• Expand Indonesia's exports to Canada and expand Indonesia's product base on the Canadian market.• Experience direct client contact to develop long-term relationships.• Opportunity to visualize the marketplace.	<ul style="list-style-type: none">• Canada is far from Indonesia and has a difficult climate.• The market is unknown, has strict requirements, and is highly competitive.• Participation can be costly.• More attractive markets may exist closer to Indonesia.

Even though firms secretly wish to have immediate sales when exhibiting in a trade show, it is unrealistic to expect that this will happen, especially when participation is a first. Officials and SMEs must both realize that promotional efforts must be looked at as an investment and that concrete results may only happen in the medium-term. It is doubly important that a thorough follow-up be done after initial contact and that SMEs work at developing the business relationship in order to eventually have sales materialize.





Pre-selection Preparation: Country and Sector Intelligence

It is essential to gather market intelligence in order to make the most appropriate SME selection once trade shows have been identified. One way is to hire technical specialists to determine whether an SME's products have potential in a given market. If the funds to do that are not available, there is sufficient market information publicly available to allow officials to do good background research to determine market potential for a product.

The Canada–Indonesia Trade and Private Sector Assistance (TPSA) project has produced *A Step-by-Step Guide for Indonesian SMEs to Export to Canada*, which is available free of charge on the TPSA website (www.tpsaproject.com). In addition, the TPSA website has information on relevant market requirements, standards, and regulations for Indonesian firms wanting to export to Canada. In partnership with the Ministry of Trade of Indonesia, TPSA added the above information to the Indonesia Technical Requirements Information System (INATRIMS) website for 20 export priority products identified by the Ministry.

A number of other free web-based sources can be used to produce research on Canadian sectors and product-specific market intelligence. (See Table 3.)

TABLE 3

SELECTED TOOLS AVAILABLE TO ACCESS CANADIAN MARKET AND PRODUCT-SPECIFIC INFORMATION

Tools	Description	Website
Trade statistics	Trade Data Online is a Government of Canada website that provides import statistics by country, product, and Canadian province. The data are available for Harmonized System (HS) 2-, 4-, and 6-digit codes. Comparatives on U.S. import statistics are also available on this site.	www.ic.gc.ca/tdo Statistics Canada (www.stacan.gc.ca) also has import statistics available, but the site is harder to manipulate than Trade Data Online.
HS codes	The Statistics Canada website can help a SME determine the HS code for its product.	http://www.statcan.gc.ca/eng/trade/cec/index
Import requirements: Food products	The Canadian Food Inspection Agency has a searchable database providing entry requirements for food products. The agency also provides information on packaging and labeling regulations in Canada for food products.	http://airs-sari.inspection.gc.ca/AIRS_External/english/decisions-eng.aspx www.inspection.gc.ca



General importing into Canada and tariff treatment	The Canadian Border Services Agency provides information on general importing (including a guide intended for Canadian importers but of value for Indonesian officials and SMEs), as well as tariff information (and rates).	www.cbsa-asfc.gc.ca
TFO Canada	TFO Canada provides valuable market intelligence tools to help officials and SMEs better understand the Canadian market for their products and services. Studies include Access Canada: A Guide on Exporting to Canada, and market-specific studies on a number of sectors, including apparel and textiles, food and beverage products, home décor, housewares and handicrafts, furniture, and footwear. TFO Canada also provides a wealth of trade information related to the Canadian market.	www.tfocanada.ca
The Competition Bureau of Canada	The Competition Bureau of Canada is an independent law enforcement agency providing guidelines, including guidelines on labelling of non-food products.	www.competitionbureau.gc.ca
Global Affairs Canada	This Canadian government department provides useful information on bilateral and multilateral trade agreements that Canada partakes in, as well as current trade restrictions related to countries and products.	www.international.gc.ca
Industry or trade associations	These websites have useful industry information for officials to better understand a specific industry sector.	<p>Examples of trade association websites:</p> <ul style="list-style-type: none"> • Canadian Organic Trade Association (organic products) (www.ota.com/canada-ota) • Canadian Produce Marketing Association (fresh produce) (www.cpmma.ca) • Canadian Coffee Association (www.coffeeassoc.com)

These sources provide qualitative and quantitative data on a number of topics, including:

- Market and product potential in Canada;
- Canadian market size and domestic production versus imports;
- Canadian market demographics and trends and their implications;
- Canadian import regulations and requirements related to market entry, packaging, labelling, technical specifications, testing, and standards;
- Canadian consumption patterns and trends;
- Canadian import profiles, major competing countries, and major players in the marketplace;





- Canadian distribution channels options;
- Strategies for market entry into Canada;
- New concepts dominating the Canadian marketplace.

In Canada, as in many other countries, two concepts are gaining ground and becoming mainstream practice in both the private and public sectors: corporate social responsibility (CSR)¹ and gender equality.² It is important that officials and SMEs alike be fully aware of these when contemplating the market.

An analysis of the market intelligence for Canada can allow officials to gather relevant information on Canadian market characteristics and trends and the implications pertinent for SME selection. (See Table 4.) A similar exercise can be easily done for other priority countries before SMEs are selected.

TABLE 4

SELECTED MARKET CHARACTERISTICS AND TRENDS AND THEIR IMPLICATIONS

Market characteristics/trends	Implications
Health-conscious consumer base; interest in organic products; fair trade gaining some ground.	Growing market for health foods, organic products, healthy ingredients, healthy snack foods. Certification required.
The environment and sustainability play a major role in the marketplace.	Interest in recycled products, recycled packaging, biodegradable substances, and in product and process durability.
Two official languages: English dominant and French spoken by 25 per cent of the people, concentrated in the province of Quebec.	Bilingual labelling on consumer packaging required across the country.
The Canadian population is getting older.	Growth in the market for health-related products. Opportunities for easy-to-open, easy-to-prepare products.
Very high imports per capita.	Imports from all over the world and a highly competitive marketplace mean products need to be different from those of the competition.

¹ Global Affairs Canada defines CSR as "the voluntary activities undertaken by a company to operate in an economic, social and environmentally sustainable manner." www.international.gc.ca/trade-agreements-accords-commerciaux/topics-domaines/other-autre/csr-rse.aspx?lang=eng (accessed October 2016).

² UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women, states that gender equality "refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Equality does not mean that women and men will become the same but that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration, recognizing the diversity of different groups of women and men. Gender equality is not a women's issue but should concern and fully engage men as well as women. Equality between women and men is seen both as a human rights issue and as a precondition for, and indicator of, sustainable people-centered development." www.un.org/womenwatch/osagi/conceptsanddefinitions.htm (accessed October 2016).



Highly multi-cultural country and consumer base. A country largely based on immigration from around the world.	Opportunities for ethnic food products and ingredients.
Large country in area but relatively small market (36 million inhabitants) divided into six smaller regional markets and bordering the United States. Largely urban market.	Perfect size for SMEs and for preparing to enter the larger U.S. market. However, regulations differ from those in the United States. Toronto, Montreal, and Vancouver are the main centres for business.
Time is precious and plays an important part in what and how consumers purchase.	Easily prepared foods gaining ground. Growth of products based on convenience—i.e., foods quick to prepare, wrinkle-free clothing, and individual portions.
Increasingly informal way of life, much like the United States.	Relaxed apparel gaining grounds as opposed to formal wear.
CSR and gender equality are important social factors influencing Canadians.	Firms are involved in the communities where they are located. Employment of women at all levels of the workforce in both the government and the private sector.
Canada has four very distinct seasons.	Four well-defined, short seasons mean different types of products sold at different times of the year and a short time frame to operate in. Different clothing required in different seasons and different food sold in stores in different seasons.





Establishing the Criteria for SME Selection

As in any selection process, all parties should use the same criteria to choose SMEs to participate in trade shows to be consistent and portray the same image regardless of where Indonesia is exhibiting. This allows the country to enhance its image as a reliable supplier in a uniform manner. Consequently, the criteria must be determined beforehand and communicated to all parties involved within the Ministry. In theory, the criteria for participating in trade shows in North America should be the same, regardless of the show. However, the criteria should be reviewed for every country considered to ensure they are meaningful and realistic. For instance, having organic products may not be a criterion if an SME is to exhibit at SIAL Canada, but it would be if the intent was to participate in BIOFACH America. Some discretionary measures may be required for different countries and shows.

The essential criteria for selecting SMEs to participate in Canadian trade shows are identified below:

- The SME must have a **good product mix** to showcase in Canada. Unless the product is revolutionary, the company must produce different varieties, colours, models, and types in order to provide tangible options for the potential buyer. For instance, if an SME produces cinnamon in sticks only, it is highly possible that he/she will not be able to attract a buyer's attention.
- Directly related to the previous point, products must have **value-added**. Not only is this good for productivity and employment in Indonesia, but it further enhances product uniqueness. Once again, it is best to develop a cinnamon-based product line as opposed to offering basic raw cinnamon.
- **Packaging must be presentable**. If the SME has not previously participated or visited a show in Canada, its packaging will likely not match Canadian tastes and standards. Packaging may need to be modified as a result of the SME's participation. Nevertheless, the original packaging must have a basic appeal and be presentable.
- The SME must have production **capacity for export**.
- The company must have **prior export experience**. Prior export experience is essential as Canada is not a "natural" for new exporters to begin their export training. It is likely best for new exporters to look to neighbouring countries first. This may not apply to specific government hand-held initiatives, where technical assistance can assist new exporters.
- The company must have **excellent communication skills** and be able to respond in a concise and timely manner. This can be easily tested between the Ministry and the applicant before the selection process. Much of how the SME communicates with the Ministry will be repeated later when the SME deals with buyer requests both at the show and as follow-up to the show. Prompt and clear communication between the Ministry and the SME will likely mean the same type of communication between the SME and the buyer.
- There must be **proficiency in English** within the SME, at least with the representative to be selected to travel and exhibit. This can easily be tested by officials via Skype, FaceTime, or similar communication program. English is not only necessary at the show, but once the show is over and follow-up is required, the use of English will be essential to ensure business requests are met and clearly understood within the SME.
- There must be **promotional material in place** that can be submitted with the application form that will be brought to the show. This includes product information (first in importance), company





information (second in importance), website, social media presence, printed material, and business cards. Note: CD ROMs are being phased out as promotional material in Canada and are seldom used.

- The SME must demonstrate some **financial commitment** for both exporting in general and for participating in the trade show, and must want to develop the target country as a priority market.

The above criteria are considered essential, which means that if an SME does not have even one of these criteria then it should not be chosen to participate in a trade show in Canada. In addition to the essential criteria, there are other, less essential but "good to have" criteria. These good-to-have criteria can help determine who ends up being selected to participate:

- **Product or company certification**—such as HACCP, ISO, Organic, Halal, and Kosher—are, at this point, considered non-essential. However, as world food safety trends are moving toward global standardization, it is possible that in the near future HACCP certification will become a requirement in many countries.
- Individual **product technical evaluations** (pre-show) would also be considered non-essential information, particularly if it is not feasible for these to be done for all applicants.
- **CSR/gender equality involvement** are considered to be important, but non-essential, criteria.
- While **prior trade show experience** is not an essential requirement, it is desirable and should be considered if all other things are equal.





Ranking the SMEs

It is likely that not all SMEs that meet the essential criteria can be chosen to participate in a trade show due to funding and other constraints. To help the ministry choose between those SMEs, a system should be set up that ranks the SMEs from best to worst in order of their likelihood of success in the selected trade show.

The system has three basic steps:

1. scoring the criteria
2. weighting the criteria
3. using the scores and weights to rank the SMEs

Scoring the Criteria

The SME is given a numerical score on each essential criteria as follows:

- 1 = very poor
- 2 = poor
- 3 = fair
- 4 = good
- 5 = excellent

After the essential criteria have each been given a rating, officials must then rate each of the non-essential criteria based on a similar (but not identical) numerical scale, ranging from:

- 1 = very poor/non-existent
- 2 = poor
- 3 = fair
- 4 = good
- 5 = excellent

Weighting the Criteria

Depending on the trade show, the ministry may decide that not all criteria are of equal importance. In that case, a numerical weight should be assigned to each criterion ranging from most to least important. For example, the ministry could assign the following weights ranging from 1 to 5:

- 1 = somewhat important
- 2 = an asset
- 3 = important
- 4 = very important
- 5 = extremely important

Using the Scores and Weights to Rank the SMEs

Once the scores and weights have been assigned to each of the essential and non-essential criteria, the results can be tallied up and the applicants ranked from best to worst. A sample ranking table that can be used to rank each SME is shown in Table 5.



**TABLE 5****RANKING TABLE**

Criteria	Weighting score	Company assessment score	Criterion score (weighting score multiplied by company assessment score)
Essential criteria			
Good product mix			
Presentable packaging			
Export capacity			
Prior export experience			
Excellent communication skills			
English proficiency			
Promotional material in place			
Financial commitment			
Total score on essential criteria			
Non-essential criteria			
Product or company certification			
Product technical evaluation			
CSR/gender equality involvement			
Prior trade show experience			
Total score on non-essential criteria			





Creating an Application Form for SMEs to Participate in a Trade Show in Canada

The following standardized application form captures the information needed for officials to make the right selection of SMEs for a specific trade show in Canada. The form can be used for shows held in other priority countries, although it may need to be adjusted slightly depending on the target country and trade show considered.

This application form must be filled out by every SME wanting to apply to participate in a trade show in Canada or another of Indonesia's priority countries. It is also a good idea not to translate the application form into Bahasa to test the applicant's ability to complete the form in English. Officials must also ensure that all sections of the form are complete and answered thoroughly so that comparatives can be established.

APPLICATION FORM FOR TRADE SHOW PARTICIPATION BY AN SME

Application to be returned by the following date: _____

Important: All sections on this form must be completed and include all the information required. Failure to do so may result in rejection of this application form.

Trade show: _____

General Information

Company name: _____ Address: _____

Phone: _____ E-mail: _____

Website: _____ Social media page/link: _____

Name of the person in charge: _____

Title: _____ Cell phone: _____



Name of the person who will participate in the show
(if different from above): _____

Title: _____ Cell phone: _____

Fluency in English: ☐ Fluent ☐ Intermediate level ☐ Basic ☐ None

Test done and approved by official: _____

Company and Product Information

In what year was the company established? _____

The company was established as: ☐ Producer ☐ Exporter
☐ Producer/exporter ☐ Other: _____

Total number of employees: _____ Male _____ Female

Main products to be exhibited (please provide all the products along with the corresponding HS number). Use more space if needed:

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Product and corresponding HS number: _____

Export Experience

Does the company currently export? ☐ Yes ☐ No



If yes, please provide information on exports during the last 3 years:

Year: _____

	Country	Country	Country
Exports to:			
Products:			
Quantity:			
Value (in US\$):			

Year: _____

	Country	Country	Country
Exports to:			
Products:			
Quantity:			
Value (in US\$):			

Year: _____

	Country	Country	Country
Exports to:			
Products:			
Quantity:			
Value (in US\$):			

Production Capacity

What is your production capacity for the next 12 months? (Total units) _____

What per cent of this capacity is currently committed? _____

How many units are or could be produced for exports in the next 12 months? _____

If you export, what per cent of this export capacity is currently committed? _____

Trade Show History

Has your company participated in trade shows abroad in the past 2 years? ☐ Yes ☐ No



If yes, which shows?

Year: _____ Trade Shows: _____

Were you the representative? _____

Year: _____ Trade Shows: _____

Were you the representative? _____

Did sales materialize during or after these shows? ☐ Yes ☐ No

If yes, at which show? _____

Certifications (if applicable)

HACCP: ☐ Yes ☐ No

ISO: ☐ Yes ☐ No

If yes, which ISO? _____

Organic: ☐ Yes ☐ No

If yes, which: _____

Halal: ☐ Yes ☐ No

Other: ☐ Yes ☐ No

If yes, which ones: _____

Promotional Tools Currently in Place

Website: ☐ Yes ☐ No

Company brochure: ☐ Yes ☐ No

Product information (technical and non technical): ☐ Yes ☐ No

Social media: ☐ Yes ☐ No

Business cards: ☐ Yes ☐ No

Other (specify): _____



Export Promotion

Are funds available for your company to participate in this trade show? ☐ Yes ☐ No

What is the proportion of these funds in relation to your funds allocated for export promotion in the next 12 months? (%) _____

What is the proportion of your export promotion funds in relation to your total marketing funds in the next 12 months? (%) _____

Do you have a corporate social responsibility (CSR) program currently in place? ☐ Yes ☐ No

If yes, please specify: _____

Additional Information

Please ensure you enclose the following information:

Price list (in US\$, FOB³): _____

Promotional material: _____

Product technical evaluation (if available): _____

Product packaging (picture or actual packaging):

Please provide any other information that you feel would help in selecting your company for this show.

Date: _____

Print name: _____

Signature: _____

³ FOB stands for "free on board," which is the point at which freight changes hands from seller to buyer.





The Planning Process Before, During, and After the Trade Show

It is key to plan ahead and allow sufficient time for the selection process. Normally, companies should be selected at least 9 to 12 months prior to the planned activity to allow them time to do the necessary preparatory work. This time frame also allows the ministry to plan participation well in advance to benefit from time-saving advantages—especially important in terms of the logistics involved around the booth. To complement the tools and process developed in this manual, Appendix A provides a visual of the actual planning process with the logistic aspects integrated into the process for before, during, and after the show. Any participation following these different stages will be one step closer to successful participation.



Summary: Do's and Don'ts to Successfully Select the Right SMEs and Have a Great Show

Do's

- Plan ahead! Both in the show selection and in participant selection—the earlier the better!
- Target: work 9 to 12 months in advance. Not always doable, but every effort should be made.
- Commit to using a standardized selection process.
- Use available resources to identify the right trade show.
- Gather market intelligence on the trade show country and sector in order to determine market potential for a product.
- Use a ranking system to help choose the right SMEs.
- Establish a constant communication flow with the selected participants to create a good working relationship before the show.
- DGNED must take the leading role with SMEs—not the other way around.

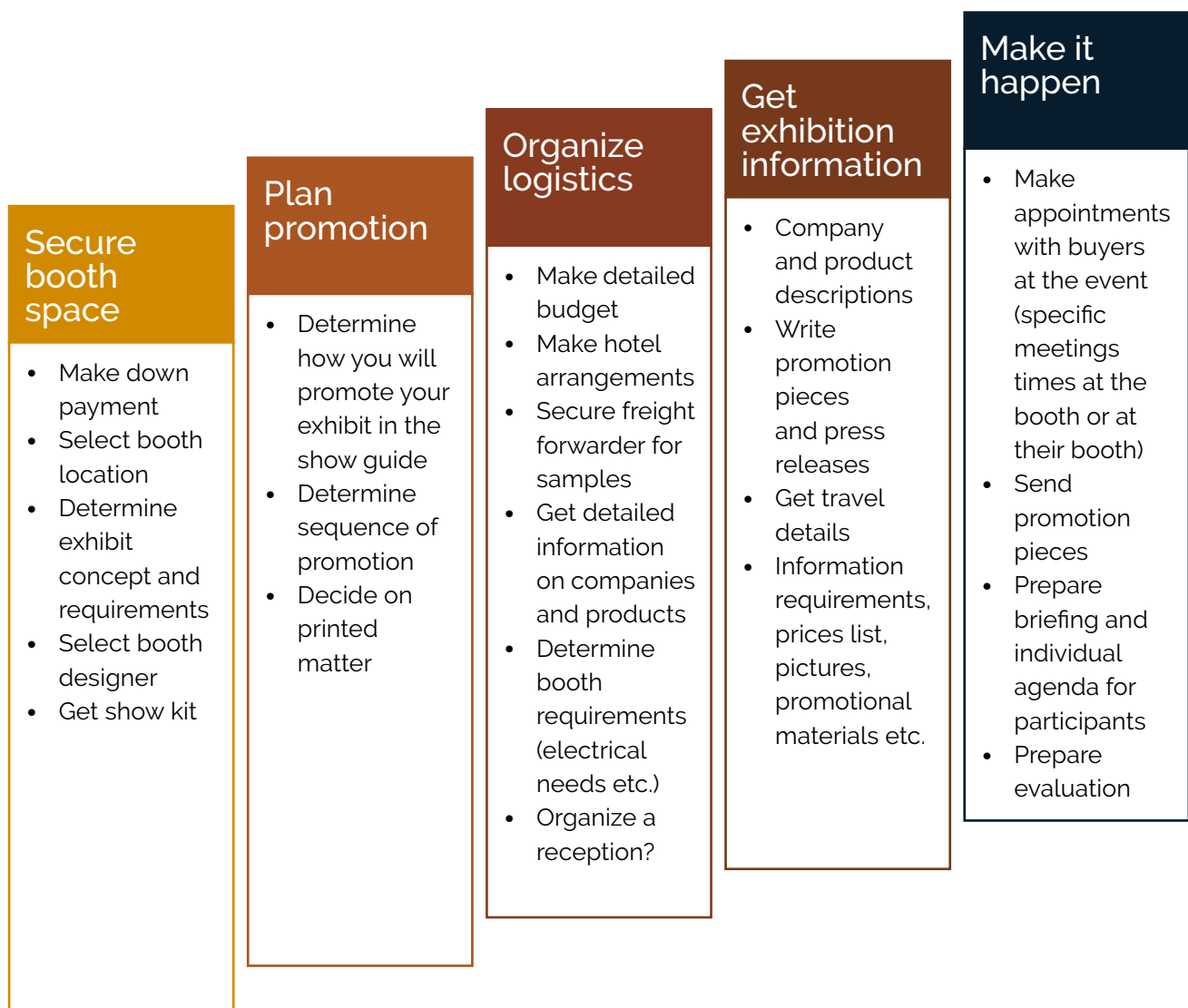
Don'ts

- Don't wait to the last minute or you risk unpleasant surprises, such as higher booth and travel costs.
- Don't jeopardize quality for quantity. It is better to have fewer excellent participants than more participants who do not meet the criteria.



Appendix A: The Planning Process Before, During, and After the Trade Show

The Planning Process—One to Twelve Months Before the Show





The Planning Process—During and After the Show

Introducing the market

- Give a short briefing (market introduction, logistics, hours (be on time!))
- Do a retail tour
- Ensure early arrival and daily clean up of stand with participants
- Give show kits and individual agendas
- Organize booth set up

At the booth

- Ensure each participant goes to pre-set appointments
- Participate in networking events and seminars
- Ensure the booth is manned at all times
- Try to walk the show to get additional trade contacts

Toward the end...

- Plan a debriefing to determine overall success of the event
- Plan the dismantling of the stand
- Determine what the results of the show were in terms of short term and medium term—get an indication of how the participants feel

Follow-up

- It is your role as well as that of the participants to do a follow up ASAP to capitalize on the momentum gained from participating in the show