

Preparation on Your International Trade Show Journey!



Trade show and exhibition are good opportunities to introduce your product or service into international market and also promote your local image too. The trade show will be a center of interest for huge target customer in specified sector. This is a good chance for experimental in a new market for business.

To exhibit at international exhibition, a great plan is needed whether time management or other resources which could use in-depth data collecting such as research for the local area such as culture, language, city, people or even basic local greeting words and don't forget to study about forbidden things too. The budget control for travelling and stay over are also important because some area might be costly than your local spending and some service got extra payment if they knew you are an outsider which it could be their law or just take advantages

on you. For your own safety, you need a backup plan and budget for unexpected event while some area won't accept cash, which mean that you need to bring your credit card along.

For your own communication, ask your cellphone service provider that they have overseas service or not and how about the cost. If the cost for cellphone overseas service quite high, you can buy the local sim card at the airport. The exhibitor or booth staff should be a local person at least one person to communicate with the locals who can't use English which is for the better outcome. The same idea goes for business card with local language. The most important issues are flexibility because we never know what will be occurred by unexpecting event.



The most important things for international trade show is your checklist which could remind every necessary thing to you. To get into international market and trade show, many issues need to be prepare and considering which listed as follows:

- To choose the right international trade show, organizer is the most important factor to considering. The activities to promote show and clear strategic plan for the exhibition should be provided and measurable. Furthermore, the experience in trade show business and responding from former customer should be a good reference for consideration.
- To do a business in different area, you need to study the local culture before you're heading to the trade show. Every area has their own culture and law which affect to their life style, thought, social value, dressing, tax and also negotiation. If the exhibitor can blend into the people in area, it's an advantage for business to reach local people.
- Trade show manual or important document should be carried with yourself. These documents will provide essential information for the exhibitor such as logistics, transportation, emergency number, taxes or suggestion.
- The budget could separate into 2 sections, the first one for trade show fee and the second one is living and transportation fee. The trade show fee could be fixed and no need too added more after it has been paid but the cost for living and transportation could be varied based on the country, for example, Myanmar taxi fee must be negotiated with driver which based on driver's satisfaction and traffic jam and that's why the taxi fee in Myanmar is uncertainly. There must be reserved money for the cost of living and transportation to deal with unexpected cost.



- Language is one of the factor that shan't be forgot. For the people who use English language as based language, it's an opportunity because of its interlingua while the local language knowledge such as greeting or thank you could make more advantages.
- Local service could provide lower cost for support. For the company with high detail booth or product, setup and remove service could make your international task easier. This is not about the service for exhibition only but also including the living too, for example, local shop or local food can provide a lower cost of living.

Source:



<https://goo.gl/zmMkQF>



<https://goo.gl/6kyc2r>

Do and Don't!

How to make an impression for the visitor? 3 seconds rule could support you on the issue. The time period for the visitor to interact or caught an attention for your booth is very short which you need to make every information simple enough for them to understand 'Who are you', 'What are you doing' and 'Why do they need to use your product or service?'. The law of 3 rule is made to your approach look simple enough to get the attention and provide enough information within limited time.

What you must not do? don't put too many staff at the stand at once. The booth shouldn't be full of waste, it has to look good enough for walk in or persuade the visitor to come into your space. The most important issue is 'do not forget to give away your business card' and the card must have your number and email which it easy to be seen.