



“Participation at International Trade Fairs – Practical Guide”

Specially designed training project for start-ups and SMEs

The Idea - Year 2005

Bulgarian Association of Apparel and Textile Producers and Exporters / BAATPE

98.5 % SMEs

+ 9 % per year

- 4% per year



The Bulgarian T&C Industry

One of the oldest and most successful sectors in the Bulgarian Economy

From 2001 to 2005 the industrial output of the Bulgarian T&C Industry grew by 83%

5,8% of the industrial employees but 17,5% of total exports

Subcontracting ↔ Own Brand



The Needs



Practical knowledge about participating at trade fairs:

- avoid common mistakes
- save time
- maximize the effect

The Target Group

- SME's
- Start-up companies (3 -5 years old)
- Companies that have never exhibited
- general managers
- marketing managers and marketing expert
- sales managers, export managers, sales reps
- designers

The Goals

“To train companies how to plan and organize their participation at trade fairs in order to maximize the results of it.”



“To share experience and best practices.”

“To help companies that have never exhibited outgrow the initial phase of learning by making mistake and be prepared when they initiate this step.”

The Content



The Content



- How and when participation at trade fairs is an integral part of the business strategy of the company?
- How to choose the right trade fair?
- Goal-setting and priorities.

The Content

- Participation at trade fairs as part of the marketing strategy of the company;
- Maximizing the marketing benefits of the participation;
- Marketing information and competitive investigation;



The Content

- Choosing the right booth and design it;
- How to make the booth “live”?
- How to attract visitors to the booth?
- How to use the other resources of the trade fair?



Marketing
Perspective
.....continued

The Content

Participation at trade fairs as a project:

- Trade fair cycle
- Activity plan
- Team and tasks
- At the trade fair
- Organizational details
- Budget
- Activities after the fair
- Assessment of results



The Methods

70 % interactive training methods:

- brainstorming and mind-mapping
- case studies
- work groups
- discussions
- world cafe



The Trainees



Valia Dankova

The End

Our trainees say that as a result of the training:

- “ ..have attracted more visitors to the booth”
- “..have had satisfactory results from their first attendance at a trade fair”
- “..have used up more of the opportunities of the fair”
- “..have reduced costs”



Thank You !

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