



CREATING A U.S. PAVILION

By Denyse C. Selesnick, CEM President, International Trade Information, Inc.

Speaker's Introduction:

The events in India may have given you pause as to doing business internationally. Our seminar will cover those types of situations and how some people have handled them.

The format was changed to include some of these new circumstances and to solicit much more participation from many of you who are doing business internationally - and in particular organizing pavilions. It was both interesting and informative.

Unfortunately, Marian Bossard, Vice President Meetings for the Toy Industry Association broke her foot and was unable to travel. We got lucky and prevailed upon the "original" successful pavilion organizer Gerry Kallman (Kallman Associates) who presented a case study on one of the industries he managed. He recently completed a "Guru paper" on international exhibiting for CEIR. Copies of this report may be obtained at www.ceir.org.

Please send any questions to me at denyse@intltradeinfo.com, so we may answer them. This seminar given on December 11, 2009 in Miami Beach was not a lecture but rather a discussion on some of the "best practices" being done by industry colleagues from a variety of areas.

Denyse C. Selesnick, CEM

HANDOUT: CREATING A U.S. PAVILION

MARKET RESEARCH

Is the most important thing you can do prior to putting a U.S. Pavilion together.

Who should do the research?

You may hire an independent company to do the research or run the entire Pavilion – by country, region or globe.

1. Talk to your key exhibitors. They are a fountain of information, especially the multinational corporations.
2. Check the Department of Commerce website is a great resource to determine the largest exports of U.S. products to a specific country.
3. Talk to the Desk Officer in Washington, D.C. Department of Commerce regarding your industry and its potential.
4. Contact the U.S. Embassy in that country to get information on the best events for your exhibitors' products. The Desk Officer should be able to give you the name and email for the Foreign Service National (FSN) who handles your sector.
5. Find out from the FSN the best events for your industry in that country and region.

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6. Even though, at first glance, it may look easier to produce a Pavilion in a developed country, but actually there may be more potential in some of the developing markets instead.
7. Check potential exhibitions web sites. Some post great statistics - others don't.
8. Contact the Show Organizer but direct it to a high level person and ask for the last Show Directory. If there are any U.S. companies who exhibited in the last edition, contact them about their experience.
9. Speak personally to at least a dozen of your exhibitors to sound them out about participating and have them buy in before you make a general solicitation.
10. Prepare a market study for your prospective exhibitors outlining the potential for their products. You are not selling booth space...you are selling a market!
11. Talk to your freight forwarder/customs broker trade show specialist to understand the specific challenges in sending goods to a particular country, i.e.: tariffs and other costs.

NEGOTIATIONS ONCE YOU SELECT A SHOW

1. If the Pavilion is produced in-house, make sure the person in charge has a high enough title to command respect and has decision-making authority.
2. Most show organizers will be thrilled to have a U.S. pavilion in their event. Try to negotiate a package, including space and furnishings. Remember that booths are called stands and measured in square meters (m²). 100 sq. ft. = 9m².
3. If your Pavilion is not located in a prime area, ask what else they will do to insure people know you are there and where you are.
4. Check to see if they will help you publicize the U.S. pavilion to their visitors (data base)
5. Get help for a good price on a nearby high quality hotel for your exhibitors.
6. Have them assign one person who speaks English with decision making authority as your liaison
7. Try to place a couple of members to speak as part of the education program or see if you can sponsor your own seminar.

Sources of Government Approval and Possible Funding

1. Department of Commerce Trade Certification Department to apply for the U.S. government's seal of approval. It gives permission for the U.S. Embassy and Consulates in that country to go the extra mile in terms of help.
2. Contact your local state Department of Commerce or Trade Promotion Agency to see if they will help recruitment companies or offer some type of financial aid.
3. Contact your local Department of Commerce office to see what they can do.
4. Contact all of the like associations in the other country to set up areas of cooperation.

Companies Specializing in Organizing Pavilions Offshore

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Kallman Associates: www.kallmanassociates.com kallmancon@aol.com Tel:+1.201-4476564

Creative Expos: www.creative-expos.com, cherif@creativeexpos.com, Tel: +1.508.660.7099

Event Strategies: www.event-strategy.com, ssind@event-strategy.com, Tel: +1.520.751.2402

RD International: www.bobdallmeyer.com, bob@bobdallmeyer.com Tel: +1 323 934-8300

GOVERNMENT RESOURCES

Department of Commerce: www.export.gov

U.S. Commercial Service: www.buyusa.gov

USDOC Trade Fair Certification: www.export.gov, william.corfitzen@mail.doc.gov

U.S. Department of Agriculture Foreign Agricultural Service: www.fas.usda.gov

United States Trade Representative: www.ustr.gov

Economist Magazine Country Briefings: www.economist.com/countrybriefings