

# EFFECTIVE TRADE FAIR PARTICIPATION

VALUE TRAINING SERIES FROM CLIK

11<sup>TH</sup> & 12<sup>TH</sup> FEBRUARY 2010  
ROYAL ORCHID CENTRAL  
MANIPAL CENTRE, BANGALORE

## OBJECTIVES

- Are you fit to participate in trade fairs?
- How do you set a successful exhibition participation Strategy?
- How do you secure the visitors' flow to your stand?
- Understanding sales from the point of view of the buyer.
- How does a successful stand look like?
- How do you build a professional image at the frontline of doing business?
- How do you successfully approach and deal with visitors at exhibitions?
- How to successfully round-off your exhibition participation?

## Why Trade Fairs?

Participation in international trade fairs provides exporters with an excellent opportunity to promote their products and to establish contacts with potential business partners. Trade Fairs are gateways to new markets, and offer a platform for networking with Chambers & Associations, besides providing opportunities for one on one meetings with potential clients. A great way to show case your products & services, Trade Fair participation can be an excellent marketing tool.

This training is meant to help enterprises learn how to participate effectively and gain maximum benefit from Trade Fairs.

## Target Audience

- CEOs and Marketing Heads & relevant staff of enterprises planning to export / exporters active in electronics sector
- Companies who are participating in CBI Export Coaching Programme and are preparing for European trade fair participation.

## About CBI & CLIK

The CBI is an agency of the Ministry of the Netherlands Foreign Affairs, under the responsibility of the Minister for Development Co-operation. The objective of CBI is to promote the import of products and services from developing countries to the EU, in order to contribute to the economic prosperity of developing countries. For more information on CBI, I kindly refer you to our website [www.cbi.eu](http://www.cbi.eu)

CLIK, Consortium of Electronic Industries of Karnataka, is a not for profit association. That endeavours to bring together the members of Electronic Industries in Karnataka, through various programs and Trade activities of current interest. CLIK enables its members to increase their business performance and keep up to date with the changing technologies and trends across the globe. For more details, please visit [www.clikindia.co.in](http://www.clikindia.co.in)

## Trainers Profile

CLIK in partnership with CBI, Netherlands is conducting a series of Export Coaching Programs, in Bangalore, which includes this Training program on Effective Trade Fair Participation. The Trainers for this workshop are Mr Ton Willemse & Mr Klaas de Boer from Netherlands, experts in the field with many years of experience and international acclaim.

## Contact Us

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