

Activity 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'

Conducted by: Ms. Annabel Fogden (London Chamber of Commerce)

Venue: EEC-Nepal (Kalikamarg)

Time: 09:00 am – 05:00 pm

Dates: 17 – 18 November / Mangsir 2 - 3 (Executives)

20 – 21 November / Mangsir 5 – 6 (Office Staff)

Participants: Executive Members & Secretariat Staff

Sn	Name	Organization	Position
1	Representative	Nepal Coffee Producers Association	Executive Member
2	Representative	Nepal Carpet Exporters Association	Executive Member
3	Representative	Floriculture Association Nepal	Executive Member
4	Mr. Azaj Alam	Rupandehi Industry Association	Executive Member
5	Mr. Deependra Shakya	Lalitpur Handicraft Association	Executive Member
6	Mr. Dhruva Raj Gautam	Baglung CCI	Executive Member
7	Mr. Pradeep Prasad Gupta	Nepalgung CCI	Executive Member
8	Mr. Nobindra Katuwal	Itahari CCI	Executive Member
9	Mr. Saran Utsuk Sapkota	Nuwakot CCI	Executive Member
10	Mr. Gobinda Balab Badu	Darchula CCI	Executive Member
11	Mr. Prachanda Manandhar	FNCSIN Kathmandu	Executive Member
12	Mr. Bishow Ram Duwal	FNCSIN Bhaktapur	Executive Member
13	Mr. Mohan B. Katuwal	FNCSIN Makawanpur	Executive Member
14	Mr. Santa Bikram Baniya	FNCSIN Dhading	Executive Member
15	Mr. Santa Krishna Shrestha	FNCSIN Dolkha	Executive Member
16	Ms. Annabel Fogden	Trainer	LCCI
17	Mr. Pravakar Bickram Rana	Project Manager	ECIBON
18	Mr. Sagar Nepal	Administration and Finance Officer	ECIBON
19	Ms. Kamini Chand	Project Officer	ECIBON

Sn	Name	Organization	Position
1	Representative	Nepal Coffee Producers Association	Secretariat Staff
2	Mr. Surendra Dhakal	Nepal Carpet Exporters Association	Secretariat Staff
3	Ms. Eliza Shrestha	Floriculture Association Nepal	Secretariat Staff
4	Mr. Tika Ram Sharma	Rupandehi Industry Association	Secretariat Staff
5	Ms. Sapana Maharjan	Lalitpur Handicraft Association	Secretariat Staff
6	Mr. Nil Bahadur KC	Baglung CCI	Secretariat Staff
7	Mr. Ravi Devkota	Nepalgung CCI	Secretariat Staff
8	Representative	Itahari CCI	Secretariat Staff
9	Mr. Basant Rijal	Nuwakot CCI	Secretariat Staff
10	Mr. Pushkar Raj Joshi	Darchula CCI	Secretariat Staff
11	Ms. Sulochana Rajbhandari	FNCSIN Kathmandu	Secretariat Staff
12	Ms. Ranjana Khichaju	FNCSIN Bhaktapur	Secretariat Staff
13	Representative	FNCSIN Makawanpur	Secretariat Staff
14	Mr. Ramesh Adhikari	FNCSIN Dhading	Secretariat Staff
15	Ms. Indra Lal Shrestha	FNCSIN Dolkha	Secretariat Staff
16	Ms. Kamini Chand	ECIBON project	Project Officer
17	Mr. Sagar Nepal	ECIBON project	Finance Officer
18	Mr. Pravakar Bickram Rana	ECIBON project	Project Manager
19	Ms. Amrita Baral Adhikari	EEC-Nepal	Chief Admin

Program Synopsis:

The seminar took 2 days and given twice. Participants of this seminar are the representatives of Nepalese IBOs. The contents of the seminar are as follows:

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 will, therefore, deal with a number of issues such as: preparatory routines, presentation material, hand-outs, visitor interviews and evaluation-focused follow-ups. CCISS 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 will be passed on to the Nepalese Chamber staff.

The training-module consists 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 will be presented.

Program Proceedings:

Seminar 1: Monday and Tuesday: Executive Members (17 & 18 November)

Seminar 2: Thursday and Friday: Staff Members (20 & 21 November)

1 Session: Introduction

Seminar Objectives

Who I am, and my credentials

Who you are

2 Session: Organising Successful Networking and Matchmaking Events

Aims and format

Budget

Identifying contacts

Marketing material

Managing the event on the day

Follow-up

3 Session: Trade Fairs

Why participate in trade fairs

Why collective participation

Objectives

Finding the right exhibition

Managing the Project

Working with the Organiser

Budget

Recruiting Exhibitors

Space, Stand Design and Layout

Stand construction

Freight

Travel and Accommodation

Publicity and Promotion

Role and Activities of the Stand Manager

4 Session: Preparing companies for a Trade Fair

How to present your company to companies in the EU

Displaying products

Greeting prospective customers

5. Follow-up by the Group Organiser and by Individual Exhibitors

Program Schedule

09:00 am – 09:30 am	Registration & Breakfast
09:35 am – 11:15 am	Start of Seminar - Annabel Fogden
11:15 am -11.25 am	Coffee Break
11:30 am – 13:00 pm	Seminar - Annabel Fogden
13:00 pm – 13:40 pm	Lunch
13.45 pm – 15:15 pm	Seminar - Annabel Fogden
15:15 pm – 15:30 pm	Tea Break
15:30 pm – 17:00 pm	Seminar - Annabel Fogden

Program Details:

The presence of all 15 executive members on November 17, 2008 showed the enthusiasm amongst them to learn "How to arrange and carry out networking and match-making activities & events and how to prepare and participate in trade fairs and exhibitions". A warm welcome note by the Program Manager, Pravakar Bickram Rana and a few words of encouragement and support from Mr. Dibya Mani Raj Bhandari, President, EEC-Nepal worked well to keep up interest for the two day Seminar.

The trainer for this seminar Ms. Annabel Fogden, Head, World trade, London chamber of Commerce introduced herself and briefed the participants on her experience on this sector through a presentation on London Chamber and her experience of 10 years at the chamber. The presentation highlighted:

- A strong track record of organising networking events and taking part in overseas exhibitions
- Why these activities can be an important activities for IBOs

Ms. Fodgen presented the outline of two day program:

Organising Successful Networking and Match-Making Activities

- Guidelines for organising effective events that will help your companies gain information and useful business contacts
- What do we mean by 'networking' and 'matchmaking'?
- Guidelines for organising effective events that will help your companies gain information and useful business contacts
- What do we mean by 'networking' and 'matchmaking'?

Day 1:

The first session of the two day program was on "Networking" and "Matchmaking". Ms. Fodgen explained the model of networking event at LCCI with a sample leaflet of the Russia Networking Event (Annex 1). The LCCI model of Networking is a two hour program, scheduled from 3 p.m to 5p.m ending with a small reception. The two hour program has five influential speakers chosen from the different sectors such as Ambassadors, Businessmen, Bankers and Economist etc. At the reception the guests network with each other. This helps people to get to know each other and form prospective links for future business. The Financial aspect of networking event was explained with the help of a sample from LCCI. Helping the delegates to learn and understand precisely the difference between Networking and Match-Making.

Moving on to Matchmaking, this means: One to one meeting of potential importers and exporters through a series of processes. Since it a time consuming process LCCI holds one match-making event in a year.

Arranging a match-Making event should primarily begin with a good planning on the program 3-4 months ahead. The Key elements to a good match-making event would be:

- Chairman's Introduction (5 mins)
- Presentations (20 mins each)
- Question and Answer Session
- Networking / Matchmaking Session
- Profiles of the Visiting Delegation

Interested companies are required to complete a comprehensive questionnaire in order for the LCCI to determine which companies may be compatible with each other, and/or have the potential to work together in the future. Each business will have the

opportunity to meet one-on-one with industry specific foreign delegates to initiate future business relationships. Businesses can have five to six meetings between clients during the event.

The last point "Profiles of the visiting delegations" is crucial to the event. The information should be compiled at the planning stage (3-4 months in advance) to get a good number for the event. Each interested company will need to fill in a company profile and send it to the organizers. The company profile should include:

- Name of Company
- Description of Business Activity
- Year of Establishment
- Number of Employees
- Turnover
- Trade Intermediary – agent/distributor/manufacturer
- Description of Co-operation Sought – buying/selling/JV

Next step to event organization is development of Fliers for promotion of the event. Fliers should be eye catching and informative. Points we need to consider while writing the flier.

Writing the Flyer

What to think about before you write:

- Who are the audience?
- What do they think now?
- What do you want them to think about after they have received your message?
- What is your message?
- How will your message be received?
- What do we want them to do?

AIDA (Annex-2) is a helpful tool which can be used for writing attractive, fliers/brochure/pamphlets.

Registration form

The registration form needs to be completed with the required information such as:

- Delegate contact details
- Company activity
- Who they are interested in meeting (for matchmaking)

Considering the impact of the fliers and brochures to achieve results or the objective,.....

Promotion of the event

- Circulate the fliers 6 weeks before
 - by email / mail / display
 - available as a download from your website
- Database of;
 - your members and contacts
 - multipliers (other IBOs)

At the end of the session Ms. Fogden made clear the difference between Networking and Matchmaking through Chart paper presentation.

Points that need to be considered before the Event

- Maintain database of companies registering and who they would like to meet
- Confirm catering and room arrangements in advance as requested by the supplier
- Request presentations from the speakers 1 week in advance
- Circular email to delegates to remind attendance

- Photocopy programme and delegate list, presentations to give out as handouts on the day
- Prepare delegate badges for the day
- Set-up meetings schedule and brief the delegation and the seminar delegates on the arrangements

Managing the Event on the Day

- Event manager - responsible for looking after the speakers, room arrangements
- Colleagues - looking after delegates arriving and Registration desk
- Arrange tables for delegation and one-to-one meetings
- Feedback Questionnaire
- Follow-up

How to Work the Room: Networking Tips

- There is more to networking than greeting people. Powerful networking focuses on establishing mutual interest and building connections, not closing sales.
- Provide a memorable first impression; express succinctly what your organisation offers as well as listening to people's needs with the aim to help.
- Always carry business cards with you and make notes on the back of cards you collect, to jog your memory when following up with a contact you have met.
- Keep up the momentum after the event by following up contacts of interest that you have met within 24 hours. For the personal touch, tailor each follow up to the individual in question by highlighting key points of your conversation at the event.
- If you didn't get the chance to meet the right person at the event, why not drop them a line to introduce yourself and arrange a meeting. When preparing your communication remember that the person you want to meet may have been on the event guest list but may not have made it to the event, so always tailor your approach accordingly.
- Remember that networking is like any other form of marketing and business development - it is not a quick fix and it will take time and effort to build trust and cultivate relationships before a prospect can be converted in to a sale.
- The more networking events you attend, the more likely you are to build relationships and gain visibility but always try to select those events that will likely attract your customer or people you want to get to know.
- To maximise your networking do not spend too much of your time at an event with one person. To make the most of a networking event aim to spend 70% of your time with people you don't already know.
- The paradox is that at a networking event everyone wants to sell. However, successful networking requires you to be prepared to buy as well as sell and to share information as well as gathering it.

Day 2

The second day of the training focused on Exhibitions and Trade Fairs starting with a Video on how to organize and participate in Trade Fairs/Exhibitions: short interviews from participating companies helped the delegates to understand the importance of participating in trade fairs/Exhibitions.

Trade fairs play an essential role in international trade providing companies with the necessary tools to expand into newer markets. Participation of IBO's in a Trade Fair through a national pavilion can help to:

- To improve the country's image
- To inform about the country's industrial capacity
- To communicate trade policies and export schemes
- To present the latest technologies
- To promote investments
- To promote the country as a tourist attraction
- To establish or strengthen confidence among potential buyers
- To facilitate business contacts for the individual exhibitors

- To introduce individual companies

Why Take Part in Trade Fairs

Major advantages of trade fairs:

- Concentration of sellers and buyers, meeting face-to-face
- Audience open to receive information
- Presentation and inspection of products
- Immediate feedback and adaptation of communication
- Reaching prospects which are otherwise difficult to reach
- Viewing the competition, its products and marketing techniques

Why Collective Participation

- A national entry in a trade fair is a business card for your country's identity. Its high impact has a stronger pull on attention from visitors and the media than that of an individual participation. Do not underestimate the image that buyers perceive, particularly in highly-developed industrial markets.
- Collective participations bring the costs down and command a stronger position in the negotiations with third parties.
- Individual companies are often not able or capable of presenting themselves in a professional way. In addition, group participations will make them feel more secure, particularly when new to a market.

Selecting the Right Exhibition

- Check the reputation of the organiser
- Look at the number of shows already held and the track record
- Ask for analysis of previous year's attendance
- Visit the event yourself

Checklist for Exhibition Selection

- Name and subtitle of the event
- City and country
- Period when it takes place
- Products / services to be exhibited
- Breakdown of exhibitors, national and international
- Names of sponsoring bodies
- Products sectors within the fair
- Gross and net stand space and ask for map of the hall
- Promotional campaign to attract visitors
- List of trade magazines
- Assistance on hotel accommodation
- Themes and concurrent events
- Exhibitor catalogue of previous years
- Costs of space and shell scheme stands

Managing the Project

Never miss the deadlines for:

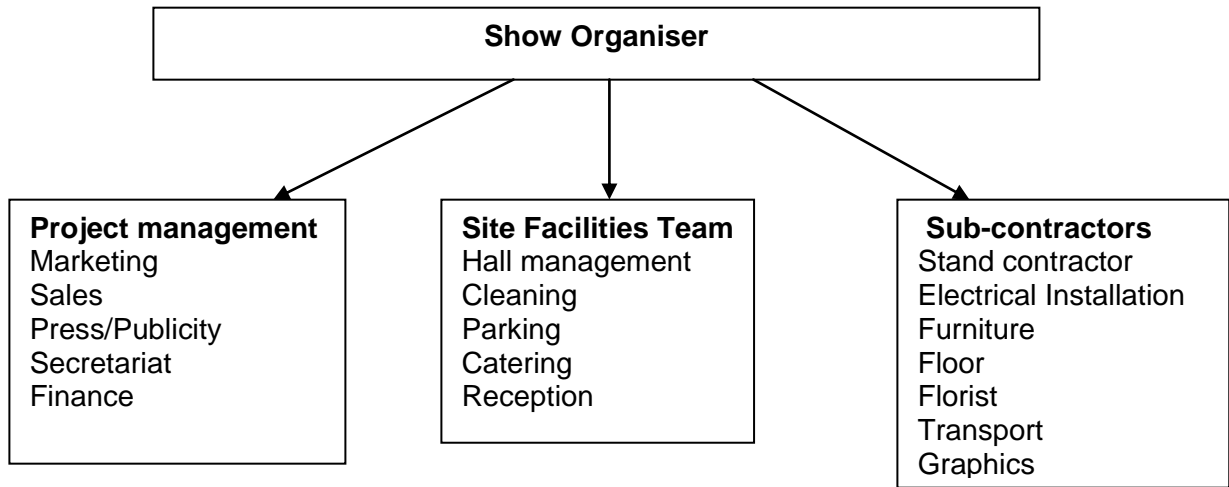
- Reservation of Stand Space
- Submission of Catalogue Forms
- Ordering Exhibition Services
- Ordering Stand Facilities
- Submission of Stand plan to organizers
- Booking of Accommodation
- Arrival of Exhibits
- Payment of Stand Space

What is a Pavilion.....?

A pavilion is an area represented by a particular country or product (optics, carpets) at a trade fair. Bookings need to be made months in advance to ensure a **good place** at the trade fair. After the confirmation of bookings the pavilion needs effective marketing

among IBO members in-order to get the required number of companies to participate in the trade fair. Once the companies (IBOs) have made their reservations and confirmed their participation, we need to move ahead with correct choice of company to build the stalls. The Pavilion should be attractive, pictures symbolic to the participating nation

Working with the Organiser



Working with the Organiser

This element clarified the structure of the Show Management and responsibilities of their Site Facilities Teams, Project Management Team and Subcontractors. There was also an explanation of the importance of the ‘Show Manual’.

Time Frame

- No set rules
- Every exhibition has its own timing, some fairs are held twice a year
- Hotel booking may sometimes be necessary a year in advance

AIDA – a handy marketing tool to ensure your writing grabs attention

- **Attention**
 - give the event an eye-catching title, use ‘powerful’ words
- **Interest**
 - information about the opportunity in the market and visiting delegation
- **Desire** (show benefits not just features)
 - eg. ‘opportunity to meet potential buyers’
- **Action**
 - ie. complete and send the registration form

Overview of Key Steps

- Decision on Objectives and Exhibition Selection – approximately 12 months in advance
- Recruit co-exhibitors to meet your deadline with the Organiser’s for space allocation and payment of deposit
- Obtain quotations for:
 - Stand construction
 - Freight forwarding
 - Travel
- Draft budget and set participation fee for co-exhibitors
- Prepare application forms with full details for co-exhibitors

- Recruit group to meet organiser's deadline
- Appoint contractor

Once you have recruited your group

- Plan allocation of space and layout of the pavilion for the stand contractor and show organiser
 - Sign organiser's contract for space
 - Check exhibitors' manual
 - Update co-exhibitors on arrangements
 - Catalogue entry forms
 - Appoint freight and travel agents
 - Publicity – press releases
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- Compile group exhibitors' brochure
 - Submit requests for contractor and exhibitor passes
 - Payment checks before departures – balance of space
 - Travel Arrangements for IBO
 - Arrival of IBO representative on site - 2 days before exhibition opens to liaise with stand contractor
 - Arrival of co-exhibitors - 1 day before
 - Exhibition period – speak to your co-exhibitors daily, on-going evaluation
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- End of exhibition – return of exhibits
 - Settle payment and dues
 - Post exhibition report - 1 month
 - Follow-up activities - 1 month
 - 2nd evaluation – 12 months

The seminar then continued with a more detailed focus on the following elements:

- Preparing the budget
- Recruitment
- Space, Stand Construction and Design
- Role of Stand Pavillion Manager
- Publicity and Promotion
- Preparing companies for a Trade Fair
- Follow-up procedures

Overview by A Fogden

London Chamber of Commerce was pleased to take on the delivery of this activity further to the Chamber of Commerce of Southern Sweden withdrawing from the project.

My aim was to illustrate the benefits of organising networking events in particular, as this type of event will help the IBOs' member companies obtain information on the opportunities in European markets, as well as access to expertise. These types of events also strengthen the role of the IBO amongst its members. Therefore, the first part of the seminar focussed on introducing the concept of networking and discussing how this is a useful means of developing business contacts. I then sought to provide a clear set of practical guidelines for organising events which could be applied to networking or matchmaking events.

During the seminar it was apparent that some of the IBOs worked with very limited resources, without computers and access to the internet. Some IBOs promote their meetings through radio broadcasts only. My recommendation is that future support for IBOs looks at providing IT equipment where lacking. Another key area for development is English language training for the IBOs as this will help them with any necessary

research and communication with European countries on behalf of their membership. Indeed the level of interaction between the delegates and myself was greatly limited by the level of English spoken in general by delegates.

International trade fairs are an excellent means of helping companies gain exposure in overseas markets, providing access to market information and business prospects. The Birmingham Spring / Autumn Gift Fair in particular would be ideal as many of the products represented would match the broad profile that the 'gift' sector carries. London Chamber of Commerce has many years' experience of organising national pavilions, therefore once again, the seminar focussed on providing practical guidelines on how to carry out this activity. One of the concerns raised by the IBOs was the difficulty in obtaining visas and also the high cost of participation. If government support for IBOs taking part in European shows were available it would greatly help the IBOs.

Overall, the seminar was well organised by EEC Nepal and the programme greatly facilitated by Ms. Kamini Chand acting as interpreter. As much of the content was on the practical implementation of events and participation at trade fairs, my impression was that the Staff Members benefited the most as they are already involved in the day-to-day work of their organisations. It is possible that the IBOs may consider the organisation of 'national pavilions' only aspirational at this stage but it is hoped these activities will be achieved in the long term.

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QUESTIONIARE

A: Arrange and Carry Out Networking and Matchmaking Activities

1. To what extent have you learnt from this session:

A Lot 5 4 3 2 1 **Not at all**

2. Please evaluate the session in terms of content:

Sufficient 5 4 3 2 1 **Insufficient**

3. Please rate overall helpfulness of the session:

Very Good 5 4 3 2 1 **Poor**

4. Please rate delivery of the session:

Very Good 5 4 3 2 1 **Poor**

B: How to Prepare and Participate in Trade Fairs

1. To what extent have you learnt from this session:

A Lot 5 4 3 2 1 **Not at all**

2. Please evaluate the session in terms of content:

Sufficient 5 4 3 2 1 **Insufficient**

3. Please rate overall helpfulness of the session:

Very Good 5 4 3 2 1 **Poor**

4. Please rate delivery of the session:

Very Good 5 4 3 2 1 **Poor**

Overall

1. Overall management and facilitation:

Very Good 4 3 2 **Poor**

2. Please provide any other comments/suggestions which would help us to improve the Training: