

Export Promotion Bureau

Manual for Organizing Collective Trade Fair Participation

the complete guide and inspiration book for success



This manual is EPB's complete guide and inspiration book for collective trade fair participation. This is not a mandatory rules or regulation. EPB/anyone can make an effective participation in International Trade Fair by using this as a guide. It instructs how to organize an International Trade Fair in accordance with EPB's standard and how to make it a success.

Foreword

Collective Trade Fair Participation Manual is really of utmost importance which is designed and aimed at informing the concerned stakeholders regarding the effective and successful participation in a collective trade fair abroad. Trade fair manual depicts various aspects of the players involved in the process of collective trade fair participation in regard to their functions, responsibilities and tendency to keep pace with the situation in accordance with the time limit . It also contains the directions, trend and appendixes for participation in the fair in a befitting and effective manner. This manual also provides the stakeholders with vital information, texts and visual affairs required for successful participation in the event.

In the age of globalization and liberalization the concept of promoting export has substantially undergone changes through adopting pragmatic means for communication globally in the field of marketing mix. It will be useful for the stakeholders to satisfy their requirements in making contacts with their target groups effectively, knowing their desires about product specification, quality, prices and mode of shipment timely to make the business deals successfully. All out efforts have been taken to make the manual user-friendly and informative to ensure the expectation of the stakeholders according to their needs. I extend my sincere thanks to those who have relentlessly played a vital role in preparing this manual.

I hope this fair manual will immensely help the users in achieving their long cherished desire for participation in the trade fair effectively and successfully.

Definition: Notes on Terms used in Manual

This Fair Manual is an important tool for participating in an International Trade Fair effective and efficient manner. Before going to the manual the reader should be conversant with the following terminology to understand the manual in an easy way:

EPB: Refers to Export Promotion Bureau which is the executing agency for implementing the Fair Manual. Fair Division of EPB is responsible for the task.

Vice Chairman: Chief Executive Officer (CEO) of EPB.

Ministry of Commerce (MoC): Ministry of the Government of Bangladesh which is the administrative authority of Export Promotion Bureau (EPB).

Board of Directors: The supreme body of EPB. Honorable Minister for Commerce is the ex-officio Chairman of the Board. Vice Chairman is accountable to the Board of Directors.

Annual Fair Calendar (AFC): The list of Fairs to be participated in a financial Year. Approval of Board of Directors is mandatory for implementing the annual fair calendar. In Bangladesh Financial Year starts from July and ends in June of the following year.

Partial Fair Calendar: The interim list of fairs to be participated in the next financial year.

Collective Trade Fair Participation: Participation in an International trade fair of Bangladeshi companies/exporters/business entities/exporters under the management of EPB.

Commercial Counselor (CC): An official nominated by the Ministry of Commerce in Bangladesh Mission abroad to perform the trade and commerce related activities. S/He is the official to perform the role in preparing and implementing the Fair Calendar by organizing fair.

Stakeholders: The group who directly and indirectly influence the trade fair calendar formulation and fair implementation activities. In this case, Trade Bodies, Chambers, potential Participants/Exporters, Government bodies and Bangladesh Mission, etc. are considered as stakeholders.

Co-Exhibitor: The selected companies/exporters/business entities/exporter/business entity of a fair under management of EPB.

Transport of Exhibits: Dispatching of exhibits of the co-exhibitor to fair venue by the nominated Clearing and Forwarding (C&F) agency of EPB.

Consignor: The body that is responsible for collecting the exhibits and monitoring and supervising the overall transportation management of exhibits. EPB performs the role of Consignor.

Consignee: The person or agency receives the exhibits of the participants in the Country where fair will take place. Generally Commercial Counselor of Bangladesh Mission abroad performs this role. In some cases, Fair Organizer itself nominates consignee.

Clearing Agent: The C&F agent nominated by the CC abroad for releasing the exhibits. In some cases, Fair Organizer itself nominates clearing agent.

Pavilion Director (PD): An official who bear the responsibilities to conduct the Bangladesh Pavilion during the fair.

Assistant Pavilion Director (APD): The official assists the PD during the fair.

INDEX

<u>Contents</u>	<u>Page No.</u>
Objective of Preparing Fair Manual.....	07
Role of EPB in Market Expansion.....	08-09
Must Know's about Trade Fair Participation	10-11
The Bangladeshi Exports Positioning	12-13
Jobs in Steps.....	
a) Preparing Annual Fair Calendar.....	14-16
b) Collective Trade Fair Participation.....	16-17
Roles & Responsibilities of Stakeholders/Who is for What.....	18-20
Registering for Participation	21-23
Co-exhibitor recruitment.....	24-27
Planning and Budgeting	28-30
Determine the Exhibition Strategy.....	31-33
Contract Stand Construction.....	34-39
Preparing the co-exhibitors.....	40-42
EPB Visitors Campaign.....	43-44
Transport of Exhibition Materials.....	45-46
Execute the Trade Fair Participation.....	47-49
Evaluate the Trade Fair Participation.....	50-52

List of Appendixes

Appendix No.	Appendix Name	Page No
Appendix 1	: a. Model request letter to send fair Proposal (for Bangladesh Mission Abroad).....	53
	: b. Model request letter to send fair Proposal (for Trade Bodies in Bangladesh).....	54
Appendix 2	: Quick Scan for Exhibition Selection Model Template.....	55
Appendix 3	: Total Scan for Exhibition Selection Model Template.....	56-57
Appendix 4	: Invitation Notice Model Template.	58
Appendix 5	: Application Form Model Template.....	59-60
Appendix 6	: a. Visa Recommendation Letter Model Template To Foreign Mission in Bangladesh.....	62
	: b. Visa Recommendation Letter Model Template (To Foreign Ministry of Bangladesh).....	63
Appendix 7	: Budget Proposal and Comparison Model Template.....	64-66
Appendix 8	: Co-exhibition Strategy Model Template	67-68
Appendix 9	: Stand design briefing Model Template.....	69-71
Appendix 10	: Stand proposals comparison score card Model	72-73
Appendix 11	: Co-exhibitor Instruction Model Template.....	74
Appendix 12	: Visitor Campaign Planner.....	75-76
Appendix 13	: Press Release Sample.....	77
Appendix 14	: a. Co-Exhibitor Recommendation Letter Model Template (Exhibits Carrying By EPB).....	78
	: b. Co-Exhibitor Recommendation Letter Model Template Exhibits Carrying By Co-Exhibitors.....	79
Appendix 15	: On-site Checklist Model Template.....	80
Appendix 16	: Co-exhibitor Briefing Model Template.....	81
Appendix 17	: Business Contact Sample Form	82
Appendix 18	: Rounding off Checklist Model Template.....	83
Appendix 19	: Commercial Counselor and PD/APD Briefing Sample.....	84
Appendix 20	: Information Gathering Data Sheet	85-89
Appendix 21	: Visitor Experience Gathering Sheet	90
Appendix 22	: Internal Evaluation Sample Form	91

Note: The above given Model Templates can be followed to facilitate the process of successful participation in International Trade Fair.

Objective of Trade Fair Manual

Now-a-days International Trade fair has been recognized as the best means/tools of communication all over the world despite globalization, liberalization and stiff competition among the nations. It is a trade fair which brings all stakeholders under a forum to consolidate the position of manufacturers, exporters, importers, buyers, entrepreneurs and business communities for making their future deals very fruitfully and effectively. Considering this aspect the stakeholders have to think of participating in the trade fair in the most pragmatic manner. This shall ultimately help them in achieving their desired objectives. It is the Trade Fair Manual that can assist and help them to a great extent in organizing successful participation in the collective trade fair through observing the rulers, instructions and exemplary instances laid down in the manual. It covers a wide range of topics required for ease and smooth participation.

Role of EPB in Market Expansion

Export Promotion Bureau is the Government agency which is solely responsible for promoting and expanding export and markets across the globe. The idea of market diversification has been incorporated in the present Export policy (2015-2018) to elevate Bangladesh as a middle income country and to achieve the target of export earning amounting to US\$ 60 billion by 2021. So, necessary activities to increase export, diversify the products and expand markets in the perspective of the 6th and 7th five year plan need to be adopted.

Export Promotion Bureau extends all out support and assistance to concerned stakeholders in order to expand markets through participating in different trade fairs across the world all the year round.

Generally EPB participates in four kinds of trade fairs with a view to exploring new markets as well as introducing Bangladesh's exportable to the potential buyers which are as follows:

1. Sourcing Fair;
2. Consumer Fair;
3. Single Country Trade Fair;
4. World Exposition.

It also creates opportunities for the exporters, manufacturers and concerned stakeholders to make commutations with the buyers/ importers and others for making a good deals in their business arena. Under the umbrella of EPB, exporters and entrepreneurs participate in the trade fairs and create the communicative and business friendly atmosphere to catch the target groups which ultimately help in expanding markets and diversifying our exportable.

Sourcing Fair:

Sourcing Fair is contact points for exploring potential buyers. The world renowned buyers basically participate in this kind of fair for searching their supply chain. EPB emphasizes the sourcing fair in the annual fair calendar. In every Financial year (July –June), EPB takes part around 30-35 international trade fairs and among them more than 85% are Sourcing Fairs.

Consumer Fair:

Consumer Fair is a platform for retailing the products to international buyers. This type of fair is very effective for new business enterprises to have an experience about international consumers. In order to encourage new entrepreneurs and to give them opportunity to enter in the International arena, EPB includes this type of fair in the annual fair calendar.

Single Country Trade Fair:

Single Country Trade Fair is a fair that represents all sectors of a country in a particular potential country with a view to creating new opportunities for exporters as well as inviting foreign direct investment to Country to boost up the economy. This type of fair is an effective marketing tool for Building County's image and strong bilateral relationship where there is no scope to participate in any international trade fair.

World Exposition:

Bureau International des Expositions (BEI), Head quarter in Paris, France, organizes World Expo after every four years. World Expo is a global event and world's largest meeting place with a view to educating the public, promoting development and building association. Bangladesh has been taking part in this world's largest event with the effective management of EPB. So far, EPB has participated in more than 7 (Seven) World Expo and projected its innovation and development progress before the huge number of visitors across the world.

MUST KNOWs FOR TRADE FAIR PARTICIPATION

Below you find 6 MUST KNOWs for trade fair participation. Know them and use them to the advantage of our participations in trade fairs.

What is a trade fair?

In its essence a trade fair is a communication tool. Rather than selling goods or services in the majority of the cases the purpose of participating is influencing target group visitors with the aim to do business after the fair. When developing a trade fair strategy considering a trade fair to be a communication tool is an essential starting point.

Why do we communicate?

We communicate to positively influence others. When determining your trade fair communication you define:

1. What your target visitors MUST DO
2. What your target visitors MUST WANT for that
3. What your target visitors MUST KNOW for that
4. What your target visitors MUST FEEL for that

What are the critical success factors for trade fair participation?

The three critical success factors for trade fair participation are:

1. Pre-fair preparation
2. On-site performance
3. Post-fair round-off.

In your job of organizing collective trade fair participation you encounter many different tasks you have to take care of and there are even so many aspects that contribute to the success (see chapter Your Job in Steps p. 7). Each them influences the end result. It is the sum of all things to do – before, during and after the fair - that determines your success.

Action driven instead of automatic pilot

A trade fair participation must always be action driven. That means that your participation is designed for and dedicated to achieving a certain action(s) with the target group visitors. Participating on the automatic pilot is out of the question as you find yourself at the frontline of doing business, in an arena full of companies/exporters/business entities competing with you for the attention, interest and preference of potential buyers. Doing the same as always or not being different in this setting is a dead-end street for trade fair success.

AIDA

Since a trade fair is a communication tool your communication is key. At the fair there are many elements that radiate messages: the logo, the slogan, graphics, stand lay-

out, stand design, decorations, stand staff, colours etc. Use AIDA to determine how you:

1. attract **A**ttention
2. raise **I**nterest
3. create **D**esire
4. evoke **A**ction

The success formula

Trade fair success is the result of R x C x M x F. Meaning:

Reach x Contacts x Meetings x Follow-up

The better we are able to reach our target group visitors the better it is, the more contacts we establish with our target group visitors the better it is. The more mutually valuable meetings we have with interested target group visitors (potential customers) the better it is. The more effective we engage in following-up on trade fair leads the better it is. Being responsible for EPB's trade fair participation you are to always make an exhibition strategy that allows you to achieve maximum results for each of these four success drivers.

EXPORT POSITIONING OF BANGLADESH



READ THIS FIRST!

The “brand” positioning of the Bangladeshi exports functions as a direction for how EPB engages in the promotion of the sector. As such the collective trade fair participation must be organized and realized in line with this overarching positioning and help build a corresponding image. Therefore, in all cases our trade fair participation must be **‘brand worthy’**.

One of the prime purposes of participating in any international trade fair is to project sector’s strength and to build up the image of the country before huge number of visitors, electronic and press media, participating countries of the fair, as well as, organizer and its associates. Branding Bangladesh and the sector as per the nature of the fair is very crucial aspects of the collective fair participation in any international fair.

Branding is emotional attachment to something. **Simply Branding is how you are familiar to other or how other knows you.** Say, Switzerland is familiar to other for its world Class Watch as well as Chocolate. This is the branding of Switzerland. As Bangladesh has image crisis for several reasons such as labor and compliance issues in industry sector, Rana Plaza Collapse and Tazrin Garments Fire Incidents, Flood, over populated and Traffic Jam etc. All these issues suppressed our real ongoing economic progress before the world community. In this context, collective participation in the international fair can play a vital role in rebuilding our images and projecting out sector wise augmentation before the world.

Bangladesh generally participates Apparel Sector Fair, Fashion Goods Fair, Leather and Leather Goods Fair, House ware Products Fair, Food and Sea Food Fair etc. Bangladesh already has earned a good reputation in Woven and Knitwear Garments in the World; Leather Goods and Shoes has already shown great potentiality in one of the world's toughest market in Japan; Pharmaceuticals has already entered World most sensitive market like USA; Food and Beverage penetrated in Eastern Europe, African and Middle East other than its ethnic market. Our shrimp, especially, Black Tigers has got a position in the EU and other developed countries. World finest Jute and Jute Goods of Bangladesh have great demand in the world.

All these positive aspects can be projected in the sector wise fair through attractive showcasing of quality exhibits, text and visual presentation for creating new brand image of Bangladesh. At the same time, all the positive attributes should be focused through aesthetic designing and construction of Bangladesh national pavilion in the international trade fair. The co-exhibitors and assigned officials can also contribute in rebranding the image of Bangladesh through their professional gesture and attitude towards visitor.

EPB can arrange meeting on evaluating current export policy, five-year plan, other policies related to export and annual export performance as to select thrust sectors with a view to promoting export. Following to that list, EPB may arrange workshop on the sectors for branding.

As Bangladesh is progressing in a middle income country and it sets a target to achieve 60 (Sixty)billion landmark of export by 2021 , this is the high time for EPB with the association of all stakeholder to take appropriate steps to rebuild Bangladesh's image including its export sector through focusing positive attributes by attractive showcasing of quality exhibits, text and visual presentation as well as aesthetic design and attractive pavilion construction .

JOBS IN STEPS

This Chapter is discussed into two parts:

- a. Preparing Annual Fair Calendar and

b. Collective Trade Fair Participation

a. Preparing Annual Trade Fair Calendar:

Preparation of Annual Fair Calendar is one of the vital tasks of EPB in participating in the International Trade Fair across the globe. Following the Annual Fair Calendar, EPB participates in the international trade fair.

TASKS FLOW CHART:



WORK DOCUMENTS

- Request letter to send fair Proposal for Bangladesh Mission Abroad [Appendix 1 (a)]
- Request letter to send fair Proposal for Trade Bodies in Bangladesh [Appendix 1 (b)]
- Quick scan for exhibition selection Model Template (Appendix 2)
- Total scan for exhibition selection (Appendix 3)

i. Asking for Proposals from Stakeholders:

It can be decided to select for participation in an exhibition/trade fair after searching information through the internet about the exhibition, its progress from year to year, status of the organizer and others. The organizers must be contacted to get complete

information and the manual of the exhibition. The information is needed to give input about conditions and regulations of the event that must be followed by the EPB and its co-exhibitors.

Repeating participation in an exhibition is not a given thing. We must remain critical: 'Is the exhibition the best cost-effective tool for our purpose?'

As EPB closely works with its stakeholders (Bangladesh Mission Abroad, Chambers, Trade Associations and other trade related government bodies, Fair organizer and Exporters), it invites proposals with prescribed format [Appendix 1 (a) and 1 (b)] from its stakeholders within specific time period to prepare the draft fair calendar. The stakeholders send their fair proposals to EPB considering their sectors' potentialities and business opportunities in the particular fair.

ii. Scrutinizing the received Proposals and Preparing of Draft Proposal:

Fair and Display Division of EPB is the focal point for receiving and scrutinizing the proposals received from stakeholders. The Fair Selection Committee examines the received proposals considering certain set criteria and prepares the Draft Proposals to review in the meeting with stakeholders.

It should be convincible, ruling out any doubts, that the trade fair EPB wishes to participate is the most suitable one for its purposes: growing the exports of Bangladesh to pre-determined target markets.

To determine the suitability of a trade fair it is necessary to assess the fair on its:

1. invariables
2. proposition (products and conference program)
3. visitors
4. exhibitors

Information sources to check the suitability of the trade fair, are among others:

1. The website of the exhibition itself
2. Bangladesh Mission Abroad
3. Exhibition organizers association websites (i.e. www.auma.de)
4. Exhibition search engines
5. Importers / our network etc.
6. Exhibitors of the exhibition

Obviously the proposer/EPB may wish to find out and compare the trade fair on numerous details. The more the proposer/EPB know about the fair, the more securely it can make a decision effectively.

To get an instant, global insight the proposer/EPB may run the Quick Scan for Exhibition Selection (Appendix 2). Trade fairs in which the proposer/EPB participate must score positively on this test.

To do a complete check on the suitability of a trade fair or to compare different trade fairs the proposer/EPB may use the Total Scan for Exhibition Selection (appendix 3).

iii. Meeting with Stakeholders on Draft Proposal:

This Draft Proposal is discussed in detail in the meeting with stakeholders . The representatives from all sectors - Chambers, Trade associations and Government bodies express their views on specific parts of the draft proposal. After thorough discussion, the Revised Draft Proposal is prepared for the approval of the Board of Directors.

iv. Final Approval of the Board of Directors:

The Fair and Display division sends the Revised Draft Proposal in the form of agenda to Administration and Accounts Division of EPB in order to include it in the working paper of the Board of Directors' meeting. The Board reviews the proposal and gives nod for the final approval.

v. Circulate the final Annual Fair Calendar:

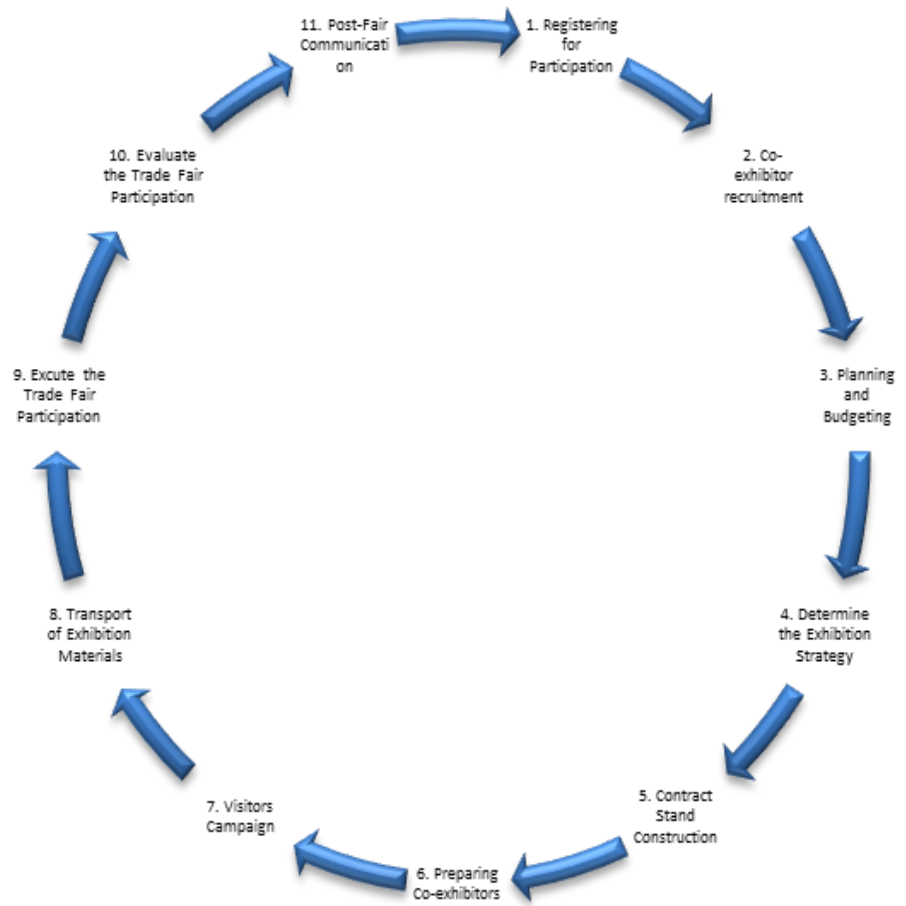
The final Annual Fair Calendar is widely circulated among the stakeholders, published in the daily news papers and uploaded in the EPB website.

vi. Collective Trade Fair Participation

After formulation of Annual Trade Fair Calendar, EPB undertakes the following activities for the successful participation of Bangladeshi companies/exporters/business entities/exporters in international trade fairs:

Each activity will be described later as a separate Chapter in this Manual.

1. Registering for Participation
2. Co-exhibitor recruitment
3. Planning and Budgeting
4. Determine the Exhibition Strategy
5. Contract Stand Construction
6. Preparing Co-exhibitors
7. Visitors Campaign
8. Transport of Exhibition Materials
9. Execute the Trade Fair Participation
10. Evaluate the Trade Fair Participation



ROLES & RESPONSIBILITIES OF STAKEHOLDERS

WHO IS FOR WHAT

In organizing the participation in an International Trade Fair in a smarter way, several types of stakeholders are related to the different types of jobs which are stated below:

Export Promotion Bureau:

Fair & Display Division of EPB is responsible to perform all the activities related to Bangladesh participation in International Trade Fair abroad. The responsibilities of EPB include:

1. Sending request letters to Bangladesh Mission Abroad and different Trade Associations for Fair Proposals to formulate yearly Fair Calendar.
2. Formulation and Approval of draft Fair Calendar based on proposals and experience of past fair participation.
3. Inform concerned Bangladesh Mission about selecting the Fair and request to provide details of fair related information including fair participation fees.
4. Organize meeting with Trade Associations/stakeholders on fair participation, i.e. – how many co-exhibitor will participate, how much fees will be for them to participate, carrying the exhibits to Fair venue etc.
5. Sending letter to stakeholders on submitting Application with participation fee within due date.
6. Organizing co-exhibitors selection meeting and selecting appropriate co-exhibitor/participants after examining the applications.
7. Requesting concerned Bangladesh Mission for space booking and sending Budget, Consignee's address, Notifying agency and other related information.
8. Sending the list of selected co-exhibitors to the Information Division of EPB and request to take initiatives to print Fair Brochure. The information division takes initiative to print poster banner etc. to decorate EPB booth in the fair following the fair calendar at the beginning of the year and provide those to concern section /PD/APD.
9. Sending proposal to Ministry of Commerce to nominate Pavilion Director (PD) and Assistant Pavilion Director (APD) of the Fair.
10. Sending letter to Ministry of Commerce to nominate members for Delegation (if it is decided to send the Delegation to the Fair).
11. Requesting co-exhibitors to send the exhibits and after receiving those, prepare Invoice, packing list etc.
12. Contact with Freight Carrier and Forwarder to pack the exhibits and request them to send those to Bangladesh Mission abroad.
13. Monitor the process of sending exhibits to the Fair Venue and sending the Invoice, Packing list, Airway bill to the Mission for clearing the exhibits.
14. Taking initiatives to conduct visitor campaign into Bangladesh pavilion.
15. Arrangement of Air Ticket, after approval of Travel program for PD, APD (and delegation members -if any), and requests the finance section of EPB for providing daily allowance and other allowance to PD/APD.
16. Arrange post-fair evaluation meeting.

Commercial Counselor/Bangladesh Mission Abroad:

The duties that the Commercial Counselor in Bangladesh Mission abroad performs to organize Bangladesh's participation in an International Trade Fair include:

1. Sending proposal for particular Fair after detail analysis following Appendix 2 and 3 of this Manual;
2. Reservation of space for Bangladesh participation (if possible);
3. Confirmation of fair space booking in prime location based on the request of EPB and making arrangement for stand construction following the Government procurement rules with approval from EPB;
4. Sending Budget; addresses of Consignee and Notification Agency and other related information;
5. Dissemination of the information, inclusion in the fair website, etc, publicising bangladeshi exhibitors publication, and other related information to make the participation fruitful before adequate time of its commencement.
6. Monitor the transportation process of exhibits and take steps for clearing the exhibits and sending those to fair ground.
7. Contact with potential buyers informing Bangladesh's participation in advance and initiatives for wider publicity about Bangladesh pavilion.
8. Send the design of pavilion/stall construction and decoration for EPB's approval before hand for the review of EPB.
9. Stand construction with the theme of Branding Bangladesh.
10. Contact with fair organizer to get registered in the website of the concerned fair and other facilities (directory, publicity materials).
11. Taking initiatives to conduct visitor campaign about Bangladesh's participation including press release.
12. Taking necessary initiatives for the publicity in electronic and print media.
13. Assist the co-exhibitor to dismantle Bangladesh pavilion and their return to Bangladesh.
14. Share the experiences and knowledge with EPB for better outcome.
15. Play the leading role in managing Bangladesh Pavillion smartly in association with the Pavilion Director (PD) and Assistant Pavilion Director (APD).
16. Prepare the evaluation report after closing of the fair and sending that to EPB.
17. Assist to all activities related to delegation sending during the fair.

Co-Exhibitor:

The Co-exhibitor is the participating companies/business entities/exporters/others who is also responsible to do major duties to participate in an International Trade Fair. The jobs include:

1. Making plan well ahead to participate a particular fair after collecting Fair calendar from EPB website or related Association.
2. Apply for desired fair with required documents, product brochure, booklet, product images etc. within due time after collecting Notice for application.
3. Send appropriate representative to attend the meeting on particular fair organized by EPB.
4. Invite existing buyers/importers and potential buyers to visit stall during the fair through collecting list from internet search.

5. Produce products that will be exhibited at the fair as per plan.
6. Prepare for the fair according to the culture, language, taste and preferences of buyers to convince and attract them during the fair.
7. Selection of appropriate representative (who is knowledgeable enough to answer buyers/visitors inquiry) to attend the fair.
8. Initiatives to prepare/print high quality product brochures, pamphlets, posters etc. before attending the fair.
9. Taking initiatives to conduct visitor campaign into fair booth.
10. Decoration of the stall appropriately to attract buyers.
11. Arrangements of small gifts/candy/souvenir to attract visitor at the stall.
12. Attitude proactively with visitors at the stall and at the end of the day congratulate and appreciate visitors (through e-mail) , using collected visiting cards, information, etc.
13. Continuation of communication with potential buyers instantly returning country.
14. Submit the Evaluation format/report to EPB with all desired information and assist EPB to organize the same fair with more care and effectiveness.
15. Create website of the company/exporter/business entity and update with latest products and news.

Associations:

The product based Association or other related platforms have some important roles to make a successful participation in an International Trade Fair:

1. Sending proposal for particular Fair after detail analysis following Appendix 2 and 3 of this Manual;
2. Train and educate the Co-exhibitors with a view to reaping maximum benefit from fair participation
3. Enhancement of skill of the exhibitors in terms of quality, development and selection of the product for the fair, techniques of display and buyer attraction.

Ministry of Commerce:

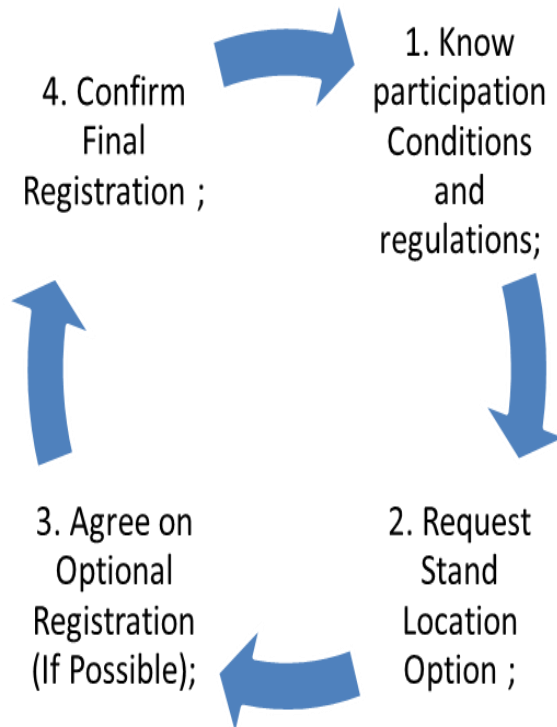
Ministry of Commerce, Bangladesh performs the following duties:

1. Approval of particular fair to participate in if the Board Meeting is delayed for unavoidable reasons.
2. Assistance to select participants by attending meeting of Fair committee.
3. Issuance of Government Order (GO) against Pavilion Director (PD), Assistant Pavilion Director (APD), Members of Delegation to attend the Fair.

REGISTERING FOR PARTICIPATION

Registering with fair organizer is the first step to implement the participation in a specific international trade fair by EPB in association with the Commercial Counselor of concerned Bangladesh Mission abroad. Following steps are undertaken in registering participation:

TASKS FLOW CHART:



EXPLANATION

1. Know participation Conditions and regulations :

It is essential to know the conditions and regulations of the exhibition organizers that apply to participation. For registering one should at least be aware of the following:

- the registration procedure
- the registration deadline(s)
- the organizers costs of participation
- the (minimum, maximum or scaled) ordering volumes for stand space square Meters
- the admission policy and participation conditions of the organizers*.

*** Be aware!** It is not uncommon that fair organizers restrict the exhibiting and contracting liberty of exhibitors. For instance, are you allowed to build your own stand or must the stand construction be contracted with the organizers? As to the admission policy: Are you allowed to participate?

Keeping above factors in mind, as per approved Annual Trade Fair Calendar, EPB seeks information from Commercial Counselor of Concerned Bangladesh Mission abroad with a view to holding a meeting with the stakeholders. The following information is generally sought:

- (a) Options of schemes, e.g. shell scheme, own construction etc.;
- (b) Procedure of space booking ;
- (c) Rent of space/ stall & dead line for booking of space ;
- (d) Category of Exhibits ;

- (e) Organizer Profile ;
- (f) Name of the Consignee ;
- (g) Port of arrival of the exhibits ;
- (h) Head wise budget estimate along with Bank account number ;
- (i) Suggestions with regard to participation (if any) ;
- (j) List of buyers and important visitors along with contact detail :
E-mail, Fax, Telephone;

(k) Facilities, incentives and others like discount/waiver in regard to the fair. Accordingly Commercial Counselor collects those information from the organizer and send desired information to EPB .

2. Requests Stand Location option :

In general it is so that the market's key players, big exhibitors or loyal, long-year exhibitors enjoy the fair organizers' preference when they allocate stand spaces. The more important (valuable) your participation is for the organizers the more you may be able to influence the location of your stand space. What, in any case, will undermine your position to get a proper stand location is you being (too) late in requesting one.

At the earliest stage possible you inform the organizers / Prowein about your interest to participate and request them to propose you a few stand options. At least provide them the following three guidelines:

1. the required number of square meters
2. the preferred hall
3. the preferred location(s) in the hall.

How to calculate the required no. of square metres of stand space (an example)

Here is a rule-of-thumb. The total amount of stand space required is the sum of:

No. of booths x required m2 per booth

Required m2 for office space

Required m2 for kitchen and storage

Required m2 for hospitality area

Required m2 for EPB info desk

Required m2 for catering / demo

A request for a stand in prime location considering those things into account.

2. Agree on Optional Registration (if Possible)

Once (but in any case not later than the deadline the organizers have given for it) you have decided which of the offered stand options you wish to have you contact the organizers to request them to reserve this space for you. Since you organize a pavilion you may at the time of requesting the reservation not be able to already bind yourself. If so, you explain the situation and try to agree on

an optional registration. Meaning, that till a certain date the organizers will optionally reserve the stand location for you and will not allocate it to another party before that date and the organizers will not lift the optional reservation without contacting you.

If optionally registering is not possible you must communicate the organizers to reserve the space option for you and to register for participation in accordance with the organizers' deadline and instructions.

3. Confirm Final Registration:

After recruitment/selection of co-exhibitors, EPB fills out, signs (if applicable) and sends the binding registration form to the Commercial Counselor/organizers before the general deadline or specific deadline agreed upon. Need to be sure to follow all the organizers' instructions for it on time.

CO-EXHIBITOR RECRUITMENT

Recruitment objectives

Before starting to recruit co-exhibitors EPB needs to set SMART co-exhibitor objectives:

- Whom does EPB want to join the pavilion?
- How many of them does EPB want to join the pavilion?

EXPLANATION

Getting enough co-exhibitors and the right exhibitors to join the pavilion is one of the tasks. EPB encourages business entities of all sectors from all over Bangladesh including villages to participate in the International Trade Fair abroad. EPB recruits co-exhibitors by sending information and application form through email, telephone or invite them for a meeting. EPB has to stipulate requirements in the application form to get their commitment. EPB gives clear information regarding their rights and obligations to avoid misunderstanding.

Exhibitor requirements in the application form may concern the following:

The Co-exhibitor commits to

- a) Participating in the exhibition without possibility of withdrawal (Once selected, participation fees will not be refunded. Penalty may be imposed in case of intentional absence/negative activities in the fair)
- b) bringing product samples for display
- c) sending adequate staff to the exhibition
- d) filling-out form of daily transaction / results
- e) giving a report on contract realization from exhibition participation at the end of year as evaluation data for EPB
- f) bearing the cost of construction cost of the Bangladesh Pavilion
- g) complying with the provisions made by exhibition organizer and EPB

The co-exhibitors in the pavilion and their products are key-ways to give proof of the propositions EPB makes to its target groups. As such the co-exhibitors and their products are interlinked with the propositions, EPB may have defined for the collective participation. Either EPB recruits the co-exhibitors that can prove the pavilion propositions or EPB defines the propositions that the co-exhibitors are able to prove.

WORK DOCUMENT

- Invitation Notice Model Template (Appendix 4)
- Application Form Model Template (Appendix 5)
- Visa Recommendation Letter Model Template (To Foreign Mission in Bangladesh) [Appendix 6 (a)]
- Visa Recommendation Letter Model Template (To Foreign Ministry of Bangladesh) [Appendix 6 (b)]

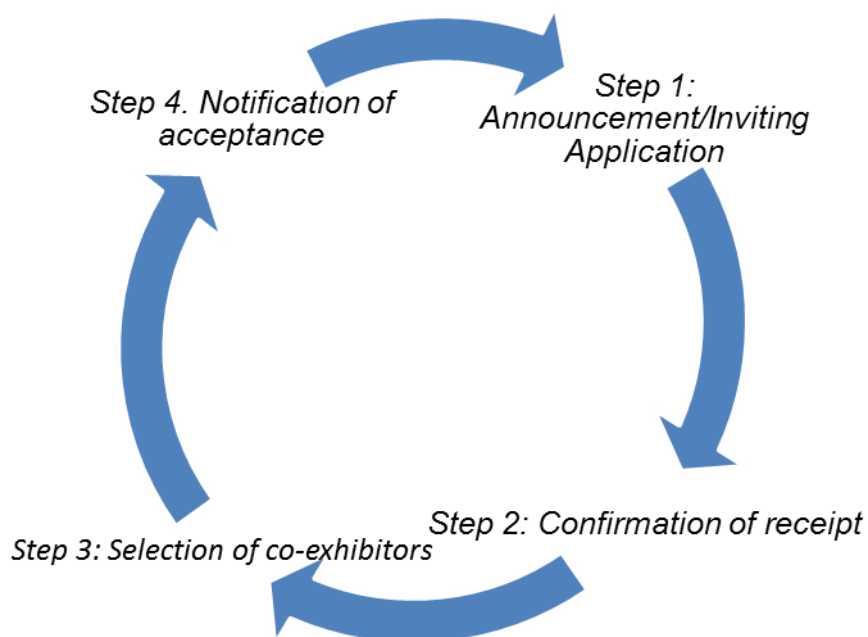
Recruiting co-exhibitors

Make sure that there are sufficient, qualitatively right co-exhibitors before taking the positive/negative (Go-NoGo) decision on organizing a group participation. Approach potential co-exhibitors via notice, direct letter, bulletins, press releases, internet, etc.

Arrange discussions or meetings with potential co-exhibitors to present the potentials of the fair and to measure the level of interest. Prepare such contacts thoroughly, collecting facts and figures about the target market, the exhibition as well as procedures for registration.

Launch a recruitment campaign after a positive decision to organize a collective trade fair participation has been taken. District Commissioners in all districts in Bangladesh can be contacted to assist in this regard. They may be asked to work on potential exporters in their designated districts and help EPB to identify exporters in remote areas of Bangladesh. Once these potential exporters are identified, they will be invited and nurtured to be capable to participate in International Trade Fair under the umbrella of EPB. The Chamber of Commerce & Industries working in district level and the Regional/Branch offices of EPB can work and provide information to EPB in this area.

TASKS FLOW CHART CO-EXHIBITOR RECRUITMENT:



Co-exhibitor recruitment campaign in steps

Step 1: Announcement/Inviting Application

EPB invites application from stakeholders by issuing letter, e-mail, advertising/notice, press release, website, with a short description of the fair, its objectives, a characterization of the target market(s), the exhibition, the benefits for the exhibitor and how to apply for the fair (Appendix 4 and 5).

The following documents are sought to enclose with the application form:

1. Renewed Trade License;
2. Certificate of incorporation/Memorandum and Article of Association (if applicable);
3. Valid VAT certificate (if applicable);
4. Valid Export Registration Certificate (ERC);
5. Income Tax Certificate (if any);
6. Latest Proceeds Realization Certificate (PRC) (if any);
7. Membership Certificate of Chambers and Association (if any);
8. Registration Certificate of EPB (if any);

9. Passport's Bio-Page of the representatives ;
10. Two Copies Passport Size Photograph of the representative.
11. Copies of previous Visas (if any);
12. Copy of appointment letter and a Guarantee letter on valid non-judicial stamp (Tk. 300) by employer (MD/Chairman/Proprietor) mentioning return of the employees after fair participation.
13. Product images (soft and hard copy) with description.
14. Copies of Awarded International Certificates (Quality/Compliance/Others) (if any)
15. Pay Order/Bank Draft

Step 2: Confirmation of receipt

Acknowledgement of receipt of application is given to the applicant. Accordingly the applicants are informed the time span for processing the same and the date when a decision on acceptance or rejection can be expected.

Step 3: Selection of co-exhibitors

The co-exhibitors in the pavilion and their products are a key-ways to give proof of the propositions EPB makes to its target groups. In general, to qualify for participation exhibitors must pass the following filters:

EPB applies the following criteria to accept companies/exporters/business entities to join its pavilions. Co-exhibitors must:

1. Agree with the requirement in EPB application form;
2. Commit to follow all of EPB regulations;
3. Ensure quality of the product;
4. Have past Export Performance;
5. Have past good behavior while participating in a previous fair;
6. Have Business experiences;
7. Have a good record of customer satisfaction;
8. Have the capability to fulfill market requirements and sustainable supply.

The received applications submitted by the companies/exporters/business entities are reviewed by the committee headed by Director General-1, EPB. The other members of the committee are furnished below :

- | | |
|---|----------|
| 1. Director General -1 , | Chairman |
| 2. Representatives from Ministry of Commerce
(Deputy Secretary /Joint Secretary (Export) | Member |
| 3. Director (Commodities), EPB | Member |
| 4. Director (Policy and Planning) | Member |
| 5. Representative of FBCCI | Member |
| 6. Representative of Exporters' Association | Member |
| 7. Director (Fair), EPB
Secretary | Member |

The Committee examines the submitted documents sought by EPB and accordingly selects the co-exhibitor. The selected list of co-exhibitor is approved by Vice Chairman of the Bureau.

The selected co-exhibitors list is then sent to Commercial Counselor/Bangladesh Mission concerned country for final registration.

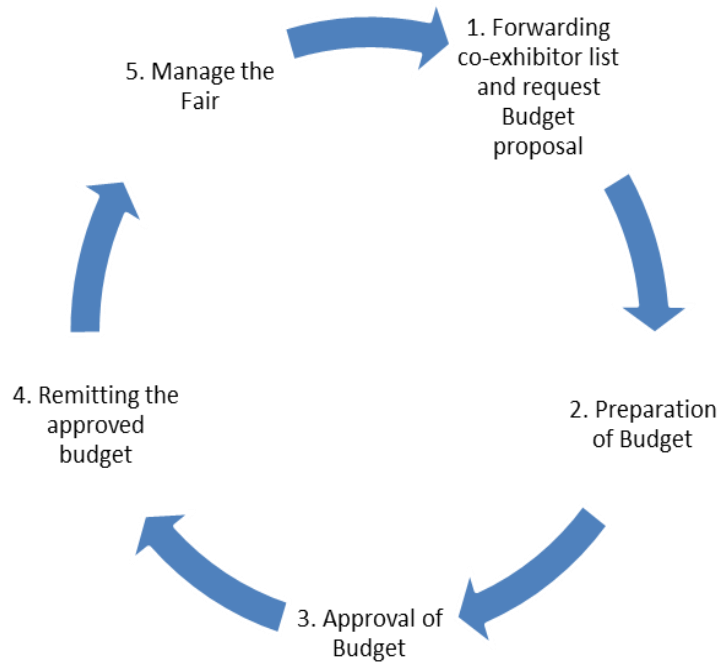
Step 4. Notification of acceptance

The selected list of co-exhibitors is sent to Foreign Ministry as well as to the concerned foreign embassy for issuance of visas with a copy to the co-exhibitors [Appendix 6 (a) and (b)].

PLANNING AND BUDGETING

After the recruitment of co-exhibitor EPB forwards the list to Commercial Counselor for final registration and requests to send the budget. The Commercial Counselor sends the budget proposal mentioning item of expenditures to EPB. The task flow chart of planning and budgeting has been mentioned below:

TASKS FLOW CHART FOR PLANNING AND BUDGETING



WORK DOCUMENTS

- Budget Proposal and Comparison Model Template (Appendix 7)
- Planning for Collective Trade Fair Participation Model Template (Separate Excel 1 document)

EXPLANATION

1. Forwarding co-exhibitor list and request Budget proposal:

After recruitment of co-exhibitors, EPB forwards the list to Commercial Counselor to book the space or booths for EPB. On the basis of request, Commercial Counselor confirms the booth registration and ensures Bangladesh's participation in the International Trade Fair.

2. Preparation of Budget:

On basis of EPB's request, the Commercial Counselor prepares the head wise budget and sends it to EPB for approval (Appendix 7). The following items are considered in preparing the Budget:



Only expenses are showed in the budget but the fees received as participation and discount/subsidies given by EPB does not mention in the budget. EPB bears all expenses from its market development fund.

3. Approval of Budget :

The EPB authority reviews the budget proposed by Commercial Counselor. After reviewing and examining the budget, approval is given to carry out the activities as per budget planning.

4. Remitting the Approved Budget:

The Accounts and Finance section of EPB performs the activity to remit the budget to Commercial Counselor. After executing the fair, Commercial Counselor has to adjust the budget supporting all documents related to carry out the expenses.

5. Manage the Fair:

Being the fair coordinator of the collective trade fair participation, EPB and concerned Commercial Counselor are responsible to manage resources, time and results (Appendix 7). EPB and other stakeholder use the Fair Planning Sheet for Collective Trade Fair Participation to manage the fair (Excel File 1).

As EPB has no overseas office, Commercial Counselor plays a crucial role in making Bangladesh participation a success. Though Pavilion Director (PD) and Assistant Pavilion Director (APD) are nominated by Export Promotion Bureau to conduct the Bangladesh Pavilion, Commercial Counselor has to perform all the responsibilities (Space Booking, Contact with Contractor, Branding, Campaigning, Supervising Pavilion Construction, releasing exhibits, etc.) as a coordinator of organizing Bangladesh participation in the International Trade Fair.

6. Know the deadlines

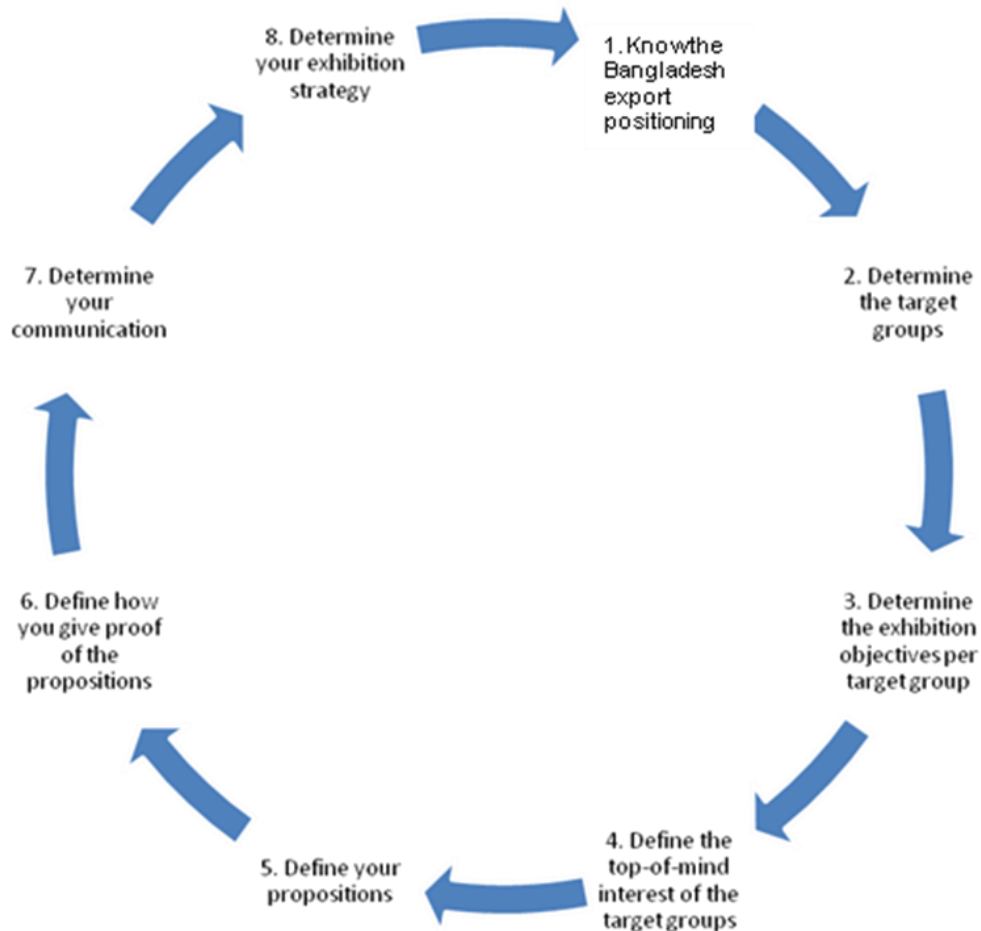
Deadlines form the anchor points of fair planning, it is important to plan all the activities and tasks around them. Therefore, it is indispensable to know the most important deadlines before making a plan.

These deadlines must be followed:

- ✓ space registration
- ✓ catalogue entry
- ✓ ordering exhibition services
- ✓ ordering stand facilities
- ✓ submitting the stand plan to the organizers
- ✓ travel and accommodation
- ✓ visa applications
- ✓ arrival of exhibition materials
- ✓ payment of stand space

DETERMINE THE EXHIBITION STRATEGY

TASKS FLOW CHART FOR COLLECTIVE EXHIBITION STRATEGY



WORK DOCUMENTS

- Co-exhibition strategy (Appendix 8)

EXPLANATION

Know the Bangladesh Export positioning

Before commencement of developing the exhibition strategy, it is necessary to have knowledge of and understand the Bangladesh export positioning (page 11).

The 'brand' positioning of Bangladeshi exports functions as a compass for how EPB engages in the promotion of exports. As such the collective trade fair participation must be organized and realized in line with this positioning and help building a corresponding image. In all cases trade fair participation must be 'brand worthy'.

The Bangladeshi exports wish to position itself in accordance with the values given in the branding. The export brand gives references for our communication, our propositions, our visuals, our stand design and so on. Our activities must contribute to establish the desired brand position of Bangladeshi Exports.

Determine the visitor target groups

Determine who we wish the Bangladeshi Exports to reach and to influence through the trade fair participation. In other words, who do we want to visit the pavilion?

Determine and prioritize on the basis of:

- target markets (countries)
- organization types (activity)
- job functions.

Determine the objectives per visitor target group

After having determined who we want to attract to the pavilion, we have to determine per target group **how many** of them we want to attract to the pavilion, and **what** it is that we want to achieve with them.

Having no objectives or vague objectives leads to a weak exhibition strategy and consequently to poor trade fair results. A tool to help us to set objectives making our objectives SMART:

- Specific
- Measurable
- Acceptable
- Realistic
- Time-bound.

Define the visitor target groups' top-of-mind interests

Ask ourselves what are the top-of-mind interests of the target groups we wish to attract to the pavilion. What are the main problems and worries for them? The interests of our target groups form the basis for our exhibition proposition(s).

Define exhibition proposition(s)

From the top-of-mind interest of our target group visitors we define our exhibition propositions: the promises that we make which will trigger our target group visitors to plan a visit to the pavilion. In other words determine what we have for them that will make it worthy to visit Bangladesh pavilion?

A good proposition meets 3 criteria:

1. it is true
2. it is relevant
3. it is distinguishing (different from what others' promises).

Proof your proposition(s)

At trade fairs numerous business promises are made, from ever so many countries and individual exhibitors. Visitors have the right to question them. Therefore and if possible, give visitors on the spot proof that our propositions are true and of value to them.

Determine the communication

Define how we will communicate our propositions to the target groups at the fair. National pavilions must always communicate in such a way that they succeed in:

- attracting the attention of the visitor target groups as a whole
- raising the business interest of the visitor target groups as a whole.

Take into account that pavilion express messages obviously through images and texts, but also through colours, lighting, product displays, decoration, materials used, pavilion lay-out, booth set-up and so on.

Determine the exhibition strategy

Gather in a plan all the things that we will do before, during and after the fair for ourselves and our co-exhibitors to:

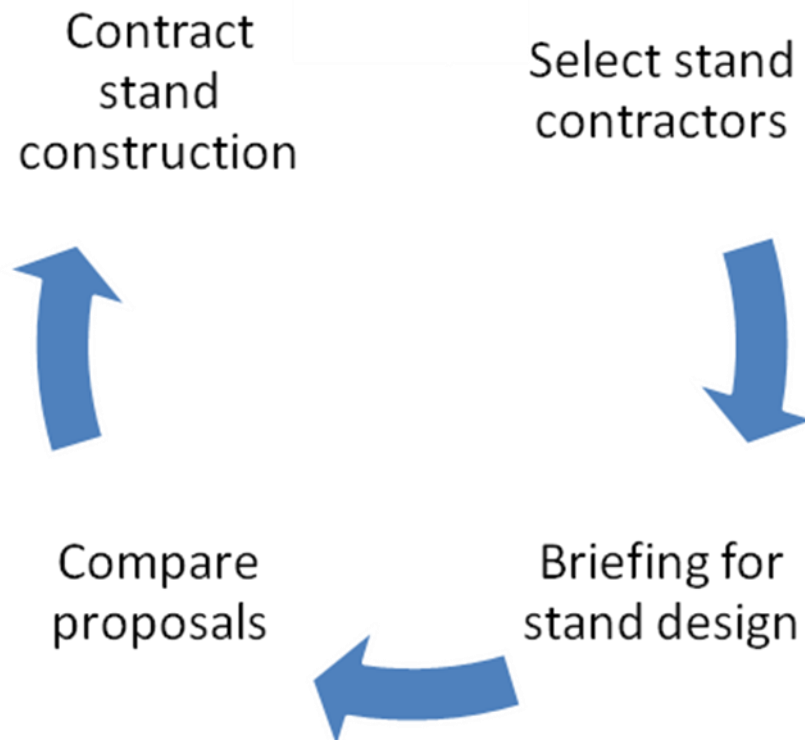
- reach the target group visitors
- establish contacts with target group visitors
- have valuable meetings with target group visitors
- be successful in following-up on leads.

Co-exhibitors may use the 1-page exhibition strategy Model Template Appendix 8 to determine and justify their own exhibition strategy, following the explanation here above.

CONTRACT STAND CONSTRUCTION

As per job responsibilities, Commercial Counselor will undertake the following activities regarding stand construction:

TASKS FLOW CHART FOR CONTRACTING STAND CONSTRUCTION



WORK DOCUMENTS

- Stand design briefing Model Template (Appendix 9)
- Stand proposals comparison score card (appendix 10)

EXPLANATION

Commercial Counselor selects stand contractors to make a proposal for design and construction of the stand. S/He should give creative and functional direction to the selected stand contractors. S/He briefs them as to the desired pavilion design, its functional requirements, the theme and the message(s) that the pavilion must deliver. The CC has to obtain proposals for stand design and construction and submit those to EPB for approval. In all cases the design must correspond and support Bangladesh exports "brand" positioning. In other words, it must be brand-worthy.

Selecting stand contractors:

For assigning a stand contractor with the construction of our pavilion it is required to get and compare the proposals of 3 different stand contractors.

The steps:

1. Qualify

The first step in selecting a stand contractor is to determine the qualifications of the right stand contractor. What services must they be able to provide? Will a traditional stand contractor do or can we benefit more from a full-service stand contractor?

2. Identify

Then identify possible stand contractors. The easiest way to get addresses is to look in the exhibitor manual for the general service contractor appointed by the fair organizers or to ask the venue to recommend stand contractors. Of course we can also search the internet for websites of stand contractors.

3. Select

Once we have identified the stand contractors we can start with our selection. To do a pre-selection we may visit the website of the stand contractor, look for reference projects and determine whether the type of company/exporter/business entity, their scope of business as well as service range suits our needs. How many stand contractors we can address in a way depends on how we would like to work with them. Some tips:

- select stand contractors from our own network, whom we have already worked with
- select stand contractors that have been recommended to us by people from our network
- select the fair organizer's official stand contractors
- select stand contractors that are in the vicinity of the trade fair
- select stand contractors that are also building stands for other parties at the concerning fair.

4. Approach

After selecting sufficient possible stand contractors, approach them and:

- explain them in short the need for a stand design and construction proposal
- tell them when we would need the proposal
- let them know how many stand contractors we will approach (it is suggested not to approach more than 3)
- ask them to confirm before a certain deadline their interest to make a proposal
- inform them how and when we will – upon their selection to offer for the construction contract – brief them about our requirements.

Warning! As a rule stand construction takes up a large part of our total budget. It is of utmost importance that we request and negotiate stand proposals well in advance. Being late:

- increases the costs
- undermines creativity
- weakens our negotiation position
- increase the risk of an inadequate design.

Briefing for Stand Design:

As soon as we have gathered the number of qualifying stand contractors willing to make a proposal, we send the stand contractors the briefing for the design as promised.

Now, there are two options:

1. we already have the design of the stand and only seek proposals to produce and build it
2. we require the stand contractors to design the pavilion and offer for producing and building it.

Stand concept and design available:

When a stand concept and design is available we can approach stand contractors to quote on the production, build up and dismantling of the stand. To make sure that each stand contractor offers in the same way and for the same services the Commercial Counselor could issue a tender for the services required. When tendering for an order stand contractors generally accept more competitors than the maximum of three mentioned before.

The elements of a RFP document are:

- Exhibition(s)
- Floor plan
- Design (incl. technical drawing)
- Specifications
- Miscellaneous requirements
- Conditions

Like with a briefing for stand design the contents of the RFP should be complete, clear and specific. CC must realize that it now is EPB that has to provide the information (in all its details) that is required to enable the stand contractor to make the offer EPB is asking for. Do not hesitate to be directive!

Stand concept and design not available:

If the Commercial Counselor does not yet have a design and concept and CC wishes the stand contractor to provide him/her one, it is advisable to select a maximum of three stand contractors to pitch for the order. Stand contractors will be hesitant to pitch in case there are too many competitors.

It is quite common that stand contractors will ask CC beforehand to compensate the design and concept costs in case they will not be granted the order. But it is also quite

common not to compensate them for it. Should the question arise, always find out whether it is negotiable. The more interest CC can raise in the project, the bigger the chance that CC achieves free commercial commitment from the stand contractor in the quotation phase.

Although CC may not be aware of it, CC her/himself plays a vital role in the outcome of the proposal for design and concept. It is the briefing that every stand contractor will ask CC to give them that forms the creative and functional basis for it. Be clear, specific complete and inspiring.

Concept & Design briefing checklist

- *Exhibition details*
- *Hall and stand characteristics*
- *Data on organizer and exhibitors*
- *Objectives*
- *Functional considerations*
- *Conceptual considerations**
- *Stand elements*
- *Operational services*
- *Additional services*
- *Budget*
- *Presentation format*
- *Presentation deadline*
- *Quotation conditions*

***The conceptual instructions in briefing CC must always include a reference to and explanation of the Bangladesh exports “brand” positioning in order to secure obtaining brand-worthy stand design proposals.**

Tip! Help the stand contractor to understand to define and explain the essential creative or conceptual qualifications and considerations in the briefing as much as possible. For example:

- instead of “high” or “big” put 5 meters high and 2 meters wide;
- instead of “beautiful colours” put a combination of orange, blue and off-white.

See Appendix 9: Stand design briefing Model Template

Conceptual hints for stand design

Designing is not simply a matter of rigid formulas. Even on the technical level there is often more than one valid solution to a design problem. Furthermore, tastes and aesthetic reactions vary from country to country, from culture to culture and from person to person. Limitations of budgets may also play a decisive role, although spending extra money does not necessarily guarantee a better exhibition stand. Furthermore, objectives for exhibiting have obvious implications for the design. All

reasons for differences of opinion. In any case, however, a stand needs **STOPPING POWER**, something which will compel a visitor to look at it more closely.

The design should both functional and creative and it must, at the same time, facilitate the co-exhibitors in achieving their particular objectives. The national and sector element will be predominant, but graphics, displays etc. accentuating generic impact should match with working environments for the individual exhibitors.

Basic rules that apply to the design of a pavilion

- ✓ Design through the eyes of the target group visitors
- ✓ Consider the pavilion to be a three dimensional bill board
- ✓ Attract attention
- ✓ Establish a strong identity
- ✓ Establish a clear theme
- ✓ Let stand communication instantly trigger the business drives of the target group visitors
- ✓ Let the design be adequately functional, but your communication distinguishingly impactful
- ✓ Apply for proposals well in advance

Comparing the stand proposals:

When the CC has to choose between different designs s/he select the design that – within the budget - best enables CC and EPB to achieve the commercial and branding objectives of the pavilion and its individual exhibitors. It makes no sense to select the cheapest design, if because of the design Bangladesh misses out on or ruin business opportunities.

Have contractors specify their proposals as much as possible. It's not unusual to require them to specify and quote all individual elements of their proposal. Knowing the proposal brings down the risk of unpleasant surprises afterwards.

When pitching the realization of an existing design it is advisable to split the production quotation from the realization quotation (build-up, dismantling and transport). This will give CC and EPB clear insight in the major costs elements which can be of use for further negotiations.

Appendix 10 provides CC and EPB with a stand proposal score card for easy and consistent assessment and comparison of the suitability of the different proposals. Using the score card helps to more objectively draw conclusions based on key performance indicators rather than subjective 'taste' aspects. For EPB critical stand design key performance indicators are the level to which the stand design supports:

- establishing a strong brand / sector identity
- communicating a sector theme / generic proposition
- attracting attention and raising interest
- the promotion and positioning of individual co-exhibitors
- pro-active contacting and interacting with visitors
- professionally meeting with visitors.

Negotiate and Contract:

Always negotiate the offer. Very rarely a stand contractor will not bring any change with him, when 'sitting down' with CC to talk business. Always prepare to compare the offers, the costs break downs and so on. Then find arguments why the price should drop. Good arguments in combination with the contractors' interest in doing business may easily lower the price.

Be careful not to concentrate on price only in the negotiations. Other services or advantages may easily be achieved and also be important. Seek for agreement also on:

- payment terms and conditions
- quality of the construction materials to be used
- timing of delivery of the stand
- presence and availability during the fair
- processing of technical forms
- last minute service
- services to individual exhibitors.

PREPARING THE CO-EXHIBITORS

TASKS FLOW CHART FOR PREPARING THE CO-EXHIBITORS



WORK DOCUMENTS

- Co-exhibition strategy Model Template (Appendix 8)
- Co-exhibitor Instruction Model Template (Appendix 11)

EXPLANATION

EPB has set itself the task to organize **successful** collective trade fair participations. This means that it is also our job to help our co-exhibitors prepare themselves for success, both operationally as well as commercially.

market & exhibition information
 participation planning
 exhibitor instructions
 developing an exhibition strategy
 staff empowerment.



Market & exhibition

Upon registration for their our co-exhibitors receive an containing the following:

- exhibition info
- market info.

information:

Participation Planning participation information pack

Exhibition info:

The information about the exhibition that we send to our co-exhibitors provides them insight in:

- exhibition facts & figures
- exhibitors profile description
- visitors profile description
- products profile description
- halls / products segmentation
- pavilion location with hall floor plan
- celebration dates & times
- congress program
- matchmaking services
- awards program
- visitor promotion offers.

Market info:

The information about the markets that our exhibitors target through participating in the fair includes:

- import figures
- consumption figures
- trends and developments
- main buyer's overview (names, addresses, products)
- buyer requirements
- buyer expectations
- opportunities and threats
- cultural differences and business tips.

**** Market and Exhibition information will be provided by the Commercial Counselor as early as possible.**

Participation planning:

Also upon the registration for participation, CC and EPB send the Co-exhibitors an overview of important deadlines and dates for them to integrate into their project planning (fair participation) for the participation, including:

- catalogue entry deadlines
- opening dates
- exhibits arrival deadline
- payment deadline
- ordering services and facilities deadlines
- photo and logo files deadlines
- deadline for depositing exhibits (if applicable)
- specific format for Commercial Invoice for exhibits
- list of documents to be submitted for clearing exhibits
- any special instructions for clearing exhibits.

Co-exhibitor Instructions

For the operational preparation of their participation, it is needed to guide the co-exhibitor in:

- what to do
- when to do it
- how to do it.

The instructions must be correct, clear and complete instructions. The instructions include at least the following aspects:

- exhibits transportation
- photo and logo files
- catalogue entry
- stand decoration
- ordering stand services

See appendix 11 for instructing co-exhibitors. For each collective trade fair participation the contents of the co-exhibitor instructions may be different and may need to be tailored.

Co-exhibition strategy:

EPB encourages co-exhibitors to develop their own exhibition strategy to participate in the collective entry. To guide them, it is required to send the Co-exhibition Strategy form to the co-exhibitors (Appendix 8).

Co-Exhibitor staff empowerment:

The effectiveness and efficiency of the stand staff of co-exhibitors form the basis for success of collective trade fair participations. To empower the co-exhibitors stand staff, it is required for the Co-exhibitors to engage themselves in the following two activities:

- an exhibitor training on booth management, such as – display technique, inviting buyers, etc. before the fair.
- an exhibitor kick-off/how to convince the visitors at the fair.

VISITORS CAMPAIGN

TASKS FLOW CHART FOR VISITORS CAMPAIGN



WORK DOCUMENT

- Visitor Campaign Planner Model Template (Appendix 12)
- Press release Sample (Appendix -13)

EXPLANATION:

Attracting visitors is a shared responsibility of the fair organizers, EPB and the co-exhibitors in the pavilion. The fair organizers are to attract visitors to the fair, EPB to its pavilion and the co-exhibitors to their booths.

Determine Campaign Objective:

For successfully attracting visitors to the pavilion it is necessary to run a visitor campaign targeting different target groups, using (different) adequate communication tools and sending them (different) messages at different times.

Successful visitor campaigns are designed to:

- attract the attention of potential visitors
- raise their interest in what we offer
- make them want to visit us
- put us on their agenda and make them confirm their visit

Develop Visitor Campaign:

To attract visitors, promotion/campaign facilities that are offered by the fair organizer may be used, but enough budget is needed for them. At all times use free campaign facilities offered by the organizer website like web banner, press release or email blast.

Also always inform the co-exhibitors to do so. To develop the campaign uses the Visitor Campaign Planner Model Template (Appendix 12).

Visitor Database:

To reach the target group visitors, it needs to dispose of an up-to-date database. Either use own database or acquire addresses externally (to be taken into account in the budget).

Measure and Evaluate:

Obviously it is important to measure the results of the various pre-fair marketing activities that engage in. Before executing the visitor promotion activities, determine how to measure the results of the activities and determine what the criteria are to evaluate the effectiveness of the different actions (set objectives per activity/tool).

Press Release:

Press Release is an important component of business communication. EPB has to circulate in the form of press release with a view to informing/ disseminating information as to fairs, events and export performance report among the stakeholders. A Press Release should be accurate, news worthy, precise, simple and clear. In an effective press release most important information should appear at the beginning and less in the last paragraph. While writing a press release ask yourself the following:

WHO – The Subject of the story –the organization/Institute, Event or Activity;

What – Information /News the stakeholder needs to know about. What target groups or audience will be benefitted.

When – When the event would happen or when did it happen (Date, day and Specific Time of the Event that will take place or already taken place);

Where – Location of the event where the event will take place or already taken place.

Why - Why the information/news is important. The reasons should be convincing;

How - To be described how the program/event would be implemented.

In a press release there should be following parts:

Headline – To draw the attention of the readers the headline should be in catchy words with clear and specific statement.

Body – Most Important part of the press release is its body where the questions who/what/when/where/why/how will be described in a logical manner.

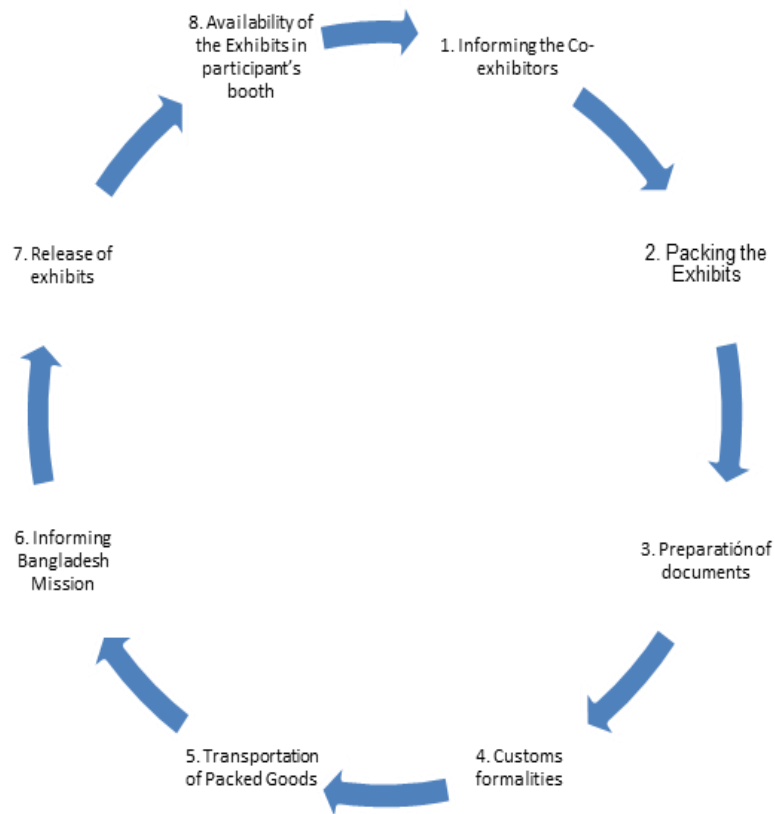
Context - Background information of the event /program to inform the target groups.

The Press release should be precise in one page with all information that will be read worthy for the target audience/groups.

Please see the Appendix- 13 for a ready reference!!

TRANSPORT OF EXHIBITION MATERIALS

TASK FLOW CHART FOR TRANSPORT OF EXHIBITS



WORK DOCUMENTS

- Co-Exhibitor Recommendation Letter Model Template (Exhibits Carrying By EPB) (Appendix 14 a)
- Co-Exhibitor Recommendation Letter Model Template (Exhibits Carrying By Co-Exhibitors) (Appendix 14 b)

EXPLANATION

Dispatching exhibits is another important task for making fair participation a success. EPB takes 30 KG (Kilogram) products from the exhibitors and send those exhibits without charging any fee to the fair venue.

To send the exhibits of co-exhibitors, EPB employs a Clearing and Forwarding Agent (C&F) through Open Tendering Method (OTM) for three years. After expiry of the contract, EPB again do the said process.

The jobs that are done in this stage are discussed briefly below:

1. Inform the co-exhibitors to deposit their exhibits to EPB within stipulated time by sending a letter;

2. The representatives of Appointed Clearing and Forwarding agent pack the exhibits at EPB office;
3. Preparation of the documents [Packing list, Commercial Invoice, Certificate of origin/GSP Certificate (if required)];
4. Perform the Customs formalities by C&F agent ;
5. Sending the packed exhibits to the C&F agent of the designated destination overseas;
6. Communicate with concerned Bangladesh Embassy with air way/shipping bill and other necessary documents;
7. Release the exhibits from airport /seaport by C&F agent (appointed by concerned Bangladesh Embassy);
8. Availability of the Exhibits in participant's booth in time

EPB is responsible for organizing and monitoring the transportation and the delivery of the exhibits on the stand timely if EPB carries exhibits. Arranging the transport is a task which demands careful preparation and strict discipline.

After having identified who the official forwarder is (see the exhibitor manual of the fair organizers), the Commercial Counselor of the concerned Bangladesh Mission abroad finds out the shipping instructions and conditions and sends the related information EPB. Important elements in this aspect are the shipping documents, the packaging and way of marking the packaging. As a next step EPB sends all shipping related documents to the concerned Bangladesh Mission to make an arrangement for clearing and receiving the materials and delivering those on the stand.

If EPB does not coordinate the transport of exhibition materials for its co-exhibitors, they have to decide how to send their exhibits to the fair venue. However, EPB may provide (if required, under the provisions of Export Policy) forwarding instructions/advice as well as the necessary recommendation letter to the related authority.

Appendix 14 (a) and (b) give a Model Template for a recommendation letter.

EXECUTE THE TRADE FAIR PARTICIPATION

TASKS FLOW CHART FOR EXECUTING THE TRADE FAIR PARTICIPATION



WORK DOCUMENTS

- On-site checklist Model Template (Appendix 15)
- Co-exhibitor briefing Model Template (Appendix 16)
- Business Contact Sample Form (Appendix 17)
- Rounding off checklist Model Template (Appendix 18)
- Commercial Counselor and PD/APD Briefing Sample (Appendix 19)

EXPLANATION

Stand and services checking:

Upon arrival at the fair, as per agreement signed between Commercial Counselor and Stand Contractor, it needs to check and ensure that the pavilion and the individual booths are in a perfect state. Technical facilities, product display, graphics and office facilities are important points for attention. Lighting and cleaning of the stand(s) also belong to set points needing control (Appendix 15).

Co-exhibitor briefings:

Once at the fair CC and EPB officials (PD/APD) are expected to brief the co-exhibitors before show opening and during the trade fair. The briefings concern the various responsibilities, rules of behavior, handling of visitors, special activities, problems, evaluation and follow-up (Appendix 16).

Idea! Gather the co-exhibitors for a meeting each morning before the fair opens, to evaluate the previous day and to discuss the activities for the new day. This approach also gives them opportunity to address any problems at an early stage and, hopefully, to find solutions.

Business contact Forms:

For co-exhibitors to adequately engage in meetings with the visitors during the fair, EPB provides them with Business Contact Forms (BCFs). The BCFs helps them to structure their conversations and take notes. As a matter of fact, it is the foundation for any proper post-fair follow-up (Appendix 17).

Supervision:

This implies that the stand staff and the individual co-exhibitors keep to the 'house rules'. It is extremely important that the co-exhibitors are present in their stands in good time before the fair opens and that they do not leave the pavilion prematurely. Their absence from the pavilion should only be permitted in consultation with CC and PD/APD. Problem-solving and trouble-shooting, stimulating and advising the co-exhibitors also belong to their job.

Managing external relations:

The stand manager (here refers to PD/APD and CC) maintains contact with third parties. In other words it is you who talks to the fair organizer, suppliers of services, the press, visitors who are looking for general information about the country, the sector or products, or who want to be introduced to one or more of the co-exhibitors.

Advice! Always be camera-ready. Meaning, that PD/APD and CC are prepared at all times to talk to the press. At all times know why to participate, how your participation is going and know how to react on issues that may not even have nothing to do with the participation at all.

Rounding off:

CC will obtain organizers' instructions about disposal of the exhibits. Supervise the removal, packing and dispatch of the exhibits. Settle invoices and pay temporary staff. Prepare and issue a press release for the media in the markets. CC along with PD/APD will collect copies of the evaluation forms filled in by each co-exhibitor (Appendix 18).

Meeting with Journalists:

Commercial Counselor of the concerned country will be responsible for arranging a meeting with the journalists and potential media. CC will prepare a brief on the sector's strength, Government policies related to export, etc. well ahead of fair. CC along with PD/APD will brief the journalists specifically about the presence of the exhibitors and

the exhibits in the certain fair in detail. During the briefing CC along with PD/APD must depict the true scenario of the sector, referring to the product.

Meeting with journalist is a sensitive issue and while talking to them specially Pavilion Director/Assistant Pavilion Director and Commercial Counselor (CC) should be cautious about any untoward question. The abrupt question may confuse the interviewee and if he/she is unable to reply the question may cause serious adverse impact on the collective participation of the country. So the spokesperson should be agile and smart in replying any tricky question asked by the journalist. Generally nominated Pavilion Director (PD) or Commercial Counselor plays the role of spokesperson during any international fair on behalf of Bureau. While talking to journalist the spokesperson should have the following attributes:

- Well informed about concerned sector's (for example: the fair on RMG ,he/she should have adequate knowledge on garments sector) export performance and other related issues ;
- Labor and other compliance issues ;
- Development initiatives taken by government ;
- Incentives offered to boost up the sector ;
- Purpose of participating in the fair ;
- The strength of participating companies/exporters/business entities ;
- Objective for promoting companies/exporters/business entities under collective participation
- Good communication skill;
- Positive attitude; etc.

It is always a daunting task to handle the journalist. Even though for creating image of the country and to inform the strength of participating companies/exporters/business entities, meeting with journalist can be an important effective tool (Appendix 19).

EVALUATE THE TRADE FAIR PARTICIPATION

TASKS FLOW CHART TO EVALUATE THE TRADE FAIR PARTICIPATION



WORK DOCUMENTS

- Information Gathering Data Sheet (Appendix 20)
- Visitor Experience Gathering Sheet (Appendix 21)
- Internal Evaluation Sample Form (Appendix 22)

EXPLANATION

An evaluation of the results achieved weighed against the costs incurred and an evaluation on the implementation of the trade fair, constitute the major elements for an objective assessment of our collective participations. Our evaluations form the basis for our decisions regarding future trade fair participation and the justification of our desired goal.

In order to be able to carry out an unbiased evaluation, the objectives should be set out in advance, both by us as well as by our co-exhibitors.

To measure the results of the collective trade fair EPB internally and externally measure by means of evaluation questionnaires.

Co-exhibitor Evaluation:

The cooperation of the co-exhibitors in the evaluation is an absolute requirement and must be specified in our conditions for participation. Ask the co-exhibitors to fill in a confidential evaluation form designed to give insight in business contacts made, orders booked and expected, interest shown in particular products, organization and services

provided by EPB and any other points deemed necessary by the co-exhibitors. Emphasize that all information provided will be treated as confidential.

It is common that co-exhibitors are reluctant to share very specific results like numbers of visitors, names of visitors, amounts ordered, amounts expected and so on. As EPB nevertheless needs insight in these aspects to draw objective conclusions, it must design the evaluation form carefully (Appendix 20).

Areas of measurement are the following

- Opinion about:
 - trade fair
 - collective presentation
 - EPB's role as coordinator
 - facilities
 - number of visitors / contacts / prospective buyers / quotations / orders
 - quality of visitors / contacts
 - participation in next fair
- Trade (number of visitors / contacts / prospective buyers / quotations / orders)
- Communication with potential visitors
- Other marketing activities

Timing of the co-exhibitor evaluation

Distribute the questionnaires to the co-exhibitors on the last day of the fair and request them to submit the filled out forms before they leave the show. In case co-exhibitors leave without having returned the evaluation questionnaires PD/APD are to pursue the exhibitor after the fair to fill-out the questionnaire and return it.

Visitor Evaluation:

The visitors to Bangladesh pavilion form one of the most valuable sources of information to reflect on EPB's collective trade fair participation and the fair as a whole. At the fair, the EPB staff is to conduct visitor surveys by means of short interviews to learn the visitors' opinions (Appendix 21).

Areas of measurement are the following

- Profile
- Opinion about:
 - event
 - (collective) presentation
 - stand location and stand design
 - presented products and services
 - competition
- Learnings (attitude and perception of presented companies/exporters/business entities, interest in products/services)
- Behavior at the stand
- Marketing activities (response on invitations and so on)

Timing of the visitor evaluation:

Run short interviews with visitors throughout the entire duration of the fair.

Internal Evaluation:

Also we ourselves evaluate the collective trade fair participation. Not only do we evaluate external aspects but also our own performance (Appendix 22).

Areas of measurement are the following:

- General trade fair results (input by organizer)
- Collective presentation (location, lay-out, design etc.)
- Suitability of exhibition
- Cooperation with the organizer
- Co-exhibitors recruitment
- Exhibitor group composition
- Exhibitor behavior, attitude and activity (pre-fair and on-site)
- Visitors campaign
- Visitors' opinion about our participation
- Stand contractor cooperation and quality
- Branding of the stand
- Our role before and during the fair as a coordinator
- Our marketing activities

Timing of the internal evaluation:

Make sure to evaluate internally immediately after the show.

APPENDIX 1:

a. Model request letter to send fair proposal [For Bangladesh Mission Abroad (by Fax)]

No.

Date:

To : Bangladoot (All)

For : Minister/Commercial Counsellor/First Secretary

From: Director/Representative, EPB

Subject: Formulation of Annual Trade Fair Calendar for the FY

Kindly note that Export Promotion Bureau has initiated necessary preparatory work for formulation of the Annual Fair Calendar for the Financial Year

The Mission is requested to send a list of prospective fairs in the host accredited country, by(date)..... . Appreciate proposal as per format below:

Format For Fair Proposal (....Year....):

Sl No	Name and Subtitle of event	City and Country	Duration	Products and Services Exhibited	Name of the Organizer	Visitors of last years event (Quantity, Profile, origin, trends, purposes, activity of 3 business occupation, importance of visiting companies/exporters/business entities, targets, buying authority, trends, etc.)	Exhibitors of last years event (Quantity, Profile, origin, trends, purposes, activity of 3 business occupation, importance of exhibitors, targets, buying authority, trends, etc.)	Type of fair (Sourcing/Consumer)	Theme and concurrent events	Position and reputation of fair and organizer	Costs of space, Shell scheme stands and services	Promotional campaign taken by the organizer (Current/last Year event)	Additional services provided by organizer	Prospect for Bangladeshi exhibitors (Short Description)
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

An early reply would be highly appreciated.

(Name)
Director/Related officer
Fair & Display Division
Phone:
E-mail:

Note: This Model request letter will be used by EPB office only.

APPENDIX 1:

b. Model request letter to send fair proposal (For Trade bodies in Bangladesh)

bs-.....

ZvwiLt

welq t(eQi)..... A @eQ#i †gfv K`v†jÛvi cÖYq†bi cÖ`Íve †cÖiY|

Avcwb AeMZ Av†Qb †h, ißvbx Dbæqb ey`†iv cÖwZ eQi we†`†k evsjv†`kx c†Y`i evRvi m,,wó I mæcÖmvi†Yi D†Í†k` wewfbæ AvšÍR©vwZK/GKK evwYR` †gfvq AskMÖnY K†i Avm†Q| G avivevwnKZvq ißvbx Dbæqb ey`†iv AvMvgx(eQi).....A_@eQ#i (RyjvB-.... n†Z Ryb-.... ch©šÍ) wewfbæ †`†k AbywôZe` ,iæZ;c~Y© AvšÍR©vwZK evwYR` †gfvq AskMÖnY I GKK cÖ`k©bx Av†qvRb Kivi wbwgË GKwU Ò†gfv K`v†jÛviÓ cÖYq†bi D†`vM wb†q†Q| evsjv†`kx ißvbx c†Y`i evRvi m,,wó I mæcÖmvi†Yi j†ÿ` AvšÍR©vwZK evwYR` †gfvq AskMÖnYK†i Avcbvi e`wbô AwfgZ GKwU A_@en †gfv K`v†jÛvi cÖYq†b we†klfv†e mnvqK n†e g†g© ey`†iv g†b K†i| D†j†L` †h, †gfv K`v†jÛvif~³ GKwU AvšÍR©vwZK †gfvq Kvh©Ki AskMÖnY wbdZ Kivi Rb` ißvwb Dbæqb ey`†iv†K †gfvwU iiaè Kgc†ÿ 3 gvm Av†M cÖ`wZg~jK Kvh©µg iiaè Ki†Z nq|

02| GgZve`vq, ey`†iv KZ...©K AvMvgx(eQi)..... A_@eQ#i Ò†gfv K`v†jÛviÓ cÖYq†bi j†ÿ` wb†æv³ Q†K GKwU cÖ`Ívebv AvMvgx(ZvwiL)..... g†a` AÍ ey`†iv†Z †cÖi†Yi Rb` we†klfv†e Aby†iva Kiv nÖj t

Format For Fair Proposal (....Year....):

SI NO	Name and Subtitle of event	City and Country	Period	Products and Services	Name of the Organizer	Visitors of last years event (Number , Profile, motives and targets, and trends)	Exhibitors of last years event (Number, Profile, motives and targets, and trends)	Type of fair (Sourcing/ Consumer)	Theme and concurrent events	Position and reputation of fair and organizer	Costs of space, Shell scheme stands and services	Promotional campaign taken by the organizer (Current/ last Year event)	Additional services provided by organizer	Prospect for Bangladeshi exhibitors (Short Description)
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

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Kg©KZ©v
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- mKj cwiPvjK, ißvbx Dbæqb ey`†iv, XvKv , PÆMÖvg, Lyjv I ivRkvnx |
- Dc-cwiPvjK(cÖkvm), ißvbx Dbæqb ey`†iv, XvKv (†bvUkwU ey`†ivi I†qe mvB†U Ges
- mnKvix cwiPvjK, ißvbx Dbæqb ey`†iv, bvivqbMÄ, wm†jU I Kzwgjøv |
- óvd Awdmvi Uz fvBm †Pqvig`vb, ißvbx Dbæqb ey`†iv, XvKv| fvBm †Pqvig`vb g†nv`†qi m`q AeMwZi Rb`|

05. wcG Uz gnvewiPvjK-1 I 2 ißvbx Dbæqb ey`iv , XvKv| gnvewiPvjK 1 I 2 g`nv`qi m`q AeMwZi Rb`|

Note: This Model request letter will be used by EPB office only.

Appendix 2: QUICK SCAN FOR EXHIBITION SELECTION MODEL TEMPLATE

Name of the Fair	:			
Duration	:	dd/mm/yyyy –dd/mm/yyyy		
Location	:	City, country		
INVARIABLES			YES	NO
1. The duration allows to organize collective participation well				
2. The location of the fair allows to organize well collective participation				
3. The admission policy of the fair allows to participate				
PROPOSITION			YES	NO
1. Our products are in the fair's program				
2. Our products are of significant importance within the program				
VISITORS			YES	NO
1. Our target markets (potential buyers) visit the trade fair				
2. The quantity and quality of the visitors from our target markets are sufficient				
EXHIBITORS			YES	NO
1. Our sector represents a specific exhibitor group at the fair				
2. The exhibitors from our sector form a significant part of the total number of exhibitors				
3. Key players in the market participate in the fair				
4. Competing countries participate in the fair				
Other Considerations				
1.				
2.				
3.				

Note: *This Model request letter will be used by both EPB office and Commercial Counselor, Bangladesh Mission abroad.*

Appendix 3: TOTAL SCAN FOR EXHIBITION SELECTION MODEL TEMPLATE

		Fair 1	Fair 2	Fair 3
INVARIABLES				
Duration	: from - to			
	: interval (Biannual/Annual, etc.)			
Location	: country			
	: city			
Identity	: products to be displayed			
Type	: international/national/regional			
	: general/specialized			
	: trade/consumer			
Status	: position in EU/USA/Africa/Middle East etc.			
	: UFI (the Global Association of the Exhibition Industry) approved			
	: which edition?			
Admission	: are we allowed to participate?			
Reputation	: organizer			
	: exhibition			
Services	: services provided by the organizer			
Support	: organizer's support (discount, free booth, etc.) to national pavilions			
PROPOSITION				
Program	: our products in the program?			
	: is there a useful conference program?			
Segmentation	: arrangement of halls in sections?			
	: specific section for our products?			
	: specific section for national pavilions?			
Importance	: of our products within program			
	- gross m2 stand space coverage			
	- no. of exhibitors from our sector			
	: of the conference program			
	- quantity and quality of visitors			
VISITORS				
Quantity	: total no. of visitors			
Origin	: no. of national visitors			
	: no. of international visitors			
	: no. of countries			
	: top 3 division by nationality			
Trends	: as to no. of visitors			
	: as to no. of national visitors			
	: as to no. of international visitors			

Activity	: top 3 business occupation			
Position	: importance of visiting companies/exporters/business entities			
Interests	: no. of visitors to your section			
Job function	: % of visitors member of your target group			
Decisive power	: % of visitors with buying authority			
EXHIBITORS				
Quantity	: no. of direct exhibitors			
	: no. of indirect exhibitors			
	: total no. of net m2 stand space			
Origin	: no. of national exhibitors			
	: no. of international exhibitors			
	: no. of countries			
	: top 3 division by nationality			
Trends	: as to no. of exhibitors			
	: as to no. of national exhibitors			
	: as to no. of international exhibitors			
	: as to no. of net m2 stand space			
Position	: importance of exhibiting companies/exporters/business entities			
	: market leaders present?			
Competition	: competing countries participate?			
	: competing companies/exporters/business entities participate?			
	: position of participating competitors			
Activity	: top 3 company/exporter/business entity activity			
OTHER CONSIDERATIONS				

Note: This Model request letter will be used by both EPB office and Commercial Counselor, Bangladesh Mission abroad.

APPENDIX 4: INVITATION NOTICE MODEL TEMPLATE

weÁwß|

welq: AvMvgxZvwiL..... mgqKv†j ^vb/†` †ki bvg AbywôZe` Ô..... †gjvi bvgÓ

kxl©K †gjvq AskMÖnY cÖms†M|

AvMvgx ZvwiL..... mgqKv†j ^vb/†` †ki bvg..... AbywôZe` Ô..... †gjvi bvg.....Ó kxl©K †gjvq AskMÖn†Yi wel†q ißvbx Dbœqb ey†iv wm×všÍ MÖnY K†i†Q|

02| cÖÍvweZ †gjvq AskMÖn†Yi j†y` AvMÖnx ^bvgab` ißvbxKviK/e`emvqx/mswkóó Ab`vb` cÖwZôvb n†Z Av†e`bcÍ Avn&evb Kiv hv†”Q| AvMÖnx AskMÖnYKvixMY†K ey†ivi wba©vwiZ di†g c~iYK...Z Av†e`bcÍ I AskMÖnY wd eve` Uvt (UvKv.....K_vq.....) gvÍ †c-AW©vi/e`vsK W^vdU Gi gva††g AvMvgx.....ZvwiL..... wL^t Zvwi†Li g†a` ey†ivi †gjv I cÖ`k©bx wefv†M Rgv cÖ`v†bi Rb` Aby†iva Rvbv†bv n†□□□|

03| GKvwaK ój/ey_ MÖn†Y AvMÖnx cÖwZôvb cÖwZwU AwZwi³ ó†ji/ey†_i Rb` cÖK...Z g~j` Uvt (UvKv.....K_vq.....) gvÍ †c-AW©vi/e`vsK W^vdU Gi gva††g Av†e`b Ki†Z n†e| D†j†L` †h, Av†e`b dig ey†ivi I†qe mvBU : www.epb.gov.bd n†Z WvDb†jvW Kiv hv†e|

(bvg)
cwiPvjK/mswkóó
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B-†gBj:

Abywjwc m`q ÁvZv† © I Kvh©v† © (†R`ôZvi wfwĚ†Z bq)t

- 1| †Rjv cÖkvmK, mKj †Rjv, evsjv†`k (h_v`v†b weZiY Ges †hvM` cÖwZôvb wbe©vP†b mn†hvwMZvi we†kl Aby†iva mnKv†i)|
- 2| mfvcwZ, mKj †P^vm© Ae Kg©vm GŪBŪvwó^/ cY` wfwĚK G†mvwm†qkb, evsjv†`k|
- 3| cwiPvjK/mnKvix cwiPvjK, ißvbx Dbœqb ey†iv, PÆMÖvg/ivRkvnx/Lyjbv/wm†jU/Kzwgjøv/bvivqbMÄ|

Abywjwc (ÁvZv† ©) t

- 01| †cÖvMÖvgvi, ißvbx Dbœqb ey†iv, XvKv (†bvWUkwU ey†ivi I†qe mvB†U ms†hvRb Kivi Rb` Aby†iva Rvbv†bv n†jv)|
- 02| ÷vd Awdmvi Uz fvBm†Pqvig`vb, ißvbx Dbœqb ey†iv, XvKv (fvBm†Pqvig`vb g†nv`†qi m`q AeMwZi Rb`)|
- 03| wc G Uz gnvewiPvjK-1, ißvbx Dbœqb ey†iv, XvKv (gnvcwiPvjK g†nv`†qi m`q AeMwZi Rb`)|
- 04| wc G Uz cwiPvjK (†gjv), ißvbx Dbœqb ey†iv, XvKv (cwiPvjK (†gjv) g†nv`†qi m`q AeMwZi Rb`)|

Note: This Model request letter will be used by EPB office only.

Appendix 5: APPLICATION FORM MODEL TEMPLATE

**Export Promotion Bureau
Fair & Display Division
1, Kawran Bazar, Dhaka.
(USE CAPITAL LETTER TO FILL THIS FORM)**

Name of the Fair											
I. COMPANY/EXPORTER/BUSINESS ENTITY DATA (PARTICIPANT)											
1.1. Name of Company/exporter/business entity/other											
1.2. Address of Company/exporter/business entity											
1.3. Factory Address (if any)				1.4. Web Page							
1.5. Phone: Office		Cell:		1.6. E-mail:							
1.7. Type of Company/exporter/business entity		a) Limited		b) Partnership		c) Proprietorship		d) Others (specify)			
1.8. Nature of Company/exporter/business entity		a) Manufacturer		b) Manufacturer cum Exporter		c) Exporter		d) Trader		e) Others (specify)	
1.9 Year of Establishment:		1.10 ERC No. (if any):		1.11 TIN (if any):		1.12 BIN (if any):					
1.13 Products to be displayed:		1.14 Production Capacity:		1.15 No. of Employees:							
1.16 Have you exported?		() Yes () No		1.17 Main Markets							
1.18 Export performance for last 3 years in USD		Year ...		Year...		Year.....					
1.19 No. of booth required:		1.20 Booth Size (if applicable):									
1.21 Pay Order/Bank Draft No.		Date:		Amount:		Bank & Br.					

Note: Once selected, participation fees will not be refunded. Penalty may be imposed in case of intentional absence/negative activities in the fair.

1.22 Is it the first time you participate in this fair?	() Yes () No	1.23 No. of times you have participated with EPB:	1.24 Awarded International Certificates (Quality/Compliance /others), (if any, please specify)
---	----------------------	---	--	-------

- 1.25 The objective of participation is: (Put in a scale from 1 to 9, in priority order – 9 being the highest score)
- | | |
|--|--|
| () Generate purchase orders | () Get information about trends and innovations |
| () Begin new commercial relations | () Direct sales |
| () Secure the existent commercial relations | () Obtain a market impression |
| () Show new products | () Generate reliance on my clients |
| () Know competition activities | () Others (specify) |

II. REPRESENTATIVE DATA (provide data of two representatives, use separate sheet if needed)

2.1. Name (as per passport)	a)		b)		
2.2. Designation	a)	b)	2.3. Nationality	a)	b)
2.4. Passport No.	a)	b)	2.5. Date of Birth	a)	b)
2.6 Country Travelled	a)		b)		

Note 1: Nominated representatives must have adequate technical expertise on the products and communication skill to motivate potential buyers.

2. In case of replacing any representative after submission of this application, additional fees will be charged.

III. declaration OF THE TRUTHFULNESS OF THE INFORMATION

I HEREBY STATE UNDER OATH:

That, all the information provided in this document is truthful and fulfils the requirements demanded by law.

Representative Signature		Date and Time of Receipt

NOTE: The companies/exporters/business entities will be evaluated by EPB in order to determine their participation.

IV. COMPANY/EXPORTER/BUSINESS ENTITY EVALUATION (Exclusive use for EPB)

4.1. Evaluation Criteria (Mark with an "x" where it belongs)	Yes	No
a. It has export experience.	()	()
b. Defaulter (blacklisted, violation of guarantee letter/showcasing illegal products/misconduct at previous fairs, etc.) with EPB.	()	()
c. It has potentiality to get export offer (quality, quantity, opportunity).	()	()

d. It has experience in international fair participation.	()	()
e. It has carried out with participation regulation in preceding activities.	()	()
f. Its products count with necessary certifications to come in markets.	()	()
g. It has products adequate with the activity subject.	()	()
h. It has promotion materials (enterprise catalogues, samples, etc.)	()	()
i. Others (specify) _____		
4.2 Qualification – Evaluation (<i>Mark with an "x" where necessary</i>)		
Company/exporter/business entity evaluated by: _____		
Position: _____		
() Approved	() Rejected	
Evaluation date: / /		
4.3 Comments:		
Signature, Director (Fair & Display),		Signature, Chairman, Selection Committee

Documents to be attached:

- a. Copy of Trade License
- b. Certificate of Incorporation/Memorandum and Article of Association (if applicable).
- c. Copy of Export Registration Certificate (ERC) (if applicable)
- d. Copy of latest Tax Return certificate (if any)
- e. Copy of latest VAT Registration Certificate (if any)
- f. Copy of Registration Certificate of EPB (if any)
- g. Copy of latest Proceeds Realization Certificate (PRC) (if any)
- h. Copy of passport (bio-page)
- i. Two copies of photographs of each representatives (passport size)
- j. Copies of previous visas especially countries with relevance (if any)
- k. Copy of appointment letter and a Guarantee letter on valid non-judicial stamp (Tk. 300) by employer (MD/Chairman/Proprietor) mentioning return of the employees after fair participation.
- l. Product images (soft and hard copy) with description.
- m. Copies of Awarded International Certificates (Quality/Compliance/Others) (if any)
- n. Pay Order/Bank Draft

Note:

a) Services offered by EPB

- Constructed booth with basic furniture, fascia and utility services.
- Communication and promotion services (Entry in fair catalogue and EPB brochure, etc.)
- Interpreter Service (if required)
- Transportation of Exhibits (if applicable)

b) EPB encourages business entities of all sectors from all over Bangladesh including villages to participate in the International Trade Fair abroad.

Note: This Model Application Template will be used by Co-Exhibitor (companies/exporters/business entities/others) and distributed by EPB office.

APPENDIX 6

i. Visa Recommendation letter model template (to Foreign Mission in Bangladesh)

No.

Date:.....

The Visa Officer
Consular Section
Embassy of (name of destination country).....,
Address:.....

Subject: Request for visas in favour of co-exhibitor participating in the (trade fair name with duration and place).

Dear Sir,

We are pleased to inform you that Export Promotion Bureau under the Ministry of Commerce in collaboration with the Embassy of the People's Republic of Bangladesh in(City), (country).... will participate in the upcoming (trade fair name with duration and place)..... In this connection,(no. of co-exhibitors)... companies/exporters/business entities/others have been selected by the Export Promotion Bureau to participate in the fair. The list of the selected companies/exporters/business entities along with the names, designation and passport numbers of their representatives are enclosed herewith for your kind perusal.

02. We would request(your esteemed Embassy).... to issue necessary visas in favour of the representatives of the companies/exporters/business entities/others mentioned in the list enabling them to attend the fair in time. We would like to avail of this opportunity to thank you very much for your continued support and assistance extended to EPB over the years.

With warmest regards,

Enclosed: As above

Yours sincerely,

(Name)
(Director/representative)
Fair & Display Division

Copy to

01.(Designation)....., Bangladesh Embassy in(city).....,(country)....., Address.....

Note: This Model request letter will be used by EPB office only.

APPENDIX 6

ii. Visa Recommendation letter model template (to Foreign Ministry of Bangladesh)

No.

Date:.....

The Director General
Consular Wing
Ministry of Foreign Affairs,
Dhaka, Bangladesh

Subject: Request for visas in favour of co-exhibitor participating in the
(trade fair name with duration and place).....

Dear Sir,

We are pleased to inform you that Export Promotion Bureau under the Ministry of Commerce in collaboration with the Embassy of the People’s Republic of Bangladesh in(City), (country)... will participate in the upcoming (trade fair name with duration and place)..... In this connection,(no. of co-exhibitors)... companies/exporters/business entities/other have been selected by the Committee, comprising members from Ministry of Commerce and Export Promotion Bureau, to participate in the fair. The list of the selected companies/exporters/business entities/other along with the names, designation and passport numbers of their representatives are enclosed herewith for your kind perusal.

02. We would request the Ministry of Foreign Affairs to issue necessary Letter of Introduction (LOI) in favour of the representatives of the companies/exporters/business entities/other mentioned in the list enabling them to get visa to attend the fair in time. We would like to avail of this opportunity to thank you very much for your continued support and assistance extended to EPB over the years.

With warmest regards,

Enclosed: As above

Yours sincerely,
(Name)
(Director/representative)
Fair & Display Division

Copy to

01.(Designation)....., Bangladesh Embassy in(city).....,
.....(country)....., Address.....

Note: This Model request letter will be used by EPB office only.

APPENDIX 7: Budget Proposal And Comparison Model Template

No	Components	Quantity	Unit of Measure	Unit price in US\$	Total price in US\$ /Proposed Budget by CC	Expenditure (Last year)	Variance	Proposed Budget by EPB	Comments
01	02	03	04	05	06	07	08	09	10
i.	Rent for Space/Booth								
ii.	Pavilion Design and Construction (including sweeping, cleaning, internet connectio, etc.)								
iii.	Organizing Seminar/B2B/ Roundtable Meeting, etc.								
iv.	Organizing promotional events (Fashion show, etc.)								
v.	Advertisement								
vi.	Exhibits Clearing Charges (if necessary)								
vii.	Transportation of Exhibit (if necessary)								
viii.	Arrangement of Reception								
ix.	Refreshment for Buyers, Importers and Visitors (in EPB Booth)								

x.	Corner Booths Charges								
xi.	Interpretor Hiring (if necessary)								
xii.	Tranport Hiring (if necessary)								
xiii.	Miscellaneous Expenses								
xiv.									
								
								
								

Note: Column no. 7, 8 and 9 will be filled in by EPB.

Administrative costs [Optional (for EPB)]

NO	COMPONENTS	QUANTITY	UNIT OF MEASURE	UNIT PRICE IN	TOTAL PRICE IN	Expenditure (Last year)	Variance	Comments
I	PD and APD's Air Ticket							
							
II	PD and APD's TA/DA							
							
							
III	Delegation's Air Ticket							

							
IV	Delegation's TA/DA							
							

Revenues [Optional (for EPB)]

NO	COMPONENTS	QUANTITY	UNIT OF MEASURE	UNIT PRICE IN	TOTAL PRICE IN	Expenditure (Last Year)	Variance	Comments
I	Participation Fees							
							
II	Corner Booth Fees							
							
							
III	Fashion show fees							
							
IV	Others							
							

Note: This Model Template will be used by both EPB office and Commercial Counselor, Bangladesh Mission abroad.

Appendix 8: Co-Exhibition Strategy Model Template

Name of the trade fair	:		Dates trade fair:
Our identity	:	(names and logos to be shown in stand, our products)	
Visitor Target groups (TGs)	:	1.	2.
			3.
Exhibition goals (SMART)	:	For example: set the goal for - drawing attention and feeling the emotion of buyers; - creating interests and benefits about the areas of business; - growing desires to know more about the business; - and above all, setting plans and actions.	
	:	For example: - whether the co-exhibitor is capable to supply the quality products within timeframe; - whether contacts to be made will be effective; - and making investment in this regard would be result oriented?	
Top-of-mind interests of TGs		Co-exhibitor should set his/her strategies considering the above aspects of the target groups (TGs).	
	:	for example: - display quality and price competitive products - decorate the stall with the intention to attract visitors considering the above interest of target groups including previous photographs of signing contract, etc. with bona fide buyers , - co-exhibitor should present themselves to the buyers that they are capable of supplying quality goods in a competitive price within the timeframe.	
Services to be offered by co-exhibitor			
Communication	:	- for example:	

-
- collect the addresses of prospective buyers from various sources like alibaba.com, kompass, etc. and invite them including existing buyers before the fair to visit the stall/booth,
 - invite the previous invitees during the fair to visit the booth/stall,
 - respond visitors' inquiries very quickly,
 - send thanks giving letter to the visitors who have visited the stall/booth after the fair.
 - the output of the communication can be evaluated through following formula $R \times C \times M \times F$
-

Reach x Contacts x Meetings x Follow-up plan

	REACH (no. of estimated visitors)	CONTACTS (no. of the visitors who could be contacted through e-mail, etc.)	MEETINGS (no. of meetings arranged with visitors)	FOLLOW-UP (no. of visitors followed-up)
BEFORE				
DURING				
AFTER				

Note: This Model Template will be used by Co-Exhibitor (companies/exporters/business entities/others) and distributed by EPB office.

Appendix 9: Stand Design Briefing Model Template

Exhibition	Name of the exhibition
	Details of venue
	Dates of event and opening times
	Build-up and dismantling dates and times
	Construction regulations
Stand	Hall plan (technical details and characteristics)
	Stand space details and characteristics
	Number and dimensions of exhibitor booths and common areas
	Neighboring stands
Services & facilities	Technical services required
	Audio-visual Equipment
	Sound Recording
	Other Equipment
	Furniture required
	Catering required
	Refrigeration
	Interpreters

Display	Graphics
	Audio Visual
	Exhibits (characteristics)
	Plants & flowers
Exhibitors	Number of exhibitors
	Products / services description
	Objectives of the exhibitors
	Booth facilities and decoration
Conceptual input	Theme of the exhibition
	Bangladesh exports brand positioning explanation
	Bangladesh exports sector style instructions (logo, colors, font)
	Identification (country, sector, exhibitors)
	Theme of the pavilion (slogan)
	Objectives of the collective participation
	Target groups of the pavilion
	Collective propositions
	Proof of propositions
	Collective and individual communication
	Required Look and feel of the pavilion
	Pavilion lay-out preferences and construction observations
	Attractions, specials
	Own ideas for the design

Procedures	Deadline for proposal submission
	Format of design submission
	Budget for design and construction

Note: *This Model Template will be used by Commercial Counselor, Bangladesh Mission abroad.*

Appendix 10: Stand Proposals Comparison Score Card Model

This score card model is added and suggested to be used to compare and evaluate stand design proposals. New criteria may be added if required

		Proposal 1	Proposal 2	Proposal 3
KNOCK-OUT CRITERIA				
Description	Qualification method			
Offer received in time	YES / NO			
Offer meets price specification instructions	YES / NO			
Offer is complete	YES / NO			
Offer meets budget	YES / NO			
Conditions are acceptable	YES / NO			
CONCEPTUAL CRITERIA				
Description	low 1 - 2 - 3 - 4 - 5 high			
Impression of professionalism and reliability				
Nation / sector identification				
Umbrella sector communication				
Brand values communication possibilities				
Visual impact of the pavilion				
Creative distinctiveness of pavilion				
Openness of pavilion lay- out				
Accessibility of booths				
Stopping power of pavilion				
Individual exhibitor promotion				
FUNCTIONAL CRITERIA				
Description	low 1 - 2 - 3 - 4 - 5 high			
Location of storage				
Dimensions of storage				
Location of special activity				

Dimension of special activity				
Number of required booths accommodated				
Minimum booth size met				
Completeness furniture				
Arrangement of furniture				
Completeness product displays				
Arrangement of product displays				
COSTS				
Description	Amount comparable offer			
Total costs	US\$ xxxxx.xx			
OVERALL COMMENTS AND REASONS FOR SELECTION				

Note: This Model Template will be used by Commercial Counselor, Bangladesh Mission abroad and EPB office.

APPENDIX 11: Co-Exhibitor Instructions Model Template

Subject	Instruction	Important dates / deadline
Graphics	...texts used in photos and posters in stands should be concise, attractive and in accordance with the objectives of participation
Stand decoration	...text and visual presentation to display of products and decoration of stand should be in line with the theme
Ordering services	... contact with the fair organizer to order additional facilities and services that are not included in the EPB package deal
Transport	...instructions/advice as to transport exhibition materials
Catalogue entry	...instructions/advice as to catalogue entry
Visa	...providing visa recommendation letter and Invitation letter
Other		

Note: This Model Template will be used by EPB office and Co-exhibitor.

APPENDIX 12: Visitor Campaign Planner

Target groups	Promotion objectives (SMART)	Selected communication tools	Proposition	Timing	Communication
Importers	Determine how many are to: <ul style="list-style-type: none"> - come to pavilion - pre-confirm visit - make appointments 	Invitations by mail and personal letters	Description of main reason(s) why visiting us is interesting for them.	Deadline to send invitation	Contents of invitation, advertisement according to AIDA structure & relating to most significant proposition(s)
Distributors/ Retailers	Determine how many are to: <ul style="list-style-type: none"> - come to pavilion - pre-confirm visit make appointments 				
Press	Determine how many: 2 articles in trade magazines in respective country				

	come to pavilion - pre-confirm visit make appointments				
Others				

Note: This Model Template will be used by EPB office, Commercial Counselor, Bangladesh Mission abroad and Co-exhibitor.

APPENDIX 13: Press Release Sample

EPB to participate in the 4th China South Asia Expo-2018 in June 2018

Export Promotion Bureau (EPB) has decided to participate in the 4th China South Asia Expo to be held in Kunming, China during 12-17 June, 2018 with medium and large enterprises of Bangladesh aiming at exploring new destination for potential exportable. Like previous year, the Government of Yunnan Province is going to organize this event to strengthen China's bilateral diplomatic and trade relation with South East Asian nations. As China has offered duty and quota free access under APTA (Asia Pacific Trade Agreement) for reducing existing trade gap between two nations, Bangladesh can utilize this opportunity for creating market for potential exportable of Bangladesh through participating in the said fair.

It is worth mentioning that Bangladesh is the regular participants of the China South Asia Expo but outcome of the participation in this fair is not satisfactory. Considering the last year's experience, EPB has taken decision to take part in the fair with reputed exporters that belong to medium and large enterprise groups. In this connection, a meeting will be convened soon with stakeholders to discuss the relevant issues as to fairs. The interested co-exhibitors are requested to communicate with the Fair and Display Division of the EPB for further information.

Note: *This Sample will be used by Commercial Counselor, Bangladesh Mission abroad and PD/APD.*

Appendix 14

a) Co-Exhibitor Recommendation Letter Model Template (exhibits carrying by EPB)

bs.....

ZvwiL t|

welq t AvMvgxZvwiL..... mgqKv†j †vb/††ki bvg..... †Z AbywôZe" Ô.....†gjvi
bvg.....ÕÕ

kxl©K †gjqv cÖ`k©bx mvgMÖx †cÖiY cÖms†M|

Dch©y³ wel†q Avcbvi AeMwZi Rb" Rvbv†bv hv†"Q †h, ißvbx Dbœqb ey"†iv AvMvgx
.....ZvwiL..... mgqKv†j †vb/††ki bvg..... †Z AbywôZe" Ô.....†gjvi bvg.....ÕÕ G miKvixfv†e
AskMÖnY Ki†e| D³ †gjqv cÖ`k©†bi Rb" mshy³ Bbf†qm Abyhvqx gvwK©b Wjvi (gvt WtK_vq...)
gv† gy†j"i cÖ`k©bx mvgMÖx †vb/††ki bvg..... †cÖiY Ki†e| D†jØL", †vb/††ki bvg.....
evsjv†kx c†Y"i cwiwPwZ Ges ißvbx evRvi m,wó I mœú†mvi†Yi j†¶" cY",†jv cÖ`k©Y Kiv n†e| G wel†q
†gmvm©wK-qvwis/d†ivqvwW©s G†R†U†i bvg..... †K hveZxq Kvómg Kvh©vw` mœúbœ Kivi Rb"
AbygwZ cÖ`vb Kiv n†jv |

02| AZGe, ißvbx bxwZ 2015-2018 Gi c,ôv 07 Gi Aby†"Q` bs-2.2.1.2 Gi miKvix Av††ki Av†jv†K wewa
†gvZv†eK cÖ`k©bx mvgMÖx †vb/††ki bvg..... †cÖi†Yi AbygwZ cÖ`v†bi Rb" Avcbv†K Aby†iva
Kiv n†jv|

(bvg)

cwiPvjK/mswkøó Kg©KZ©v
†gqv I cÖ`k©Yx wefvM
†dvb:
B-†gBj:

Dc Kwgkbvi/ mnKvix Kwgkbvi Ae Kvógm

ïé`Bi

..... e`i KZ...©cÿ

XvKv|

Note:

1. This Model Template will be used by EPB office only.
2. If it is mandatory to follow the policy/rules of competent Authority, then the above Recommendation letter will be issued by EPB

Appendix 14

b) Co-Exhibitor Recommendation Letter Model Template (exhibits carrying by co-exhibitors)

bs.....

ZvwiL t

welq t AvMvgxZvwiL..... mgqKv†j`vb/†`†ki bvg..... †Z AbywôZe` Ô.....†givi
bvg.....ÔÔ kxl©K †gjqvq cÖ`k©bx mvgMÖx †cÖiY cÖms†M

Dc†iv³ wel†q Avcbvi AeMwZi Rb` Rvbv†bv hv†`Q †h,cÖwZôv†bi bvg/wVKvbv.....
cÖwZôvbwU AvMvgxZvwiL..... mgqKv†j`vb/†`†ki bvg..... †Z AbywôZe` Ô.....†givi
bvg.....ÔÔ kxl©K †gjqvq miKvixfv†e wbe©vwPZ n†q AskMÖnY Ki†e| cÖwZôvbwU †gjqvq cÖ`k©†bi Rb`
mshy³ Bbf†qm Abyhvqx †gvU gvwK©b Wjvi (gvt Wjvi ..K_vq....) gvÎ g~†j`i cÖ`k©bx mvgMÖx mv†_
enb Ki†e| D†jL,`vb/†`†ki bvg..... evsjv†`†ki cwiwPwZ Ges ißvbx evRvi m,wó I m©cÖmvi†Yi j†¶`
cY` ,wj cÖ`wk©Z n†e|

02| AZGe, ißvbx bxwZ 2015-2018 Gi c,,ôv 7 Gi Aby†`Q` bs-2.2.1.2 Gi miKvix Av†`†ki Av†jv†K wewa
†gvZv†eK cÖ`k©bx mvgMÖx mv†_ en†Yi AbygwZ cÖ`v†bi Rb` Avcbv†K Aby†iva Kiv n†jv|

(bvg)
cwiPvjK/mswkóó
Kg©KZ©v
†gijv I cÖ`k©Yx wefvM
†dvb:
B-†gBj:

Dc Kwgbvi/ mnKvix Kwgbvi Ae Kvógm
ié`ßi
..... e`i KZ...©cÿ
XvKv|

Note:

1. This Model Template will be used by EPB office only.
2. If it is mandatory to follow the policy/rules of competent Authority, then the above Recommendation letter will be issued by EPB

APPENDIX 15: On-Site Checklist Model Template

PAVILION	OK Yes/No	NOT OK- provide findings	AGREED SOLUTION
Design		Is the stand constructed in accordance with contracted design?	
Lay-out		Is the lay-out of the stand booth distribution in accordance with contracted design?	
Overall impression			
Visuals and signage		Prints, texts and logos OK?	
Audio-visual equipment			
Plants and decorations			
Storage / kitchen			
Hospitality area			
BOOTHS	OK Yes/No	NOT OK-findings as to: finishing, walls, floor, furniture, posters, logo, name texts, lighting, display, decoration, wall sockets etc.	AGREED SOLUTION
EPB booth			
Booth No. 1			
Booth No. 2			
Booth No. 3			
Etc.			
SERVICES	OK Yes/No	NOT OK- provide findings	AGREED SOLUTION
Electricity connection			
Water Supply			
Internet connection			

Note: This Model Template will be used by Commercial Counselor, Bangladesh Mission abroad.

APPENDIX 16: Co-Exhibitor Briefing Model Template

EXHIBITOR BRIEFING	
TOPIC	CONTENTS
Welcome(what you want to inform them about)
Role of PD/APD/CC	
Expectations	
Pavilion Details	
Pavilion rules	
On-site procedures	
Expected behavior	
Hints / tips	
Warnings	
Contact Details of EPB and CC (during Fair)	
Co-exhibitors Contact Details	

Note: This Model Template will be used by EPB Office, PD/APD and Commercial Counselor, Bangladesh Mission abroad.

APPENDIX 17: Business Contact Sample Form

BUSINESS CONTACT FORM [FAIR], [DATE],
 Participant (name of company/exporter/business entity): _____
 Date: _____

Attach business card

DATA VISITOR

- Male
- Female

Company/exporter/business entity name: _____

Contact person (Mr/Mrs/Ms) _____

First Name (or initials): _____

Last Name: _____

Job description: _____

Postal address: _____

Postal code/City: _____

Visiting address: _____

Postal code/City: _____

Country: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

IMPORTER

- Manufacturer/ producer
- Retailer
- Buying Combination
- Agent
- Trader (incl. wholesaler)
- Other (please indicate): _____
- Gives permission to send him/her digital mailings/newsletters

BUSINESS INTEREST

Product description: _____

- New contact
- Existing contact

Trade Relation Sought:

- agency (AGT)
- Contract manufacturing (CMFG)
- Co-makership (CMS)
- exporter (IER)
- Joint venture finance (JVF)
- Joint venture technical (JVT)
- importer (IRI)
- Private labelling

Product interest (be specific): _____

Agreements:

Promised (potential) orders

Fixed (trial) order received

Products	Value € (Euro)

Products	Value € (Euro)

Buyer interested in (exclusive) representation for _____ (indicate region)

Promised action by Participant

Promised action by visitor/importer

- Send price quotation
- Send (counter) samples
- Visit to importer
- Other: _____

- Send specification
- Send samples
- Visit to participant
- Other: _____

Follow-up activities (specified):

Classification of interest: A = High B = Medium C = Low priority

Is the form completely filled in? Make a copy for EPB. Thank you.

Note: This Model Template will be used by Co-exhibitor.

APPENDIX 18: Rounding Off Checklist Model Template

CHECKING POINT	OK Yes/No	NOT OK-findings	REMARK
Booths empty?			
Storage empty?			
Hospitality area empty?			
Audio visual equipment removed?			
Print work removed?			
Plants and decorations removed?			
Pending invoices settled?			
Data and materials for closing report in possession?			
Exhibitor evaluations received?			
Press release prepared?			
Other			

Note: This Model Template will be used by Co-exhibitor, PD/APD and Commercial Counselor, Bangladesh Mission abroad. They may highlight the above point, but not limited to.

APPENDIX 19: Commercial Counselor And Pd/Apd Briefing Sample

Commercial Counselor and PD/APD should prepare themselves on the following points:

Sl.	Subject	Comment
Collect information on the following issues before the Fair		
i.	Export performance and other related issues of BD	
ii.	Labor and other compliance issues of BD	
iii.	Export Development Initiatives taken by government	
iv.	Incentives offered to boost up the sector by Bangladesh	
v.	Regulatory information related to trade of the concerned country of the Fair	
vi.	Purpose of participating in the fair	EPB will provide the information
vii.	The strength of participating companies/exporters/business entities	
viii.	Objective for promoting companies/exporters/business entities under collective participation	
ix.	Communication Skill	
x.	Positive attitude	
xi.	Conditional Response	
For Preparation of Report		
xii.	Previous information on BD Participation in the fair	
xiii.	Collect the information relating product standard, preference of the customers/market trend - design, color, quality, materials, etc. of that market and compare bangladeshi products with those.	
xiv.	The information on the prospects of Bangladeshi exportable to the concerned markets near to International Fair	
xv.	The number of visitors; categories; comments from visitors; etc.	
xvi.	Information on participating countries – companies, especially on the pavilions of competitors of Bangladesh	
xvii.	Information on pavilion construction (shell scheme/constructed in the raw space) including comparison between Bangladesh pavilion and competitors pavilion.	
xviii.	The success stories of Bangladesh pavilion	
xix.	Prepare report by using those information and other guidelines given time to time.	

Note: This Sample will be used by EPB Office, PD/APD and Commercial Counselor, Bangladesh Mission abroad.

APPENDIX 20: Information Gathering Data Sheet

This Data Sheet is designed to improve international business opportunities. Please fill out this questionnaire unbiasedly.

Trade fair :(name)....

Co-exhibitor :(company/exporter/business entity).....

Filled-out by:(name of person)....

Designation:

I consider this trade fair is a good event to:

Meet existing customers

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Meet potential customers

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Introduce new products

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Offer and close business deals

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

1. General trade fair results (not Mandatory):

i.	Confirmed Orders (US\$)	
i.	Prospective Orders Received (US\$)	
y.	No. of Enquiries received	
y.	No. of Business Contacts established	

2. The purposes(s) of our participation in this fair are in order of importance (rank from highest to lowest as 5 to 1) were:

Mark if applicable	Exhibition goals	Ranking of importance
--------------------	------------------	-----------------------

[]	Meet existing customers	
[]	Make new, potential business contacts	
[]	Introduce a new product	
[]	Close deals on the spot	
[]	Other,.....	

3. We have succeeded in achieving our two main goals at this trade fair:

Goal 1:

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Explanation if score is below 4:

Goal 2:

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Explanation if score is below 4:

4. Our main target group visitors at this trade fair were (rank from highest to lowest as 6 to 1):

Mark if applicable	Target group visitors	Ranking of importance
[]	Importers	
[]	Wholesales	
[]	Processing industry	
[]	Catering	
[]	Retail	
[]	Other,.....	

5. The top five countries of our visitors were:

Ranking	Country of origin
1	
2	
3	
4	
5	

6. We consider this trade fair an adequate platform to promote our business

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Explanation if score below 4: (pls. tick)

- A. A few buyers visited the fair
- B. Quality of our product was not commensurate with market trend
- C. Decoration of booth was not attractive to buyer
- D. Pre-communication was not done/not satisfactory
- E. Market recession
- F. Others (please specify) _____

7. Compared to our competitors' pavilions, Bangladesh pavilion is distinguishingly attracting the attention of visitors

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Explanation / suggestions if score is below 4: (pls. tick)

- A. Bangladesh pavilion was not clearly visible
- B. Decoration of booth was not attractive to buyer
- C. Quality of our product was not commensurate with market trend
- D. Others (please specify) _____

8. Compared to competitors, Bangladesh pavilion is distinguishingly well positioning the sector

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Explanation if score is below 4

- A. Quality of our product was not commensurate with market trend
- B. The decoration of BD pavilion is not up to standard
- C. The display items does not convey the real message of BD export performance
- D. Appropriate study on the sector has not been done before fair
- E. Others (please specify) _____

9. The direct business I have made at the fair was

- below expectations
- equal to expectations
- above expectations

Explanation if score is below expectations:

- a. Satisfactory communication was not made with prospective buyers/visitors
- b. The visitors coming at this fair are not related to my business
- c. Others (please specify) _____

10. The future business I expect to get from my participation is:

- below projections
- equal to projections
- above projections

Explanation if score is [below projections]:

11. The activity (specific) run at the Bangladesh pavilion contributed to attract the visitors

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Explanation if score is below 4:

- A. The decoration was not up to the standard

- B. The promotional items were very poor
- C. The absence of pro-active communication with visitors
- D. Others (please specify) _____

12. We are satisfied with our participation in this trade fair this year

Fully disagree	1	2	3	4	5	Fully agree
----------------	---	---	---	---	---	-------------

Explanation if score is below 4:

13. The answer to whether we will participate in this trade fair next year, is:

- [1] no
- [2] not likely
- [3] maybe
- [4] likely
- [5] yes

Explanation if score is below 4:

Appendix 21: Visitor Experience Gathering Model Template

Name of the Fair:

Visitor's Name	:	
Company/Importer/Business	:	

entity
Country

:

1. I am
 importer retailer caterer other
2. I do direct business with Bangladeshi companies/exporters/business entities?
 yes no
3. What products do you think you can get from Bangladesh?
a., b., c., d.....
4. In general I am interested in
 product a product b product c product d
5. How do you consider the quality of Bangladeshi product?
.....
6. Why are you interested to do business with Bangladesh?
.....
7. Why are you not interested to do business with Bangladesh?
.....
8. How do you rate the Bangladeshi participation at this fair?
 - a. Printed communication on stand or main message?
Not clear at all 1 2 3 4 5 very clear
 - b. Impact of the stand
very low 1 2 3 4 5 very high
 - c. Behavior on the stand
very unprofessional 1 2 3 4 5 very professional
 - d. Attitude of stand staff
very bad 1 2 3 4 5 very good
 - e. Display of product
Not at all appealing 1 2 3 4 5 very appealing
9. What is your comment on following statement?
Bangladeshi export performance is very good: False True

***Note:** This Model Template will be used by Co-exhibitor, PD/APD and Commercial Counselor, Bangladesh Mission abroad.*

APPENDIX 22: Internal Evaluation Sample Form

Evaluation Criteria			
General trade fair results:			
a. Confirmed Orders (US\$)			
b. Prospective Orders Received (US\$)			
c. No. of Enquiries received			
d. No. of Business Contacts established			
Evaluation Criteria	Ok (Yes/No)	NOT OK- Findings	REMARK
Collective presentation			
Suitability of exhibition			
Cooperation with the organizer			
Co-exhibitor recruitment			
Co-exhibitor group composition			
Co-exhibitor behaviour, attitude and activity			
Visitors campaign			
Visitors opinion about our participation			
Stand contractor cooperation and quality			
Stand design supported Bangladesh exports brand positioning			
Our role before and during the fair as a coordinator			
Our marketing activities			
Other Observations			
Overall Comments			

Note: This Sample Form will be used by EPB Office, PD/APD and Commercial Counselor, Bangladesh Mission abroad.