



ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**MARKETING OPPORTUNITIES AND CHALLENGES OF TRADE FAIR –
IN THE CASE OF ORGANIZING AND PARTICIPANT FIRMS**

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**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY, SCHOOL OF
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LIST OF ACRONYMS AND ABBREVIATIONS

TF-----Trade Fair

FTO-----Fair Trade Organization

SPSS-----Statistical Package for Social Science

EC&MDE-----Exhibition Center & Market Development Enterprise

AACCSA-----Addis Ababa Chamber of Commerce & Sectoral Association

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ABSTRACT

One of the key strategies companies use to create market is trade fair. In that situation organizers and participants will be the game makers or breakers. The basic purpose of trade fair is to increase profitability/sales, create partnership, introducing new products, and so on. So organizers, participants/exhibitors, and visitors are a strategic partner in trade fair. Since organizers and participants are basic in trade fair, the determinant variable is Opportunities and Challenges in the fair. Currently in Addis different events are organized by private enterprises, sectoral associations, and the government. The main objective of this study is to examine the opportunities and challenges in trade fair with respect to their effects and forward possible solution to the problem. Data for the study was collected from 180 participant firms and 3 organizing firms, using semi structured interview, observation, and focus group discussion. The study has used qualitative method and the data of the study has been analyzed by describing the respondents answer using photographs. The result indicates that the opportunities of trade fair encourage and initiate both the organizers and participants to future participation in the sector. In contrast the challenges of trade fair have negative impact on organizers and participant firms. Based on the finding Exhibition Center and Market Development Enterprise and all other stakeholders have an assignment to rebuild or rehabilitate the center in accordance to the international standard.

Key words: Trade fair, Organizer, Participant, Opportunities, Challenges.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Growing global markets and manufacturing systems have made fair exchanges between producers and retailers an increasingly important issue. Small scale producers struggle with their weak trading position in both local and world economies (Barratt Brown, 1993). To rectify this imbalance, Fair Trade Organizations (FTOs) promote alternative trade systems that more directly link artisan producers in underdeveloped countries with consumers in developed countries (Jaffee, Kloppenburg, & Monroy, 2004).

Trade fairs are largely used and companies invest in them since only direct selling receives more funds than fairs in terms of the marketing mix (Herbig et al. 1998).

Fairs have been widely used tool of marketing communication even though they have been difficult to measure and prove their efficiency. On the other hand some firms have chosen alternative ways to communicate to their potential or current customers. The reason might lie in the limitations of trade fairs, which are known to be the high costs and measuring difficulties of their effectiveness (Herbig et al.1997, Sashi & Perretty 1992, Bonoma 1983) but also in the chaotic fair environment (Bello & Lohtia 1993, Bello & Barksdale 1986).

According to the investigation made by Herbig et al. (1997) the main reasons for firms not to exhibit were the unknown effectiveness and the high costs of the trade shows. Nevertheless most of the non-exhibitors still visited personally trade shows on an annual basis. Banting & Blenkhorn (1974) found out in their study four main complaints made by the exhibitors; 1) the rising costs of participation which included the construction, labour and maintenance of the stand, 2) the increasing number of trade fairs which problematized the probability of the attendance of potential customers, 3) the large number of “sightseers” visiting the trade fairs, and that 4) the trade fairs were held too often. Other issues that concerned the exhibitors in the study were e.g. the amount of resources it requires, the long length of the trade fairs, the lack of specialization and industry irrelevant exhibitors at the trade fair, weak publicity and the shortage of audited visitors among others.

Trade fairs' main weakness seems to be that they are considered to be an expensive media. It is not just the cost of a floor space but also other costs such as personnel, travel, constructing and marketing. For some firms it can be the single biggest cost in their marketing budget adding even up to 40%. Sashi & Perretty (1992) argue that because of these rising fair participation costs, trade fair participation should not be taken lightly but instead should be approached systematically.

Trade fair is one of the marketing tools, apart from advertisement, personal selling, sales promotion and public relation that business entities use to promote its products and services to potential, current and new; and, the public at large (Ayel, 2008).

What makes it different from other marketing tools mentioned above is that it allows exhibitors and visitors or sellers and buyers to meet in person and experience the different features of the product and services in question depending on the nature of the exhibit.

According to Kotler, et.al (2005); event and experiential marketing is included in the promotion mix. As a marketing tool event marketing provides different advantages for business firms like brand building and focusing the target market.

A trade fairs (trade show, trade exhibition or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities.

Therefore; the existence of trade fair is attached to urbanization and market places. Actually it is started during the middle ages. The industrial Revolution which is known for its mass production has played an important role for the growth and development of trade fair in different parts of the world and Europe in particular (Morrow, Sandra L, 2002).

When you consider the history of trade shows and the concept exhibiting in general, you must think about how long people have been selling things to one another. The exchanges of goods and services are a fundamental principle of survival that has prevailed throughout history and around the world (Morrow, Sandra L, 2002).

Trade shows or trade fairs probably started with people simply displaying their wares in public places. They took time to talk one-on-one with potential buyers and explained why their offerings were better than others that were available. Then, sellers negotiated a purchase price until a mutual agreement was met with buyers (Morrow, Sandra L, 2002).

At one time, exhibiting of sorts was one of the only ways to market or sell goods. It likely served as a necessary survival tactic to provide for the wellbeing of families. According to trade show expert *Robert B. Konikow* in his book, *Exhibit Design*, the exhibit industry can trace its roots to the ancient bazaars of the Middle East (Morrow, Sandra L, 2002).

Trade fairs are also linked to late medieval Europe, during the period of merchant capitalism. During this era, farmers and craftsmen traveled to a variety of locales to display and sell their offerings at open-market trade fairs. During the 1700s, exhibitions became somewhat commonplace in Europe and North America (Morrow, Sandra L, 2002).

Fast forward to today.... Exhibiting is a dynamic industry that continues to change thanks to technological advancements and demand for goods from all corners of the globe. From humble, necessary beginnings, the history of trade shows demonstrates a dramatic evolution.

Now sellers and buyers come together at events of all sizes and types from simple to sophisticated. From small street fairs to multi-million dollar shows in huge exhibition venues to virtual shows on the web, trade shows remain key to facilitating the exchange of goods and services. No doubt, the concept of exhibiting will stand the test of time (Morrow, Sandra L, 2002).

As far as the history of Africa concerned tradefair began during European colonization infact Africa has its own trade activities similar to the formal kind of trade fair. For instance, the Bantu migrations from equatorial to southern Africa that started from 500 BC until the 1800s AD symbolize the linguistic bonds that link two-thirds of the African continent. However, from 300 to 1000 AD, what may have linked different African regions and, in turn, joined them to the rest of the world, is urbanization. By this process rural villages that originally served to support only their immediate inhabitants grew into centers of trade, religion, and government serving a larger region. Urbanization and the commerce it fostered gave rise to the great states of the African continent and contributed to the global trade and exploration of the modern age (Keita,2009).

Unlike other African nations, Ethiopia doesn't have a long time experience regarding trade fair. History tells us that a formal kind of trade fair had been started during the regime of Minilik II. The objective of this trade fairs was just to introduce the people modernization. The exhibiting products were textile products and the newly arrived vehicle.

In 1961 Ethiopia was prepared a modern exhibition in Asmara city called Asmara Expo, its objective was to introduce Agriculture, Industry, Trade, Art, Mine, & so on...open for 23 days & visited by 200,000 peoples,(Seleshi Ketema, 1994E.C). This shows that the development is very gradual; in the specific trade center was built in 1983 by the Derg regime on 21,462 m².

The purpose of this research is to understand the role of trade fairs in the marketing mix of organizing companies and the different processes related to trade fair participation that will result in successful results.

As far as the researcher was concerned Trade fairs, most of the time, are prepared by the private event organizing firms, sectorial associations or governmental organizations. For those firms' trade fair is taken as their product that is offered for a market. Marketing this product, trade fairs, will have some marketing opportunities and challenges. This study was tried to assess the marketing opportunities and challenges of trade fairs from the organizing & participant firms' point of view.

1.2. Statement of the problem

Currently, there are different event organizing & participating firms in different kinds of trade fairs in the city (Addis Ababa). As of the researcher observation and preliminary interview conducted with Addis Ababa Chamber of Commerce and Sectoral Associations trade fair department officials, Exhibition Center and Market Development Enterprise General Manager & marketing department officials and some of participants of the show & organizers staff/employees during Gena (x-mass/ Eyoha expo2008) and cooperatives show timethe firms are facing different kinds of marketing opportunities and challenges. This paper intends to identify these challenges and the opportunities of the firm.

As a product its features and new product development opportunities and challenges will be assess.

To distribute this product it is necessary to have well designed place accompanied by different facilities. This in turn will have some opportunities and challenges in marketing trade fairs. Also its promotion and pricing opportunities and challenges was assessed in the study.

In addition the nature and extent of rivalry between potential competitors that seems to be changing recently was also assessed. So to discharge these unique and sensitive services trade fair Organizer and Participant firms' need to have a better understanding for these variables. Beside this, such

variables are not investigated in Ethiopian context adequately and also the existing studies regarding these variables are only for general information by Addis Ababa Chamber of Commerce and Sectoral Association.

Finally the status, efficiency and effectiveness of the exhibition center from the perspective of Trade Fair Organizer & Participant firms were assessed in this paper.

In order to achieve the above intended objectives this study answers the following specific research questions.

1.3. Basic Research Questions

- What are the opportunities and challenges to organize trade fair?
- What are the opportunities and challenges to participate in trade fair?
- How fair is the price to organize and participate in trade shows?
- Is there enough space to display and store the participants' product?
- Is there a standardized venue facility?
- How is the nature and extent of rivalry between competitors?

1.4. Objectives of the study

The general objective of this study is to assess marketing opportunities and challenges of trade fairs.

The study has the following specific objectives:

- To investigate the opportunities of trade fairs
- To investigate the challenges of trade fairs
- To assess product displaying, introducing & storage space /partition of the space and venue facility
- To assess trade fair promotion and prices
- To assess the nature and extent of rivalry between potential competitors
- To assess the objectives of both organizers and participant firms to organize and participate the trade fair.

1.5. Definition of Terms

- **Fair Trade:** Fair trade is an alternative approach to conventional international trade. It is a trading partnership which aims at sustainable development for excluded and disadvantaged producers. It seeks to do this by providing better trading conditions, by awareness-raising and by campaigning (Anil Hira, Jared Ferrie, 2006).
- **Marketing Mixes:** The marketing mix is the set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. The many possibilities gather into four groups of variables known as the 'four Ps': product, price, place and promotion (Kotler, et.al, 2005).

1.6. Significance of the Study

Ethiopia is the country that suffers from the lack of well-organized research centers that bridges the conceptual aspects of marketing with the actual practices of the business environment. The impact of such a problem on infant sectors like event marketing will have a serious damage ranging up to not to provide any book to refer on event marketing in general and trade fairs in particular.

Therefore, this study will shade light on the aforementioned problem. The road that can be paving by the output of the study for future can also be esteemed. Simultaneously, event organizing & participant firms may also profit from the study in that it will show the marketing opportunities and challenges of the trade fairs. Last but not least the findings of this study might be project to be used in other kinds of the event and experiential marketing mixes.

1.7. Delimitation/ Scope of the study

The study has assessed the Marketing opportunities & challenges of trade fair in Addis Ababa from the event organizing & participant firms' point of view. In addition, the study is use a descriptive survey method that will assess the aforementioned issues.

Finally, the study was limited to investigate Marketing challenges & opportunities of trade fair (esp. general & consumer fairs) based on the marketing mixes such as introducing & promoting new products, the product quality, appropriate product display & storage place, price, the shows manpower adequacy, safety & security, follow-up & evaluation relationships etc.

1.8. Organization of the Research Report

The study is organized in five chapters. The first chapter includes introduction/background of the study, statement of the problem, research questions, objectives of the study, definition of terms, significance of the study, Delimitation/scope, and limitation of the study. The second chapter is discuss a detailed theoretical background of the study/literature review/. The third chapter is Methods of the study. The fourth chapter describes the findings/Results of the study. Finally the last chapter, chapter five gives conclusions, summary and recommendations.

CHAPTER TWO

LITERATURE REVIEW

This section presents summary of the main literature that are related to Trade fair.

2.1. Historical Background of Trade Shows

While it is said that the roots of trade exhibitions are in the medieval European fairs, very ancient documents talk of trading places where merchants were selling or bartering a multitude of goods. A reference can even be found in the Bible (Book of Ezekiel, about 600 BC). Market places developed around crossroads of long-distance trading routes, such as in the case of the Phoenician city of Tyre, as early as the 8th century BC. Ancestors of trade fairs are also the ancient bazaars of the Middle East. The “Thousand and One Nights” collection of tales – translated into Arabic in the 8th century, most likely on the basis of much older traditions of Indian and Persian origins – gives vivid descriptions of the bustling atmosphere of such commercial areas. It was anyhow during the period towards the end of Middle Age in Europe that fairs started to flourish and acquire some connotations similar to what exhibitions are today, when cities began to develop together with the progressive urbanization of people. Previously, under the feudalism, the economies were largely autarchic. Products were consumed locally and little trade occurred outside the communities attached to castles and monasteries. Marketplaces anyhow existed also in those times and fairs were taking place generally to celebrate religious festivities or the completion of seasonal phases of agricultural works. The word “fair” in fact comes from the Latin “feria”, which means “holy day”. The differentiating factor between market and fairs can be related to duration: markets were regular and frequent happenings, fairs were commercial events organized on special occasions.

Not all fairs however originated from religious or cultural festivals. Certain trade fairs were created by royal decrees to benefit cities and other agglomerations of people, and also charters were granted to already existing fairs. In this way the authorities, through income taxes, kept control of the proceeds. By and large preindustrial fairs were based on privileges granted by the civil or ecclesiastic authority to governing aristocracy. The significant growth of the cities, where people consumed without producing, helped to increase exponentially the trade traffic of food but also of non-food products: textiles and clothing, tools and pottery, hides and skins,

leather products, horses and hunting dogs, some jewelry, arms and horse harnesses, etc., were sold alongside spices and other agro-based products. The old small markets for the barter of products of the neighborhood were becoming larger events to deal with trade in increasingly valuable goods, fostering at the same time the circulation of money.

Trade was of course at the core of the fairs, but a variety of people started to mingle with traders and customers, like acrobats, magicians, charlatans, inventors and minstrels. In this extremely lively, heterogeneous and noisy environment, many activities were taking place and news and information exchanged, making the trade fairs a melting pot of cultures and social classes. It may appear that everything was chaotic, and indeed it was, but with the progressive control on the fairs by the municipal corporations and guilds (the ancestors of professional associations) rules were established to protect, to the extent possible, traders and buyers from fraud and extortion or even from cartels. Special magistrates were supervising and regulating the functioning of the market by establishing time and place of trade, controlling and divulging prices for the most common consumer goods, checking the calibration of weighing and measuring tools, ensuring the legality of the coins used for payment and, in some cases, even the compliance with hygienic rules.

The market was less spontaneous and random than one can imagine: place, opening and closing time, duration and space for stalls and exhibits (well defined and pedestrian only) were regulated. At least this was the case in some major fairs.

Fairs proved to be a powerful means to position growing urban settlements at the crossroads of trade traffic and contribute to their economic development, so they enjoyed a flourishing period. But the danger for the fairs was around the corner. More traded products went back to markets allowing weekly and even daily transactions. The natural evolution was the birth of “shops” which, during the Renaissance, made the fortune of some cities because of their capacity to attract travellers. Multi-sector fairs started to languish and only continued at the periphery of the most advanced part of Europe, far from the main trade centers (Allwood, John, 1977, Cf. Morrow, Sandra L, 2002).

2.2. Types of trade shows

There are several types of trade fairs. They can be classified as:

2.2.1. Major General Trade Fairs

This trade fairs category exhibits all types of consumer and industrial commodities. They are open to the general public, with the visitors being regional, national or international. When exhibiting in major general trade fairs it is difficult to attract worthwhile target visitors, although the number of visitors is huge.

2.2.2. Major Specialized Trade Fairs

This type of trade fairs is specialized in terms of the involved sectors. Examples of such sectors could be the leather sector, the handicraft sector, the textile sector, or the wood sector. However, the degree of specialization varies. This type of trade fairs is primarily for business exhibitors from various levels of trade and industry. It attracts large number of business people, specifically concerned with the trade shows area of specialization. The exhibitor can be sure that a large portion of business people will be at the fairs. For new companies entering these fairs, it can offer the best opportunity to find large buyers, distributors and retailers.

2.2.3. Consumer Fairs

These are general trade fairs in terms of products to be exhibited and the interest of the visitors. The primary visitor is the general public who may come from the nearby regions. Some 'consumer fairs' specialize in food products, beverages, shoes, etc.

Consumer fairs are more appropriate for companies that are already established, with distributors and identified products that have already found their way into retail shops.

2.3. Trade fair participation/ organizing Selection Criteria.

2.3.1. Types of trade fairs

- National or international exhibitions
- Consumer show or trade show
- In order to use trade fairs efficiently as part of the marketing mix, it is necessary to be selective. The type of exhibition - national or international, consumer or trade show - will be a first criterion to decide if the company's marketing strategy and objectives can be achieved.
- If the company is not interested in international customers you should select exhibitions in which national exhibitors take part and where domestic visitors are expected.
- Considering the different type of visitors' consumer and trade shows should be differentiated. Consumer shows are primarily for direct selling, while trade shows serve to

develop relations with customers and clients. At trade shows purchasing decision may be made after the event (Prof. Dr. J. Beier 2012).

2.3.2. Relevance of the trade fair for the market:

- Presence of the market, Recurrence of the trade fair, Themes, Quality of supply and demand at the trade fair, Completeness of the permitted market segments, and Catchment area
- The importance of a trade fair can be determined by different indicators.
- The presence of the market can be measured by the number and quality (i.e. market leader) of companies representing the supply and demand of the market segment.
- Exhibitions take place on a regular base: once, twice or more often during a year, every two, three years or even in longer periods. Depending on the marketing strategy and event schedule the right exhibitions should be selected.
- The subjects and the nomenclature of the exhibitions is of importance for the decision to participate or not.
- The quality of supply and demand is represented by the presence of high ranking managers and visitors. Information is available from the organizers.
- The catchment area can be regional, national or international, i.e. the visitors are expected to come from these areas. Depending on the exhibiting company's targets, this criteria is of importance for the final participation decision (Prof. Dr. J. Beier 2012).

2.3.3. Client target group

- Regional origin, Branch, Size of the company, and Area of operations
- A trade fair is an excellent opportunity to get in direct contact with the relevant target groups. It can be more efficient than the company's field service.
- Therefore, the company should know whom they want to address at the fair. The design of the trade fair participation should be created according to the target groups.
- These can be defined based on the following aspects: Regional origin, branch and size of the client company, the area of client operations, frequency of client purchasing, and purchasing power (Prof. Dr. J. Beier 2012).

2.3.4. Competition

- Wanted or not

Following the rules of a market oriented system it is advantageous to be present where your competitors are, too. However, sometimes it is desirable to avoid direct contacts with competitors (e.g. looking for a test market, in case of obvious competitive disadvantages) (Prof. Dr. J. Beier 2012).

2.3.5. Costs

- Defined budget
- Expected costs

The basic question is: Can we afford the trade fair participation? The budget is calculated based on the expected costs and must be defined before the trade fair participation is contracted. If the budget is sufficient the participation can be realized; if not, budget or type of participation must be adapted (Prof. Dr. J. Beier 2012).

2.3.6. Quality of the trade fair organizer

- Experience and know-how, Marketing strategy, Exhibition venue and accessibility

The management quality of the trade fair organizer can also influence the decision to participate. The quality of the equipment of the site, such as space, design, type of halls, open air ground and the quality of the facilities have to be acceptable. The experience of the organizer supports the quality of the exposition.

Transport connections and infrastructure may also influence the participation decision. Is the venue geographically centrally located; is there sufficient accommodation available? (Prof. Dr. J. Beier 2012).

2.3.7. Further conditions

- Date
- Availability of personnel

Depending on the market segment, purchasing periods should be taken into consideration. The date of the show has to fit this specification. Because of the internal workloads, sometimes the best booth personnel is not available. In this case the participation should be reconsidered (Prof. Dr. J. Beier 2012).

2.4. Types of Exhibitors/ Participant

2.4.1. Hard sell exhibitors

This group of exhibitors

- Is completely focused on meeting targets, prefers specialist trade shows with a homogenous group of exhibitors, where direct selling is common, includes goals achieving a set turnover, as well as remaining within the budget, especially in comparison to participation in other events. The larger the company, the higher the tendency to monitor the competitors (Daniel Gundelach, Nicole Goller 2015).

2.4.2. Communication-oriented relationship- managers

- Aim their efforts primarily at implementing communication objectives, Prefer international trade fairs that are accompanied by other events, all of which are informational in nature, Aim to demonstrate their ability to solve problems, Priority is given to analysis of protocols of conversation and structural composition, They are strong adherents of Customer Relationship Management techniques (Daniel Gundelach, Nicole Goller 2015).

2.4.3. Competition-oriented representatives

- Are only rarely concerned with specific goals, Prefer a position within a heterogeneous group of exhibitors and most often participate in national and regional trade fairs, Are willing to compete and watch rival activities closely, often adopting their tactics, especially stand design, Success is measured in terms of visitor numbers (Daniel Gundelach, Nicole Goller 2015).

2.4.4. Hybrid exhibitors

- Do not set extraordinary goals, although employee motivation as a goal is common, Tend towards international trade shows because of their informational nature (Daniel Gundelach, Nicole Goller 2015).

2.4.5. Ambitious regional exhibitors

- Aim at merchandising their goods (emphasis on product policy), Are very interested in creating a positive image, Are also very ambitious at evaluating success and comparing the effectiveness of marketing tools (Daniel Gundelach, Nicole Goller 2015).

2.5. Trade show as a marketing mix

Under conditions of increased competition, promotional activities of trade fairs are aimed at attracting not only new exhibitors, but also professional visitors and the general public. If we see this role from the event organizing agents' point of view Trade fairs becomes a product (service)-among the four P's of marketing. A trade fairs philosophy is emerging, with Event organizing agents aiming their promotion intensively to secure the attendance of professional

visitors. This has caused trade fairs to move from their traditional geographical proximity to manufacturing areas toward the areas where there is greater “visitor supply.” Because significant effort goes into attracting the greatest number of professional visitors, trade fairs have entered a phase that we could call “visitor orientation” (Jose´ L. MunueraandSalvador Ruiz, 2005).

As organizations that offer services, Event organizing agents carefully consider strategic aspects such as location, communications, and installation accessibility, which cannot be modified in the short term. Moreover, they provide optimal conditions for contacts between exhibitors and visitors (Jose´ L. Munueraand Salvador Ruiz, 2005).

Because trade fairs consist of a bundle of services offered by Event organizing agents, they are characterized by intangibility, inseparability, heterogeneity, and perishability, as every service. Therefore, they are high in experience qualities both for visitors and for exhibitors. Complexity is another characteristic in fairs services that are addressed to visitors. The exhibition itself can be viewed as a composition of a sequence of services and activities have to be perfectly coordinated (installation, decoration, product display in the stand, maintenance, and removal).

The successful event marketer is at first the consummate student of his or her product/service-trade fairs. What Is the History of the Event? Many veteran marketers will attract participation because they can sell the celebratory essence of the event. “The 50th Grand Trade Fair” proclaims the success and venerability of the faire, as well as the pride that goes with being part of it. But even if there is no history, there is the opportunity to be historical. For example, “The 1st Communication Trade Fair” will have no history, but can be portrayed as an opportunity to get in on the ground floor of a “happening” that participants can infer will be an ongoing event, turning into a tradition and developing long-term loyalty. The greatest part of event marketing is the opportunity to create history, by attracting people into a synergistic activity that can define the organization and its goals.

What Is the Value of the Product? Marketing an event requires that the message emphasizes the manner in which the participant will benefit. The promise of increasing productivity, maximizing profitability, or simply having a great time can be legitimate benefits that can persuade a person to buy the product or attend the event.

What Makes the Product Unique? What makes this event different from others? Why should one choose to invest time and money in this event, as opposed to the competition that surrounds

it? Marketers that can identify the return on investment (ROI) that can be expected by the participants, the special experience that will be offered, and the added value of attendance are those who will successfully market the event. This will require research into the markets and into the objectives of the client or organization. Only then can the uniqueness of the product be identified and described in all of the marketing media utilized (Jose´ L. Munueraand Salvador Ruiz, 2005).

2.6. Trade show as a promotion mix

Trade fairs are an important element of the promotion strategy for industrial products. They are also a source of information about market trends for managers of those companies that attend these events. Many small and medium-sized industrial companies invest little or no money in advertising, promotion, market research, new product development, or other marketing activities, but most attend trade fairs, either as visitors or as exhibitors (Kerin and Cron, 1987; Moriarty and Speckman, 1984; Bello and Barczak, 1990; Jackarea son et al. 1987).

Trade fairs differ from other marketing communication tools such as advertising, promotion, and so forth, in that they allow direct contact between buyer and seller. They also differ from sales calls, because the contract is not initiated by the seller but by the buyer.

Trade fairs offer manufacturers an opportunity to display and demonstrate products that are often difficult to move and complex in design and operation. They are playing an increasingly important role in international marketing, because of the number of prospects that can be contacted in one

It is a means of displaying products to persuade and remind prospective buyers about the enterprise. A trade fairs requires careful planning and systematic decision-making, since direct contact with consumers is involved. Trade fairs are highly competitive. Therefore, trade fairs organizers have to be experts and strategic planners to pursue the lead. Promotion by means of trade fairs is effective because it is not only useful for promoting established companies, but also for newcomers. However, it cannot be expected that during the show a large pile of orders will be generated.

2.7. Managing Trade show marketing from the organizing firms point of view

Organizing a trade fairs is a marketing venture; therefore the starting point is the consumer. A trade fairs is a service and it has to meet needs and provide solutions. A research – no matter

how deep – is then necessary to enable decisions not distorted by unverified assumptions and unrealistic ambitions.

The results of the research, depicted here in a nutshell, will enable to preliminarily assess the viable assets of the trade fairs project and to help start focusing its objective, theme and market scope.

As per the International Trade Center, beside market conditions, the under listed 6 points need to be analyzed the outset of the project, which are related to the capacity of the organizers (International Trade Centre, 2012).

Manage the event: A trade fairs requires a technical expertise which may be wholly or partly outsourced to the fairground authority and the service providers. The organizers must anyhow be in a position to negotiate the terms of reference with the service providers, and coordinate and supervise the inputs and activities. Many activities will be in the hands of the organizers who would need to assign sufficient and qualified manpower to the project. The organizer must have the knowhow and expertise in organizing and managing trade fairs. If this capacity is not available in house, a “manager” with a substantive professional background should be hired.

Mobilize resources: Organizing a trade fairs implies a substantial investment. Unless local or international promoters are prepared to finance the new venture entirely, the general case is that anew trade fairs is subsidized by domestic (private and/or public) and international sources of financing such as technical cooperation agencies.

Mobilize local partnership for the event: the organization and implementation of some of the trade fairs’ elements can be taken care of at local level by private and public entities for tourism, transport, industry, commerce, customs, conference and other service providers. The coordination and management of the integrated set of elements should anyhow be ensured by the organizers.

Mobilize local participation: Local entrepreneurs and other sectorial stakeholders normally represent the major part of the participants. In a developing country the possibility to mobilize the full or a substantive representation of the local industry is essential. The organizers must enjoy credibility among the business community to ensure such participation.

Risk assessment and mitigation: Potential problem areas need to be identified as well as the expected measures to be applied to anticipate and avoid them, monitor the problem sources, and

minimize the impact. Risks can be related to the objectives, the scenario, the operations, the costs, etc. and they can be domestic or external.

Sustainability of the trade fair: A trade fair generates revenues, especially in terms of stand rental and services provision, and possibly publicity. Nevertheless, self-sustainability – if ever full – can generally be only a medium or long-term objective, which progressively materializes alongside the growth of the event and the improved efficiency.

An analysis of strengths and weaknesses with respect to the above-mentioned factors and the identification of ways to ensure that those requirements are met should be the initial assessment for the feasibility of the project.

In case of trade fairs which invites international traders from abroad it is important also to determine whether convenient accommodation infrastructures exist in the country and if the hotels by number, quality and position are able to match the trade fair requirements.

2.8. Planning

2.8.1. Setting objectives and strategy

After having assessed its overall purpose and expected results, the subsequent step is to define the precise objectives which are to be pursued and achieved. The definition of the objectives will of course influence the scope, the budget and the expected return of investments, and all the other related operational factors: management of the event, logistics, services, communication, etc. Such a decision then has far-reaching consequences.

A key element of the planning phase is naturally the decision related to the fairground. This point is elaborated in the next sections. It can be anticipated that in many developing countries there are not many alternatives to be evaluated, but the analysis should be focused on the questions whether the available facilities respond to the requirements and, if adjustments and ameliorations are required, these are feasible and affordable.

These may expect something more from a trade fair and the trade fair itself can be enriched in purpose and made more attractive by a series of side events. The decision to be taken is related to the type of the events to be organized which should be logically connected to the theme of the trade fair and dependent again on resources available and management capacities. Such side

activities can eventually be assigned as self-contained projects to partners, who in some cases are able to sponsor such events, while the organizers ensure their proper integration in the trade fair. Among activities to be considered are: Conferences; Technical seminars; Lectures; Company visits; Fashion shows; Folklore and touristic shows

2.8.2. The fairground

As per the International Trade Centre the following are just a few parameters that need to be taken into account:

Suitable location and accessibility, rationality of the layout, level and consistency of quality standards of stands, public areas and amenities, comfort, security, and handiness of utilities and facilities are required from a fairground to contribute to the success of a trade fair. Suitable location and accessibility, rationality of the layout, level and consistency of quality standards of stands, public areas and amenities, comfort, security, and handiness of utilities and facilities are required from a fairground to contribute to the success of a trade fair, (International Trade Centre, 2012).

2.9. Promotion and communication

2.9.1. Planning for selling the exhibition

Full scale promotion should start not less than a year before the trade fair, possibly earlier in the case of a new trade fair (Albert Carreras and Lidia Torra, 2005). Soft promotion can anticipate it to make the market aware of the new project. Foreign participants must have the time to realize the worthiness of their participation, make a preliminary decision and take note of the dates of the event in their diary, where quite often other trade fairs are already booked.

When the promotion campaign starts, an information bureau (the Communication and Promotion unit within the Management and Operations Team) must be in place in the host country able to handle all inquiries by telephone, e-mail or fax. A website should also be online. The website is an information/ communication tool where also pre-registration and registration may take place. This means that all major settings of the trade fair must have been decided and established: theme, expected audience, place and venue, dates and program, conditions for participation and stand rental fee, fee incentives for early registration or for categories of exhibitors. Needless to say that all the promotion and communication materials need to be ready and the strategy/work plan in place.

Promotion is both domestic and external. By the time the domestic promotion starts, the local industry is of course already aware of the trade fair plan as it has participated, mostly through its representative associations, in the shaping of the project. Nevertheless promotion is still necessary to keep awareness and strengthen motivations. Sectorial and broad-based industry associations (e.g. chambers of commerce), industry's opinion leaders, the press and the government are the main vehicles for domestic promotion. It is important to reach a fairly accurate projection of the number of local exhibitors at the earliest stage possible, since providing this information to prospective external participants is definitely a communication asset (GTZ, Protrade, 1995).

Things get somehow more complex for external promotion. As per International trade center three levels can be pictured:

- a) **Direct promotion (one-to-one):** Communication reaches directly the prospective participants i.e. foreign enterprises, training and research institutes, trade promotion organizations, etc. depending on the determined target.
- b) **Promotion through relays of communication (one-to-groups):** Foreign sectorial associations, chambers of commerce and trade promotion organizations, for example, can operate as multipliers of communication to their members.
- c) **Broad audience promotion (one-to-many):** Communication in this case is channeled for example through international sectorial press, commercial ads and articles, or external websites, through participation in foreign exhibitions with a stand promoting the newly planned fair or in other events.

The three levels generally apply for exhibitors, whilst b. and c. are mostly apt for promotion to visitors; a and b. can be operated in selected target markets, whilst c. can broaden the base of participation from other market areas.

Additional promotional channels can be planned e.g. national embassies abroad or foreign embassies present in the country, international technical cooperation agencies or international NGOs, national air carrier. Other than for promotion, the latter can also be approached for obtaining preferential airfares to and from the event. This is a form of publicity for the airline

company and at the same an incentive for participation. Financially accessible airfares are important particularly to participants from less developed countries.

Before the promotional campaign starts, a database must be compiled with the contact data of all entities to be reached (enterprises, institutes, press, etc.) properly structured by categories. This database, which will be progressively refined and expanded until the event takes place, is an essential instrument for implementing promotional actions (e.g. mass-mailing), for analyzing and controlling the response, for facilitating the participants' application and registration process, and for extracting statistics for post-event reports,(GTZ, Protrade, 1995).

2.9.2. Promotion and communication campaign

A comprehensive promotion and communication strategy, and the effective implementation of the relevant work plan, are key success factors of the trade fair project. Elements to be taken into account in the strategy are:

The promotion and communication strategy is of course very much related to the overall goal and objectives of the event and it will be commensurate to the budget required and the resources available. The latter will determine the choice and the extent of the campaign at the three levels described in the previous chapter (one-to-one, one-to-group and one-to-many). Such choice will depend on the scope of the trade fair (regional or international), the degree of the sectorial specialization of the event and the expected participants' profile. It is anyhow reasonable to envisage a mix of the three levels, even if the respective intensity may differ, (GTZ, Protrade, 1995).

The target of the campaign is to ensure the fulfillment of the trade fair's target in terms of participation (quantitative and qualitative) of exhibitors and visitors alike, both domestic and external. Anyhow, the fulfillment of the target of exhibitors would be of special relevance with respect to the expected return on the investment for the event.

The promotion and communication campaign should also include lobbying for sponsors to foster participation. For example, international technical cooperation agencies can support it from their programs, and foreign trade promotion organizations can include it in their agenda of international exhibitions to be attended by their members.

Based on the overall goals and strategy of the trade fair, a branding has to be developed to communicate the essence of the new project so it stands out from the crowd of trade fairs. It highlights what makes it special and gives it a distinct “personality”. The values (strengths) of the new trade fair and the customers’ needs are the two basic ingredients of the branding, which should then be recognized in all communication as core image and message. Visual and verbal kits would then be designed and built accordingly. Other than as an external marketing instrument, branding is also important for creating a “corporate” culture for the new trade fair venture, where all staff and partners involved find their identity and motivation, (GTZ, Protrade, 1995).

Many activities can be part of the promotion campaign, to be reflected in the work plan. A standard set is not available because of the many variables involved, due to the scope of the event and, not least, the available budget. “Not too early – not too late” in carrying out the activities is a vague rule of thumb, but it has however its value. In fact, in relation to the purpose of each activity the choice of the right time is essential. It is also worth mentioning that from a certain point the promotion campaign goes hand in hand with the registration of the participants, (International Trade Center, 2005).

A description of some of the typical activities is provided below, while a hypothetical time sheet for their implementation is depicted as an example at the end of the chapter. The implementation of the promotion campaign is a task of the Communication and Promotion Unit of the Trade Fair Management and Operations Team.

The promotion campaign is a project in itself, whose elements are branding, means and timing. According to Williams and Gopalakrishna, Branding is the attracting and convincing factor; it highlights why the event is special and gives it a distinct “personality”. Many promotional means can be deployed, whose extent depends on available resources, and they should be put in motion at a very early stage of the project and continued throughout all its implementation according to the established plan. Marketing control on the effects of the promotion needs to be consistently applied so as to assess the progression in attaining the participation objectives and to introduce reinforcing measures as required, (Williams, Jerome D., Gopalakrishna, 1993).

2.9.3. Promotion and communication materials

An effective promotion campaign, based on a strong branding, both in terms of visual and verbal messages, plays a fundamental role.

The organization of a trade fair is a costly exercise and it carries the responsibility of projecting the image of the country and the sector that can have a long-lasting effect. Furthermore, the size and quality of participation will determine the return on the investments which may influence the future and the sustainability of the event.

International trade center points that the service of an agency (if no specialized in graphic design and marketing communication department is found in the firm) is required, which should develop and propose:

- The name of the trade fair;
- The logo;
- The slogan;
- The visual identity (that should underlie all promotion and communication materials).

The following base list of materials and tools required for use during the promotion campaign:

Trade fair brochure; Trade fair flier; Program; Exhibitor guide; Visitor guide; Application form; Confirmation of registration and invitation; Country guide; Magazine advertisements; Posters; Banners; Pre-event press releases; Stickers; Badges; Promotional message to prospect participants for direct marketing; A website; Trade fair catalogue (to be handed over at the start of the event) (International Trade Center, 2005).

The website deserves special attention. The website should be in place when the promotion starts, in the understanding any how that it is a dynamic tool and its updating and enrichment can take place all along the process up to the trade fair and after it The plan helps to communicate to the stake holders the objectives set and the commitment required

2.10. Budget and source of financing

Here comes the somewhat hard part of the planning exercise. An estimation of the total investment required, on the basis of all cost items, may confirm the feasibility of the project according to the defined objectives and strategy, or it may force a downsizing of the activities

and even a revision of the objectives. The planning process and the final definition of the project framework is the result of the interaction between objectives/targets, activities and costs. The trade fair will generate proceeds. The analysis of the estimated costs and of the expected revenues will determine the capacity of the event to generate a profit, to break even, or to deal with an eventual shortfall. In the case of a new trade fair, a pragmatic and rather conservative approach is recommended as far as the anticipated returns. It should be anticipated that in most cases the event requires to be partly subsidized.

In order to quote the estimated costs, the Organizer has to prepare the terms of reference for the service providers and obtain pro-forma invoices or an official estimated pricing. While most of expenditures will be incurred close to the event (a down payment percentage can be required when placing the order and the balance settlement after the event), those for promotion and communication will have to be incurred far ahead of the event (Jeweler, S., and Goldblatt, J., 2000).

The analysis of estimated costs and of the expected revenues to determine the potential breakeven point or (most likely, in the case of a new trade fair) the financial shortfall, is an essential component of the business plan. Obtaining pledges and mobilizing resources to subsidize the event need to be initiated at an early stage of the project planning by the Organizer, the Government and other committed stakeholders. The possibility of raising funds from international agencies, implementing or planning trade development cooperation programs in the country, can be of special importance (UFI - The Global Association of the Exhibition Industry).

2.11. Handling logistics and to-do list

The Logistics and Service Providers' Relations unit has the primary responsibility of the proper setting-up of the fairground, of the structures and facilities for the trade fair's side events, and of the provision of the services by the contractors according to the established terms of reference.

In close coordination with the Registration and Customers Service unit, and as part of the registration process, it has to handle all requests from exhibitors to ensure they are fulfilled to the extent possible within the established parameters.

In particular, as per Jeweler, S., and Goldblatt, the unit carries the responsibility of:

- Assigning the stands within the fairground layout;
- Processing all applications for services and liaise with all contractors to ensure compliance with requests. The services can be related to:
 - Stand (special construction, furniture and fittings in addition to the shell scheme, electricity and other supplies, helpers for installation, equipment such as TV, DVD player, multimedia, Wi-Fi connection if available, etc.).
 - Displayed goods (forwarding, as well as moving, lifting and installing equipment when admitted in the trade fair).
 - Facilitating relations of the exhibitor with the press and media, in the case of this is interested in publicity.

Pre-event:

In the days preceding the start of the trade fair, the unit should:

- Inspect all premises, fairground and for side events, to ensure that they are properly set up as per layout and specifications. Ensure that signboards are conveniently in place and that publicity materials (banners, posters, etc.) as well as ornaments are properly arranged. Run trial tests of lighting, ventilation-A/C, public address system and level of background music (if foreseen).
- Check each stand for construction, safety and for compliance with the exhibitor's requirements (design, furniture, fittings and supplies) and for the correct exhibitor's name in the fascia.
- Check the availability of a reasonable stock of additional furniture and furnishings to comply with last minute exhibitors' requests.
- Inspect all public utility places (such as coffee bars, restaurants and toilets) to ensure that they are clean and properly equipped.
- Test out the registration and information desks, as well as the trade fair Secretariat, to ensure that they are operational and suitably endowed of equipment, materials and information handouts.
- Review the security program.
- Check the Business Centre for its compliance to the required standards.

- Finalize and print a large-size map of the fairground, with the exhibitors' directory, for display at the entrance of the fair.
- Review schedule with the shuttle contractor and check vehicles and signboards.
- Check the Welcome Desk at the port of entry to ensure its correct positioning, visibility and operations, and brief immigration staff.
- Brief all involved staff (from the Organizer's human resources and manpower ad-hoc recruited by contractors) on the specific tasks and code of conduct during the event.
- Check hotel accommodation and provide hotels with signboard for display and communication materials. Brief accordingly their staff.
- Together with the Communication and Promotion unit, organize the opening ceremony (invitations list, invitations cards, ceremony program, itinerary of the VIPs' walk-through visit of the fair, press and media, and security).

Show days:

- Ensure that standards are maintained throughout the event and services are correctly performed.
- Proactively check satisfaction of exhibitors and intervene whenever inconveniences are reported.
- Make sure that cleaning is regularly undertaken in all the fairground, and especially in the public utility places, and in the premises hosting the side events if these are implemented outside the fairground.
- Check the appropriateness of the catering (quality and quantity) and the performance of the service to users.
- Ensure adequate reception of VIP.
- Provide measures that "hide" unoccupied stands, because of last-minute no-show as empty stands give a negative impression of visitors and damage the reputation of the event.
- Together with the other units of the Management and Operations Team, carry out and analyze the exhibitors' and visitors' surveys.

Together with the other units, provide inputs to the Management of the Team for press and media relations (Jeweler, S., and Goldblatt, J., 2000).

2.12. Evaluating results and post-event activities

2.12.1. Exhibitors' and visitors' surveys

Success and impact verifiers, defined at the time of formulating the trade fair's strategy so as to evaluate the degree to which the event's objectives are attained, need to be applied and the relevant information collected. Both quantitative and qualitative feedback is needed.

Feedback should be obtained through individual questionnaires filled in by exhibitors, and to the extent possible, by visitors on the last day of the trade fair, with the assistance of an interviewers' team. The questionnaire must be relatively short and with a minimum number of 'open' questions, to facilitate statistical processing and analysis. Coverage should be maximum or at least of a representative sample of participants. Questionnaires can be e-mailed immediately after the trade fair to fill in gaps, knowing anyhow that the average return of a mailed questionnaire can only be expected between 10%-20% (International trade center, 2012).

An additional impact survey can later on be conducted, after three or six months in the case of an annual or biannual trade fair respectively, to assess the business follow-up and the intention of participating in the subsequent trade fair. This survey can be joined to the promotion and pre-registration campaign

Measuring the attainment of the objectives is the concluding act of the current marketing cycle and the starting point of the next one. (International trade center) The level of participation (exhibitors and visitors) against the set target is just one of the criteria for assessing the achievements. Data, including the estimated amount of business generated, reveal the capacity of the fair to fulfill its trade development goal and they are important for future promotion. The analysis of the results is anyhow much more: it is about understanding the "market" reaction to the event and the customers' satisfaction in respect of their expectations and of the quality of the services. It helps to identify the strengths and weaknesses as part of a continuous learning process and to establish internal reference benchmarks for growth and amelioration (International trade center, 2012).

2.12.2. Post-event activities

The trade fair is over. The Organizer and its partners can to a certain extent relax after the considerable stress at bringing and maintaining together in the most effective way all the strings, but the work is not yet finished. A shared perception of the "tone" of the event and a

sort of self-evaluation of the activities built up progressively during its implementation can already say a lot about the overall performance, but it is not sufficient (International Trade Center, 2012).

The participants' survey conducted at the show must be compiled and analyzed as soon as possible. Other than providing a factual feedback, the results provide material for post-show press releases.

A report on the event needs to be prepared by the Organizer and made available to all parties, including foreign entities that participated in promotion.

A meeting with the organizational parties and stakeholders should be convened to honestly review all aspects of the event and draw the relevant lesson learned.

A de-briefing of contractors and suppliers has to be undertaken to praise performance, as deserved, as well as to jointly assess critical areas that require improvement as part of a continuous learning process.

International trade center suggests organizers to send appreciation messages to:

- Supporting stakeholders and partners;
- VIPs who attended the event;
- Exhibitors and visitors;
- Foreign entities who participated in promoting the trade fair;
- Contractors and suppliers;
- Service providers;
- Local press and other media;
- Technical cooperation agencies represented in the country or that sent their delegates.

A post-show communication and publicity is important. Press releases and event briefings must be prepared and selectively disseminated locally and internationally. In the latter case, they should be addressed for example to international sectorial publishers, to professional associations and trade promotion organizations as material for articles in their media (International Trade center, 2012).

The website of the trade fair has to be updated with a report on the concluded event.

The post-show communication is an integral part of the promotion as it will constitute the bridge with the subsequent event and start paving the way for the new promotion campaign.

Communication to the market should be maintained after the completion of the trade fair as this would be part of a continuous process towards the preparation and promotion of the next event. In fact, before the trade fair is over, future plans and related budget allocations must already be established and in motion, and reports and press releases on the concluded event should be linked to the announcement of the next trade fair. Post-event communication is also about continuously sustaining and expanding the relationships' and partnerships' network both at domestic and international levels (International trade center, 2012).

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Research Design

Considering the purpose of the research and the nature of the phenomenon the research design is descriptive research design. The objective of descriptive research is to portray an accurate profile of persons, events or situations (Robson 2002).

The methodology is qualitative. A qualitative research method is used in the study, where “the findings are not arrived at by statistical procedures or other means of quantification” (Strauss & Corbin 1998).

The qualitative method of inquiry allows the researcher to understand the respondents in terms of their view of trade fair. According to Leedy and Ormrod, 2010 qualitative method of inquiry allows one to understand the respondents in terms of their definition of the world.

“... Is a means of exploring and understanding the meaning individuals or groups ascribe to a social or human problem” (Creswell, 2007).

“... Is a process of research involves emerging questions and procedures, data collected in the participant’s setting, data analysis, and the researcher interpretations of the meaning of the data (Creswell, 2007).

‘...Involves finding out what people think, and how they feel - or at any rate, what they say they think and how they say they feel. This kind of information is subjective. It involves feelings and impressions, rather than numbers’ (Creswell, 2007).

3.2. Sample and sampling techniques

The target population which directly related to the subject under study are 3 organizing firms (Eyoha event & promotion, Weekly promotion & event organizing, and Waffa marketing), and 327 participants (in hall no.1 =90, hall no.2 =42 and in hall no.3 =45 participants and also in outdoor 150 participants or exhibitors) the total number of population studied are 330 firms. It is obvious that because of different constraints and difficulty to manage the data in depth, studying each unit of the total population is very difficult. Hence it is important to draw a sample from

which the research can be inferred to the total population that should be representative sample size.

The technique which was used in drawing the sample was stratified random sampling method. Stratified random sampling is a modification of random sampling in which the population divides into two or more relevant and significant strata based on one or a number of attributes (Saunders, 2003).

Therefore for this study has taken 180 participants from the strata created based on in the hall/ indoor and outside the hall/ outdoor and the random sample is taken within each strata randomly and took all the 3 actively participating organizers.

Furthermore the researcher is used the following sample size determination formula to decide the sample size of the population in the two strata's. The formula was developed by Taro Yamane (1973), the reason to choose this formula is do you to simplicity and the populations under study are finite. According to Yamane for any sample given the estimated population proportion of 0.05 and 95% confidence level, the sample size is given by: $n = N / [1 + N(e)^2]$

Where

n= is the sample size

N= is the total population size, and

e= is the level of precision or sampling error = (0.05)

Therefore

$$N = 327 / [1 + 327(0.05)^2] = 180$$

180 is the total number of sample size but the number in each stratum is not the same, the number of samples for each stratum was calculated by proportionating the percentage share of the population in each stratum to the sample.

Strata	Total number of population	Total number of sample size in each stratum
In the hall/ Indoor	177	97

Outside the hall/ Outdoor	150	83
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Source: calculated by own

3.3. Sources and Tools/Instruments of Data

To enhance the quality of data multiple data sources was employed for the study: primary and secondary data. Qualitative data was used in the study. The qualitative data is collected through observation and semi-structured interview respectively. The survey questionnaire is formulated based on the review of related literature, reports and articles.

3.4. Procedures of Data Collection

The researcheris collected secondary data from different documents. Primary qualitative data was gathered directly from the selected stakeholders through questioners, semi-structured interviews and observations. The researcheralso visiteddifferent trade fairs/ Exhibitions, organizing& participating firms and collect primary data. In addition focus group discussion is conducted with Addis Ababa chamber of commerce & sectorial association (AACCSA) Trade & Investment department officials and also with Exhibition center and market development enterprise.

3.5. Methods of Data Analysis

The datacollectedis checkedfor completeness, uniformity, consistencyand accuracy. Qualitative data collected using semi structured interview and observation is presented and described using descriptive methods in accordance.

Finally, relevant data from secondary sources such as policy, manual and procedures are presented and explained together with the primary data to strengthen and/or check inconsistencies with the primary observations.

3.6. Response Rate

The response rate indicates that one hundred eighty three (183) interviews were made and all were returned given a 100% response rate.

3.7. Ethical Consideration

The researcher reflects on the ethical issues in every aspects of the activity doing this study. Informed consent is the major ethical issues in conducting research, according to Armiger.’’ It

means that a person knowingly, voluntarily and intelligently and in a clear and manifest way gives his/her consent”, so all respondents involved accordingly. Furthermore, when interviewing, respondents are guaranteed that the information they provide is confidential and used for academic purpose only. Moreover a statement conform the prohibition of including any identity detail or personal references in the interview. This was to avoid any biased response or unauthentic data provided by respondents. As the result the gathered data was kept confidential and would not be used for any personal interest and also the whole process of the study controlled to be within acceptable professional ethics.

While revising the literature which is done previously by different scholars the researcher attempted to acknowledge each of the literatures sources.

3.8. Reliability

Reliability refers to the extent to which the data collection techniques and procedures will yield consistent findings (Easterby smith, et al., 2008). So reliability is when a measure gives the same outcome, under the same circumstances even when it is measured at different points in time. For this paper measure of reliability is depend on the interview.

3.9. Validity

Validity refers to whether an instrument actually measures what it is supposed to measure, given the context in which it is applied (Babbie and mouton, 1998). Validity can also be thought of as utility. Furthermore, validity is the extent to which differences found with a measuring instrument reflect true differences among these being tested. And the semi-structured interview and observation should be in line with the definition used in the research. When a measure is reliable and valid the results can be correctly utilized and understood.

So this study used both secondary and primary data collection as source of information. To collect the primary data semi-structured interview and observation is used. Therefore, to comfort validity, the semi-structured interview and observation used was standardized instruments that are used in previous researches and have validity.

CHAPTER FOUR

RESULTS AND DISCUSSIONS



Photo 1: The attraction of exhibition center

This chapter discusses the results of the primary data which is gathered through semi structured interview and observations.

The researcher collected data using semi structured interview, observation, and also for gathering preliminary data the researcher used focus group discussion. The data was gathered from both organizing firms and exhibitors. The focus group discussion is also held with Addis Ababa Chamber of Commerce and Exhibition Center & Market Development Enterprise. The sample

size of this paper was three organizing firms and 180 participants/exhibitors. Both the organizing firms and participants/exhibitors were experienced in different kinds of trade fairs in Addis Ababa exhibition center, Millennium Hall and in other venues. And the observation was held in the exhibition center during Gena/x-mass/ & Fasika/Easter/ expos.

4.1. Profile of the respondents

Demographic information of the respondents participated in the table below illustrates the gender distribution of the total respondents 57.8% are male and 42.2% are female respondents.

Table 2: demographic characteristics of the respondents (Participants)

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
MALE	104	57.8	57.8	57.8
Valid FEMALE	76	42.2	42.2	100.0
Total	180	100.0	100.0	

The table below shows the educational level of sample population of the respondents Certificate holders are 25.6%, Diploma holders are 52.8% and Degree and above are 21.7%.

Table 3: Educational levels of the respondents

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Certificate	46	25.6	25.6	25.6
Valid Diploma	95	52.8	52.8	78.3
Degree & Above	39	21.7	21.7	100.0
Total	180	100.0	100.0	

4.2. Findings and discussions

4.2.1. Challenges and opportunities of organizers

4.2.1.1. Opportunities of organizers

The researcher has found varieties of opportunities through observation and semi structured interview, most of the opportunities come through the support of the owner of the center or the government.

According to the interviewed organizer being stranger to organize the trade fair is an opportunity to organize Fasika and Gena expo. As to the directive of the owner (i.e. Addis Ababa exhibition center Market Enterprise) beginners like Eyoha Promotion and Event Organizer are prioritized to take over the fair organizing process. The experienced event organizers, according to the interview and my observation, became out of the bid.

During the fair the researcher has observed that there are a number of police officers, the result of the interview also tells there are additional civil police officers. Due to this there is stable and peaceful movement of participants as well as visitors of the show.

Consultancy and training service from the owner (EC&MDent.) is also another opportunity of the event organizer. The main objective of the training is to create awareness about the overall process such as communication with participants, visitors and the usage of the facilities as well. The owner also consults the organizer about the problem solving mechanisms during the ongoing process of the event.

The duration of the fair is relatively long. It takes place more than 20 consecutive days. It is a good opportunity to the organizer so as to make more profit through attracting numerous participants and visitors.

Apart from the above opportunities, which come through the support of the owner, availability of market is an opportunity that comes from the effort and capability of the organizer. The event organizer earns revenue mainly from entrance fee and partition rent. There is also additional revenue which comes from sponsorship.

Organizers said that the opportunity they get regarding promotion of trade fair is the availability of competing FM radios with affordable airtime. The use of these media is not limited to air time for advertisement but they are also used for publicity by working with different associate

producers of the media. The advancement of telecommunication services (SMS-to mention) in our country is also raised as the opportunity to promote trade fair.

4.2.1.2. Challenges of the organizer

In this regard most organizing firms believe that the core benefits for trade fair service are participant firms and visitors to the trade fair. Having this in mind the overall service of the trade fair center should be convenient for both participant firms and visitors.

Organizers also believe that there are different accompanying services that are rendered at the trade fair. Although these services are different from one organizer to another, below are what most organizers believe that a trade fair service must accompany as a general requirement:

- Space and siting
- Entertainment services
- Food and beverage
- Technical services
- Sound reinforcement
- Lighting
- Ventilation and heating
- Toilets
- Parking
- Organizers office

RQ, Is there a standardized venue facility?As per the result of the interview in rendering trade fair service organizers believe that the ever increasing number of visitors and the limited capacity of the currently available fair ground- the Addis Ababa exhibition center- is the first seen threat for the sector.

All of the interviewed organizers believed that the parking area is getting very far from the fair ground and forcing participants and visitors to a serious risk. Most of the participants complain about it & it is a challenge for them as well.

It becomes usual in general fairs to see a long queue waiting for the rest room it can't serve more peoples during the grand general trade fair.

During the observation time the shortness of the ceiling and the ventilation was getting the worst rating. High ceilings create an open and airy feeling to the space in the biggest halls. The interviewed organizers also agreed with this and comparing it with millennium hall.

Another critical threat the organizers pointed out is that the lack of emergency exit for the current fair ground. In case if fire breaks in one of the pavilions while the general fairs are going the possibility of getting the public out of the halls will be very difficult.

Professional and Trade associations representing the business community are the one of the major stake holders and play a major role for the successes of a trade fair. However, they are not well aware that trade fairs play significant role to bring sellers and buyers together to promote business endeavors that the business community is engaged in.

Absence of professional trade fair organizers with trained manpower in trade fair organization. There are no professions trained in the field of event management. This creates negative perception about trade fairs.

Absence of professional stand builders/contractors engaged in the field for builds the booths/stands. It is very difficult to find professional and experienced stand builders/contractors in the market.

As a venue for trade fair to happen, Exhibition centers and other fair grounds should contain facilities convenient for in-door and out-door exhibit space, different standard stands/booths, audiovisual equipment and furniture, parking space for participants and visitors, security for the facility and participants goods, and cafeteria for participants and visitors etc. However, Addis Ababa Exhibition Center, which is the only fair ground in the city with very limited exhibit space to organize small trade fairs, is very old and has not necessary equipment as of the mentioned basic facilities that exhibition centers fulfill. This problem remains to be a stumbling block for years to come.

All the organizers interviewed in this study use personal selling, direct marketing and advertisement (TV, Radio, and Printing), the following promotion mixes to promote the trade fairs to the exhibitors and visitors. Again among the above promotion mixes the organizers unanimously agreed that the use of personal selling takes the line share.

However, to promote trade fairs for the exhibitors and visitors most of them use advertisement (TV, Radio, and Printing), publicity and direct mail as a main promotion tool together with other communication tools including social media.

All organizers mentioned that the number one challenge with in reference to the promotion of trade fair is the ever increasing cost of TV air time. Particularly to promote grand trade fairs (the case of Addis Enkutatash, Addis Genna and Addis Fasika exhibitions). For special trade fairs personal selling as a key promotion tool to attract the exhibitors is suffering from the high cost of sales persons commissions.

The Addis Ababa Chamber of Commerce and Sectoral Association which prepares special trade fair also agreed with the mentioned problems during the group discussion time.

RQ. How fair is the price to organize and participate in trade fair? Only one out of the three interviewed organizers agreed that the price asked from the exhibitors to participate in grand general trade fairs is not reasonable. According to these organizers the price asked from participants/exhibitors is very high. This margin will directly go to the final visitors. Paradoxically the number of both visitors and exhibitors are increasing despite the price. They believe this will not go far this manner rather ends up by shadowing a negative effect on the sector. The rest of the organizers agreed that the price asked from exhibitors is fair. And their justification is the market acceptance the price.

However, both groups of organizers took the same stand on the reason behind the increase of the price. They believed it is due to the high initial bid price of the trade fair ground.

Most organizers interviewed agreed that the price asked from exhibitors for special trade fairs is low and hence they most of the time are not motivated from organizing such trade fairs. It is organized by AACCSA to promote and to create communication with internal & international traders.

The issue of price for trade fair ground was also raised for Addis Ababa Exhibition center and Market Enterprise officials during the focused group discussion. For general trade fairs, though the price of the fairground together with other facilities seems expensive, organizers compete through tender and the one who offers the highest price will win. Hence they believe that the market sets the price.

RQ. How is the nature and rivalry between competitors?Trade fair organizers interviewed highlighted that the competitors in organizing trade fairs are other private event organizers, sectorial associations, governmental organizations and Woreda micro and small enterprises mobilizing offices. Particularly micro and small enterprises mobilizers are becoming the emerging competitors of the organizers as per the interviewed organizers.

This offices gives the micro and small enterprises the chance to get promote and market their products with the help of trade fairs. The enterprises get the fairground free of charge and even this fairground sometimes is one Meskel Square just in front of the exhibition centers. They easily catch attention for the group of people visiting their fair and the high volume of music they play. On top of their price is perceived by customers as relatively low. Hence at least in the long run the grand fairs which are believed to be visited by more than 100, 000 people per year may suffer from this enterprises' fairs as per the interviewed organizers.

Most trade fair organizers interviewed believe that high financial capacity is the major competitive advantage particularly for organizers of the grand general trade fairs. To organize such fairs AAEC & MDE requests the winner to deposit the money in block account a year prior to the event. According to the interviewed organizers high financial capacity is also one of the major entry barriers for the industry to organize the mentioned kinds of trade fairs.

4.2.2.Opportunities and Challenges of the Participants

4.2.2.1. Opportunities of the participants

Regarding this most participants believe that the increasing number of trade fair visitors is a great opportunity. Due to the fact that the increasing number of potential buyers, the participant can sale their product and at the same time they can also introduce their new product if there is any.By this the two basic objectives of the participant (selling and promoting) will be achieved.

According to the interviewed participants the driving motivations for participation in a trade fair for an exhibitor is the opportunity to:

- Showcase its products or services and reach a targeted audience;
- Create or reinforce the visibility and raise the awareness and interest about its supply capacity;
- Attend to inquiries and disseminate information;
- Identify new potential customers or strengthen relations with the existing ones;

- Establish backward and forward business linkages;
- Identify agents;
- Negotiate offers which may result in actual orders;
- Develop the relationship network;
- Meet potential partners that can lead to business alliances.

These opportunities are shared by all participants, Participants who are interviewed during the time of data collection.

As of ITC Motivation for participation in a trade fair anyhow is not only linked to the supplier-client relation, but it has many aspects of a more horizontal nature:

- Exploring the market and observing the trends;
- Exchanging experiences;
- Gathering information e.g.:
 - Keeping abreast of product and industry innovations;
 - Knowing what competitors do;
 - Learning latest sales and promotion techniques.
- Comparing quality, price, and marketing mix performance;

4.2.2.2. Challenges of the participants

Most of the interviewed participants agreed that the challenge begins from the coordinators of the show; they are unprofessional and passive. I have also observed that during the show they are not available and do not wear uniforms. As a result it was very difficult to separate them from the participants and visitors.

Participants also complained that the parking area is very far from the fair ground and doesn't have enough space for themselves and the visitors as well. Once they drop their commodities in to the fairground at the opening day of the event, they are obliged to bring the commodities using daily laborers which bring additional cost to their business. One of the interviewed said:

“Once I failed to the ground holding my commodities. Though I got safe, my latest mobile phone was broken.” The other interviewed also said:

“I was laid down with my commodities and some of the goods were broken most of all I was injured and took medication here in the Red Cross first aid tent.”

I observed that most of the participants were running with carrying goods on their shoulder, with their both hands and by daily laborers. And also the visitors had difficulties that to carry what they bought from the show up to the parking area. Thus the parking problem was obvious and it is a challenge for not only the participants but also for visitors, organizers and the owner of the center.

I also asked the participants whether the price of the space per m^2 affects the price of the commodities. Most of them are agreed that it affects even if they sale the commodities more expensive than they sell it in their shop. Some of the interviewed participants said,

R1 *“I was rented this stand by br. 125per m^2 per day, so what am I supposed to do to cover all my expense?”*

R2 *“Yes! I sale my goods even more than I sell it in my shop, but some of the visitors challenges me and we negotiate.”*

R3 *“We had no intention to add but the price of the stands were expensive that’s why we add.”*

To the contrary other interviewed participants said that even if the price of the stands per m^2 is expensive it doesn’t affect their commodity price.

R4 *“No it doesn’t affect, we are here not only to sale but we are here to introduce our new product, Chopper, which is produced in India so we sale it with introductory price &we are here to get Ethiopian market.”*

R5 *“No nonono our price is not affected by the expensive price of the stand, we sale trousers which are made in Turkey, by the way we are from Turkey, so we sale in a big discount to compete and win the Ethiopian market”*

As the result of the interview indicates the price of the commodities depends on the objective of participants to attend the fair. As it is mentioned in the literature review there are different kinds of participants. I also observed in the fair: Hard sell exhibitors, Communication oriented relationship exhibitors, Computation oriented representatives, Hybrid exhibitors, and Ambitious regional exhibitors. Hence I believe that in the long run the expensive price of the commodities

will affect the entire business. When visitors get aware of the expensive price, they become reluctant to attend the fair.

RQ. Is there a standardized venue facility? According to the participants and in my observation the stands, the open air space, the design of the halls, the atmosphere at all were uncomfortable. The stand has no additional spaces for the participants to show or to give introduction about their products. There were also booths in every space which were the cause for crowdedness. The design of the halls, on the other hand, was not like exhibition center- the shortness of the ceiling, and the poor ventilation/air conditioning system, and among others. The respondents said:

R1. "Well as a complex I think it looks sad but on the other hand it is just an exhibition center, a market place, like Merakato, so what you can do, I mean it is what it is"

R2. "I think there is no regulation to restrict this noise.....you see how the volume of the music it makes difficult to communicate with the visitors."

R3. "Here you see heterogeneity really it looks nice, am not only participating also enjoying here, I have enough space but there is no open air space it's crowded the noise is natural in exhibitions."

R4. "Don't you see how I introduce the products, there is no additional space, it is crowded but it is good here out of the hall,"

Consequently, for most of the participants the atmosphere was not comfortable because in every space there were a booth, the noise, the music were at a maximum volume, the shortness of the ceiling and the poor ventilation systems and the crowdedness as well creates warm/hotness to the halls and it doesn't give comfort to the participants. As compared to the indoor participants the outdoor participants were in a better air conditioning situation and less crowded. The under listed photographs reflect this reality.



Photo 2. In-door exhibition – Crowded



Photo 3: Poor lighting and ventilation



Photo 4: Poor lighting and ventilation system, and the nears of the ceiling creates warm air



Photo 5: Out-door exhibition relatively crowded than In-door

Beside the above challenges the researcher observed participants and visitors also face the following challenges:

- A storage problem for their products
- Cafeteria/lounges were not prepared by the organizer
- There was no standards for the products presented to the fair
- There was not enough rest room
- When at the rainy time the walls became muddiness/mucky and nowhere to go



Photo 6: The entertainment space at night

CHAPTER FIVE

SUMMARY, CONCLUSION, and RECOMENDATIONS

5.1. Summary of Findings

The main goal of this study was to investigate the challenges and opportunities of trade fair in both organizer and participants' point of view. To collect the necessary data the semi structured interview, observation and questionnaire was delivered to two strata in which 3 organizers and 180 participants selected randomly. The questionnaire was delivered for the participants to confirm the reality of the analysis for the data collected through semi structure interview and observation. The researcher also made a focus group discussion with both Addis Ababa Chamber of Commerce and Sectorial Association and Exhibition Center and Market Development Enterprise. The intention of the focus group discussion was to gather information regarding the history of trade fair in Ethiopia and roles of the stake holders.

In the descriptive part of the analysis, the result indicated that majority of the total respondents are male (104), 57.8% and females are (76), 42.2%. The educational level of the respondents (94) 52.2% are diploma holders (43)23.9% are certificate holders and (43)23.9% are first degree and above.

From the result of the interview, and the observation the researcher can infer that there are many challenges and opportunities of trade fair. Among the opportunities, the availability of market, opportunity to introduce new products and companies, favorable conditions to get business partners and agents are the major ones. The major challenges, on the other hand, are unstandardized venue facilities, the expensive bid price of the fair and lack of awareness towards the concept of trade fair in both organizers and participants' side.

5.2. Conclusion

To realize the objectives of the study, six research questions were generated, and to answer the research questions, semi structured interview and observation were employed from the result the researcher concludes the following:

- The current fairground used for the trade fair in the city lacks a lot of facilities. Space, ventilation and emergency exit problems are found to be the major problems particularly for general and consumer type trade fair.

- The competing FM radios and the improvement of Ethio-Telecom short message service are opportunities to promote trade fair to visitors which creates market for the participants/exhibitors.
- The increasing commission rate of sales persons used to promote trade fair are challenges found in the promotion aspects
- Strong competition between organizers to organize the general trade fair makes the price of the fairground relatively high. As a result the price asked from organizers to participants/exhibitors is also high. However, for the special trade fair, the price asked from organizers is relatively low.
- Private event organizers, sectorial associations, governmental organizations and AddisAbaba sub-cities micro and small enterprises mobilizing offices are becoming the emerging competitors of the major organizers.

5.3. Limitation of the study and Implication for Further Research

The main limitations of the study was shortage of documented data availability and the bounded focus of the study only in events organized in Addis Ababa Exhibition Center on general and consumer fairs, Lack of cooperation of the concerned body. There are different organizers organizing the event and there location differences were a challenge to researcher's financial capability.

It is obvious that adequate and reliable information is important to undertake any kind of survey precautions. However, the lack of information, awareness of respondents, and carelessness of some respondents while interviewing and filling the questionnaires during data collection was considered as limitation to the study.

Furthermore, the study variable particularly challenges of trade fair is the most difficult variable to decide that was a challenge, for that reason the study is mainly reliant on the respondents answer.

Strength of the study is, to the author's knowledge, is that it investigated, the untouched issues, the opportunities and challenges of trade fair in the case of organizing and participant firms' exhibitions hailed in Addis Ababa exhibition center which was not investigated adequately before.

Therefore, this research may contribute for other researchers, institutions and stake holders regarding this variable in Ethiopian context.

Finally to infer in better way other researchers can include all other trade fair related issues especially on visitors, participants and on productsexhibited on trade fairs.

5.4.Recommendation

Trade fair is a backbone to market development of a country, by introducing new products, by creating partnership, by image building and so on. Hence, the stake holders as a whole, participants/exhibitors, and organizers in particular try to identify and utilize the efficient methods/systems to the development of trade fair through a common organizational language, mutual consideration, and values promoting shared interests.

Finally based on the study findings the following recommendations are forwarded:

- In order to solve the mentioned place related problems the Exhibition Center & Market Development Enterprise and the Addis Ababa city administration should improve facilities of the current fairground and consider an expansion in the open space next to the centers fence.
- The city administration should also encourage private investors to build multipurpose exhibition centers, by using this alternatives competition can be improved and this will result a price decrease for both organizers and participants.
- The center must build cafeterias/lounges, rest rooms, will develop restrictions on the number of participants/exhibitors in the hall (the number of indoor and outdoor exhibitors), and develop a guideline or directives for both organizers and participants.
- Organizers should use social-medias, telecom services, and audio/FM radio advertisements than TV and sales persons; so that they benefit from the affordable price and air time and can easily address their message.
- There should be an equitable support from the government to build strong, attractive, and peaceful competition among competitors.
- The center must rehabilitate the halls, considering the halls to contain the necessary facilities like emergency exit, air conditioning, and increase the height of the ceiling.

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APPENDIX A: Preliminary Questionnaire



ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM

The purpose of this questionnaire is to collect data from **A.A Exhibition Center & Market Development Enterprise** and **A.A Chamber of Commerce & Sectoral Associations** for conducting Masters of business administration (MBA) thesis on the title **“Marketing Opportunities & Challenges of Trade Fair”** in the case of **Organizing and Participant Firms**. I kindly request you to spend your precious time to fill this questionnaire as frank as and also reasonable as possible. I inform you that, the information you provide will be consumed for academic purpose only. It will be handled in a confidential manner. Therefore, you all are not expected to write your name. Please give a true picture of your feelings about existing reality in the questions.

Thank you very much in advance for your cooperation!!

General instruction & information

Please indicate your answer for general information by ticking (✓) in the box and fill the blank space for the question asked about Age and number of years worked

1. Please indicate your Sex Male Female

2. Age _____

3. Total number of years worked & status in the Center/Association _____

4. Level of education

High school Certificate Diploma

Degree Masters & Above

1. What is the story of Trade fair? When & how it was started in Africa & specifically Ethiopia?
2. What is the objective of trade fair & your center's role?
3. What do you think the marketing opportunities & challenges of trade fair?
4. How you invite organizers to organize trade fair?
5. What are the methods or procedures of selection? How you select among the competitors? Is there any directives or manuals?
6. What is the minimum requirement expected from organizers to organize the show?
7. Is there any code of conduct for organizers?
8. Does the center give any support to the organizers?
9. Do you control & follow-up the show?
10. Do you evaluate the show after completion? /after show evaluation/
11. Do you have a list of organizers and participant firms? /4-5 years data/

Do you have any suggestions, comments or you would like to be an issue that will include regarding to the title Please.....

-----Thank You-----

APPENDIX B: Semi Structured and Interview questions to Organizers



ST.MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MBA PROGRAM

The purpose of this questionnaire is to collect data from **Trade fair Organizing firms** for conducting Masters of business administration (MBA) thesis on the title “**Marketing Opportunities & Challenges of Trade Fair - in the case of Organizing & Participant firms’ point of view**”. I kindly request you to spend your precious time to fill this questionnaire as frank as and also reasonable as possible. I inform you that, the information you provide will be consumed for academic purpose only. It will be handled in a confidential manner. Therefore, you all are not expected to write your name. Please give a true picture of your feelings about existing reality in the questions.

Thank you very much in advance for your cooperation!!

General instruction & information

Please indicate your answer for general information by ticking (☐) in the box and fill the blank space for the question asked about Age and number of years worked

1. Please indicate your Sex Male Female

2. Age _____

3. Total number of years worked _____

4. Level of education

High school Certificate Diploma

Degree Masters & Above

1. What is your objective to organize this trade fair?(7)

2. What are your most important objectives that motivate you to organize a trade fair?(7)

3. What do you think the opportunities of organizing trade fairs? (1)

4. What are the challenges of organizing trade fairs?(2)

5. Do you think there are opportunities for any new product/service development in trade fair marketing?(5)

6. Do you believe that the product display place is standardized? (the partition per square meter) (3)

7. What opportunities do you see in promoting trade fairs?(1&5)

8. What challenges do you see in promoting trade fairs?(2&5)

9. What opportunities do you see in pricing trade fairs?(1&5)

10. What challenges do you see in pricing trade fairs?(2&5)

11. What is the nature of rivalry between the trade fair organizing firms? /Is there any opportunity or challenges? (1,2&6)

12. Is there a standard for the products which are presented to the fair? Are they certified?(4)

13. Do you get any support from the government/the center? (1or2)

14. Could trade fair supply chains be made more efficient through competition?(6)

15. Are barriers to entry to the trade fair supply chain significant?(6)

16. How do you measure the success of a trade fair in general? (1 & 2)

17. Do you have any feedback collection & evaluation mechanisms about the trade fair you organize? (1 & 2)

-----Thank You-----

APPENDIX C: Questioner & Semi Structured Interview questions



ST.MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MBA PROGRAM

The purpose of this questionnaire is to collect data from **Trade fair participant firms** for conducting Masters of business administration (MBA) thesis on the title “**Marketing Opportunities & Challenges of Trade Fair**” in the case of **organizing and participant firms point of view**. I kindly request you to spend your precious time to fill & respond to this questionnaire as frank as and also reasonable as possible. I inform you that, the information you provide will be consumed for academic purpose only. It will be handled in a confidential manner. Therefore, you all are not expected to write your name. Please give a true picture of your feelings about existing reality in the questions.

Thank you very much in advance for your cooperation!!

General instruction & information

Please indicate your answer for general information by ticking () in the box and fill the blank space for the question asked about Age and number of years worked

1. Please indicate your Sex Male Male

2. Age _____

3. Total number of years in the sector _____

4. Level of education

High school Certificate Diploma

Degree Masters & above

1. What is your area of business?(general)

2. How do you get the information about the event which you had participated (who informed you about the event and how did you go to the event organizers?)(general)

3. What is your main objective to participate in trade fairs?(7)-----

4. Do you participate in another event before this? (why yes ? or why no?)(1&2)

5. Will you participate in another event for the next time? (Why yes? or why not?)(1 &2)

6. What are the strengths did you observe on the event?(1)

7. What are the weaknesses did you observe on the event?(2)

8. Are you comfortable with the way the stands, the open air space, and the halls designed at the exhibition center?(3)

9. Do you think the space price per m² affects the price of the commodities?(1,2&5)

10. How would you describe the environment here at the exhibition space?(1,2 &3)-----

11. What does the exhibition space look like to you?(1,2&3)-----

12. How do you sense and feel the space?(1,2&3)-----

13. Would you describe something in the space as especially nice or something annoying, irritating?
Is something about the space bothering you?(3)-----

14. Could you describe something in the space that grabbed your attention? (stimulated in
particular)(3)-----

15. Do you find the space easy to navigate? Store? (Is there room for surprise and exploring? Feel
of control?(3)
-

APPENDIX D: Closed-ended questioner to confirm the analysis through SPSS

Thick on the boxes if your answer is Yes 1 or No 2

1. Did the trade fair's results meet your expectations? (1 & 2) 1 2
2. Are you satisfied with the contacts established? (1 & 2) 1 2
3. Did you obtain orders? (1 & 2) 1 2
4. Do you expect more orders? (1 & 2) 1 2
5. How did you learn about the trade fair?(general & 5)
- Advertisements
- Press article
- Direct mailing from the Organizer
- Trade promotion organizations
- In another trade fair
- Grapevine of business contacts
- Other:
6. Was the Organizer able to answer your inquiries before registration? (1 & 2) 1 2

Rate the venue facilities (if not satisfied, please provide main raisons)

7. Do you satisfied with Information materials?(1,2&5) 1 2
.....
8. Do you satisfied with Registration process?(1&2) 1 2
.....
9. Do you satisfied with Freight forwarding and moving services?(1&2) 1 2
.....
10. Do you satisfied with Venue facilities?(1,2&3) 1 2
.....
11. Do you satisfied with the Stands?(1&2) 1 2
.....
12. Is there a Storage place for your products?(1,2&3) 1 2
-
13. Is there enough Product displaying space?(1,2&3) 1 2
-
14. Are there a range and quality of extra fittings and facilities for stands? (upon demand) (1&2) 1 2
.....

15. Is there any assistance of contractors for special stand building? (upon demand)(1&2) 1 2

.....

16. Do you think is there professional & enough Assistance staff?(1&2) 1 2

.....

17. Can you make Communication during the trade fair?(1&2) 1 2

.....

18. Is there a restaurant and cafeteria (catering and convenience)?(1&2) 1 2

19. Do you think is there enough and reliable Security?(1&2) 1 2

.....

20. Commuting services?(1&2) 1 2

21. Overall, how do you rate the trade fair?(1&2)

➤ Which was the most positive aspect?(1)

.....

➤ Which was the most negative aspect?(2)

.....

Additional comments:

.....

-----Thank You-----