

1.1.3) Seminar on 'How to arrange and carry out Match-Making activities and events' and 'How to prepare and participate in Trade Fairs and Exhibitions'

Two-day seminars conducted consecutively by Annabel Fogden, London Chamber of Commerce, the first 2 days attended by Executive Members of 15 IBOs (17 – 18 November 2008), the second 2 days by 15 IBO secretariat staff (20 – 21 November 2008).

Two important and hands-on activities that facilitate international contacts and trade are international trade fairs and large match-making events, such as EU-partenariats. Events like these take place in various locations all over the world several times each year. Chambers have a lot to gain by taking an active role in increasing the participation of their member companies in these events for the overall development of both their own services as well as to benefit their international companies. In order to secure high-quality participation and satisfactory results, a thorough preparation and procedure is necessary before, during and after the event.

This training module therefore, dealt with a number of issues such as: preparatory routines, presentation material, hand-outs, visitor interviews and evaluation-focused follow-ups. LCCI has a prestigious record of running similar events as well as acting as National Counsellors in EU-partenariats. This has resulted in considerable hands-on experience that was passed on to the Nepalese Chamber staff.

The training-module consisted of four parts:

- Taking part in, and organising attendance at EU-Partenariats; the different roles of a Chamber at a match-making event.
- Preparations for a match-making event or a trade fair within the EU.
- How to present a company or organisation to companies in the EU.
- How to follow up a match-making event and trade fair.

In addition, a guide on preparing companies for trade fair was also presented.