

# Participate to international trade fairs

## *Internationalisation of companies*

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In 2007, Romania joined the European Union. Since then, the country has multiplied trade partnerships with other Member States and strengthened its impact over the European market.

With the aim to enhance their commitment within the EU, more and more Romanian companies are willing to internationalise their activity in the European market.

Despite the willingness of companies to expand their business, they do not always fully take advantage of all the opportunities they have globally.

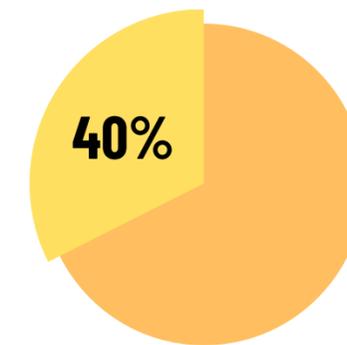
Gathering participants from the different continents, a large number of trade fairs in various business sectors offer the opportunity to companies to find foreign trade partners, and help them in the process of internationalisation.



## WHY IS IT IMPORTANT TO PARTICIPATE TO A FAIR?

Going abroad allows firms to vary their offer reduce the risk by diversifying their investment in a different branch of their sector. In the case of SMEs, going abroad provides the occasion to make the brand known in new markets and increase the number of potential clients. Finally, it gives the opportunity for a firm to see what competitors are doing, learning about their industry and adapt its strategy in order to be more competitive.

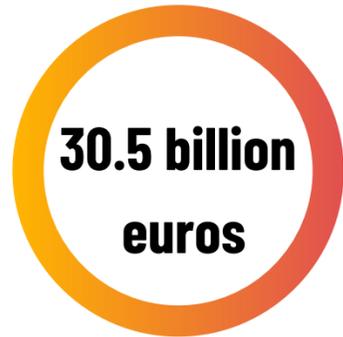
Participating to a fair is very important for companies because it helps them to promote their products to new potential customers and increase their sales.



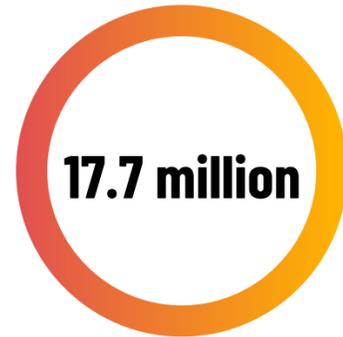
Exhibitors following-up leads between three to five days after the fair

**67%**

of all attendees represent potential customers for exhibitors



Turn over of firms exhibiting at trade fairs in France in 2015



Contracts signed at trade fairs in France in 2015

## TRADE FAIRS IMPACT ON PURCHASING DECISIONS AND SALES

**74%**

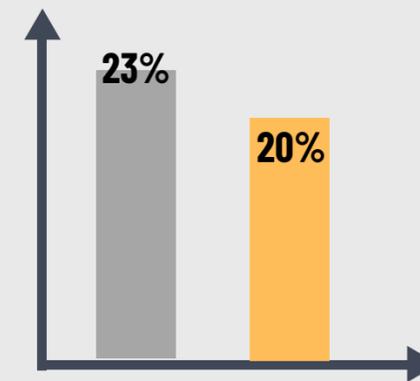
of consumers are more likely to purchase products that had been promoted at a trade show. *Statista, 2016*



In France in 2015, 38% of exhibitors increased their revenues during and after participating to a fair

**PREPARATION** is one of the key to make your trade fair a success.

Trade fairs represent a significant part of companies budget and requires a precise organisation. On average, 28% of companies start preparing marketing materials one to two months before the event.



In 2018, 23% of global businesses declared they dedicated 6% to 20% of their marketing budget to trade fairs, and 20% of firms said they used 21% to 50%.

**9 to 10**

Average number of fairs attended annually by manufacturers and distributors

## WHAT IS THE RETURN RATE?

The return rate is the profit compared to the investment for fair participation. The return rate depends on various factors:

- Investment capacities of the firm,
- Attendance of the event,
- Business contract signed...etc.



Firms have a higher probability to find business partners in a trade fair and at a lower cost than without participating.

**\$142**

Average cost of face-to-face meeting with a potential client at a trade fair.

**\$259**

Average cost of face-to-face meeting with a potential client at the office.

## **AFTER COVID-19 PANDEMIC?**

Covid-19 pandemic has redefined interactions and business relations these past months. Exhibitions are particularly affected since they gather many people in a closed area. Most of them have been canceled and postponed to 2021. However, the virus has led to the creation of new forms of trade fairs. Some of them are moving toward digital fairs using streaming videos, virtual conferences, and online content.

# WANT TO KNOW MORE ABOUT INTERNATIONAL TRADE FAIRS?

Information about International trade fairs can be found on these following interactive maps.

## PREZI



<https://prezi.com/view/5y5hjGZ8ZS5lXs24Z6h1/>

## GOOGLE MAPS



[https://www.google.com/maps/d/u/0/viewer?mid=18EA\\_sf8mo1XC7vV4FzYRqF1uzKGGeiq&ll=3.4706663042160995%2C11.506227500000037&z=1](https://www.google.com/maps/d/u/0/viewer?mid=18EA_sf8mo1XC7vV4FzYRqF1uzKGGeiq&ll=3.4706663042160995%2C11.506227500000037&z=1)