

**This is a translation of “Kaigai Mihonichi no Sanka Manual” which Mr. Teiji SAKURAI used as a text for the officials of the Ministry of Commerce & Industry of LAOS on the occasion dispatched by JICA in 2009. I hope it will be useful to the persons engaged in Exhibition Business. Teiji SAKURAI**

## **Preparation of a Participation Manual for Overseas Trade Fairs**

(For Developing Country Export Promotion Organization staff)

### **Introduction**

The most effective method for achieving specific results for export promotion is to exhibit and engage in business discussions at overseas trade fairs. This manual has been prepared on the assumption that the staff of TPO (Trade Promotion Organization) in developing countries will actually lead the way for domestic firms and participate in trade fairs held in foreign countries. Because each country has its own approach and rules, TPO staff should prepare their own manual while referring to these materials. While activities need not always be implemented as explained in this manual, having guidelines to follow can help economize on time, budgets, eliminate unreasonable approaches and enable more efficient development of activities through the TPO. As experience is acquired over time, the TPO staff will have to gradually improve the manual itself.

### **I. How is participation in a trade fair decided?**

1. How are candidates for trade fair participation selected?
  - 1) TPO’s market strategy and the markets to be emphasized
  - 2) Needs and requests of domestic firms
  - 3) Collection of information on the market potential of countries participating in trade fairs
  - 4) Collection of information from trade fair organizers
  - 5) Collection of information on participation in pertinent trade fairs by neighboring countries (rival countries)
2. Questionnaire for firms that are participation candidates (interview survey)
  - 1) Intention to exhibit and trade fairs of interest
  - 2) Exhibit scale
  - 3) Main exhibit products

- 4) Others
- 5) Markets of interest

### 3. Final decision on trade fairs in which to participate

#### (1) Preparation of a participation summary

- 1) Trade fair dates
- 2) Location
- 3) Products to be exhibited
- 4) Anticipated scale of participation
- 5) Exhibit details etc.

#### (2) Formulation of first working budget

For trade fairs, working budgets have to be formulated several times because the fairs are held in foreign countries, and unexpected circumstances can be expected to arise. JETRO normally divides expenses into management expenses, business expenses and dispatch expenses.

##### 1) Management expenses

\*Administration expenses, telecommunications expenses, meeting expenses, transportation expenses, report preparation expenses and miscellaneous expenses

##### 2) Business expenses

\* Exhibition space charge Net or gross?

Is it a shell scheme, or a space charge only?

\* Design & supervision expenses

\* Decoration expenses

\* Packing and shipping expenses

\* Overseas expenses All expenses incurred at the fair site

· Venue expenses, local customs clearance and transportation expenses, labor expenses, services expenses, administrative expenses, public relations and advertising expenses, meeting and reception expenses, miscellaneous expenses, etc.

##### 2) Dispatch expenses

Airfare and lodging expenses for individuals dispatched by the TPO (TPO staff, other designers, seminar speakers, etc.)

#### (3) Exhibit formats

As exhibit formats, at JETRO exhibits are divided into (1) Exhibit type

A (including round-trip shipping), (2) Exhibit type B (outward shipping expenses only) and (3) Local Exhibit (exhibiting firm has a local branch or agent and the exhibit products are stocked locally). What is the case at each TPO?

When each exhibitor wants to use its own embellishments, in addition to the decoration

works prescribed by the national pavilion organizer, an approach in which the exhibitor is responsible for paying the costs for its own decorations is adopted.

(4) Determination of exhibit charges

- 1) Although it will vary depending on each TPO's budget and policies, the extent to which the exhibitors will be responsible for paying the exhibit charges must be decided.
- 2) When setting the exhibit charges, it is critically important to estimate all the expenses that can be assumed as outlined above. After estimating all of the expenses and considering the rate for subsidies, calculate the exhibit charge per booth.
- 3) One booth space can be  $3 \times 3 = 9\text{m}^2$ ,  $3 \times 4 = 12\text{m}^2$  and  $4 \times 4 = 16\text{m}^2$ . In addition, while the exhibit subsidy rate will vary according to each TPO, in many cases the subsidy rate is  $1/3$ ,  $1/2$  or the full amount of the exhibit cost.
- 4) Depending on the TPO, in some instances the TPO will separately pay half the cost of the exhibitor's travel expenses.
- 5) As one point that should be additionally noted, it is always necessary to take standby financial resources into consideration when participating in a trade fair in a foreign country, because the possibility unanticipated expenses will be incurred.

(5) Preparation of an activity schedule

- 1) For implementation of any event, preparation of an activities schedule is always indispensable. This is called the "critical path."
- 2) The advantages of schedule management are as follows.
  - \* Time and money can be saved by implementing activities according to the time schedule. The more the schedule is delayed, the higher the total cost will become.
  - \* Failures, oversights and other problems can be avoided.
  - \* A schedule helps accumulate experience and know-how.
  - \* Useful for personnel training.
- 3) Prepare a schedule for each of the following items by calculating backward from the date when the trade fair will be held.
  - \* Trade fair participation procedures
    - Formulation of working budget
    - Tentative reservation of exhibit space
    - Reservation of exhibit space
    - Various negotiations with fair organizer
    - Initial budget review
    - Final budget review
  - \* Communications with exhibitors
    - Preparation of an exhibition guidebook
    - Solicitation of exhibitors (DM, website, telephone, newspapers, office visits, etc.)

- Exhibitor applications deadline
- Finalization of exhibitors
- Briefing(s) for domestic exhibitors
- Preparation of the exhibitor list
- Collection of exhibit charges from exhibitors
- Holding of an exhibitors briefing at exhibition venue
- \* Exhibit decorations and embellishments
  - Decision on designer for booth design (When designing domestically)
  - Design of the national pavilion, if preparing a country introduction booth or similar booth in addition to participating firm booths
  - Completion of the design blueprint and booth placement
  - Selection of a local construction firm
  - Local construction
  - Post-exhibition removal work
- \* Transportation
  - Selection of a customs broker (forwarder)
  - Freight loading
  - Ship departure
  - Ship arrival at country of exhibition
  - Inland transportation
  - Dispatch of customs clearance and transportation firms (if required)
  - Airline transport and inland transportation
  - Provisional customs clearance procedures
  - Local ship departure for return of exhibited products
  - Ship arrival in home country
- \* Local activities
  - Securing insurance coverage
  - Business travel by Secretariat members
  - Establishment of a local Secretariat
  - Construction work
  - Opening ceremony
  - National Day (when implemented, the same shall apply below)
  - Reception
  - Seminar, concurrent activities such as sampling of foods and beverages
  - Delivery and removal
- \* Post-exhibition activities
  - Return and arrival in home country
  - Securing insurance coverage
  - Domestic customs clearance
  - Follow-up survey
  - Preparation of the exhibition report

- Accounting and settlement

(6) Various procedures in each TPO

Each TPO has its own respective internal decision-making mechanism, and those rules should be followed.

4. Preliminary survey

Depending on the scale of participation, the budget and other factors, conducting a local preliminary survey by each TPO staff can also be considered when necessary. In this case, conduct a local survey as follows.

(1) Consult with the local embassy or consulate general. What cooperation can you receive?

(2) Points to be checked with related organizations

- 1) Organizer: Documents to be submitted and application procedure, hall conditions, exhibit delivery and removal entrances, exhibit delivery, setup and removal dates and times, ceiling height, lighting, power supply locations, water supply and wastewater facilities, air supply, etc.
- 2) Local customs clearance and transportation firms: Customs clearance procedures, work schedule, etc.
- 3) Construction firm: Inventory status of exhibition materials and fixtures, work schedule, contract and supplying materials, fixtures, etc.

(3) Dispatch of other experts

When necessary because of the scale of participation, JETRO sends a customs clearance and transportation firms or designer to the host country.

## II. Pre-exhibition activities

1. Exhibit solicitation

(1) Selection of enterprises & organizations to be solicited for exhibits

Through means such as prior questionnaires, solicit exhibits by contacting interested firms and communicating with domestic firms that appear to be interested. It is important to solicit firms by planning to use each TPO staff as a salesperson.

(2) Preparation and distribution of an exhibit guidebook

1) Contents: Cover the following topics.

- \* Significance of participation
- \* Trade fair summary (prior results if you have participated in a prior fair)
- \* Summary of country introduction booth (when each TPO has its own booth)
- \* Exhibit charges and services each TPO will provide

- \* Exhibition application deadline
  - \* Illustration of one booth etc.
  - 2) Solicitation period
    - \* A date after at least two month is necessary.
  - 3) Number of copies: Varies for each trade fair, but anticipate about 50 extra copies in addition to the number planned for distribution.
  - 4) Enclosures
    - \* Exhibit solicitation letter from the TPO administrator
    - \* Exhibit guidebook
    - \* Overseas trade fair exhibit rules of TPO (See information in parentheses below)
    - \* Exhibit application form and exhibit acceptance form
  - 5) Application deadline
    - \* Enter a date that takes the time to implement exhibitor briefings into consideration.
    - \* Because booth layout and freight loading place will be specified during the period between exhibitor confirmation and the exhibitor briefing, you should leave open a period of about two weeks.
- (3) Telephone contact and office visits (very important)
- (4) Mass media activities and public relations activities
- \* Publicity
  - \* Advertisements (if necessary)
  - \* TPO website
  - \* Public relations to related industries
  - \* Exhibition briefing Providing an exhibit explanation as part of the exhibit solicitation is effective.

**“Overseas Trade Fair Exhibit Rules”**

Each TPO has overseas trade fair exhibit rules in their respective countries. For JETRO, the details prescribed by the rules are described below.

- \* Exhibitor qualifications
- \* Exhibit details and restrictions and regulations
- \* Exhibit unit
- \* Exhibit format
- \* Exhibit charges
- \* Expenses not included in exhibit charges
- \* Agreement of participation
- \* Exhibit decorations
- \* Packing and transportation of exhibit products
  - /For Inland Exhibition
  - For Local Exhibition
- \* Exhibit demonstrations etc.
- \* Insurance for exhibits etc.

- \* Control of and responsibility for exhibits
- \* Guiding exhibits at the site
- \* Distribution of advertising materials
- \* Prohibition against spot sales (preparation of rules pertaining to spot sales)
- \* Removal of exhibits after trade fair ends
- \* Handling of accidents related to exhibits
- \* Cancellation of the trade fair period etc.
- \* Cancellation of Exhibit Agreement
- \* Matters not covered by the Rules
- \* Indemnity
- \* Disputes

## 2. Exhibit Agreement

- (1) Confirmation of exhibit rules
  - 1) Rules when canceling an exhibit
  - 2) Rules for transportation quantity excess
  - 3) Rules for insurance premium excess
- (2) Exhibit charges invoice and issuance of receipt
- (3) Confirmation of exhibitor information
 

Ask exhibitors beforehand about such matters as accurate information on their exhibits, the aim of their exhibits, target contract amounts, number of contracts, and information they would like the TPO to provide in advance.

## 3. Formulation of hall setup and booth plan

- (1) Selection of a designer
 

There are two alternatives when participating in a trade fair in a foreign country: buying only the space, and using a shell scheme in which the basic space decorations are provided. When only the space is purchased, a designer must be employed. Selection of a designer is handled according to the policy of each TPO. Because it cannot enter negotiated contracts, in JETRO's case a procedure of selecting the designer and entering a contract by means such as a design competition has been adopted.
- (2) Booth plan (determination of each exhibitor's booth location)
 

The booth arrangements depend on (1) hall conditions, (2) visitor aisles, (3) the relationships among the exhibitors, (4) whether exhibitors will be giving demonstrations, and the designer. Because each exhibitor hopes to be in the best location as possible, booth adjustments demand consideration. You should realize that all exhibitors cannot be satisfied.

(3) Preparation of exhibit decoration guidelines

When using a shell scheme, this is not a problem. Exhibit decoration guidelines must be prepared, however, when a TPO will organize its own national pavilion. This is because depending on the exhibitor, there will be individuals who want their own booths to have a slightly different design from other booths.

In addition to (1) describing the scope of the basic decorations the TPO is considering and (2) providing rules for an exhibitor's own embellishments, in the guidelines it is necessary to prepare application forms for electrical equipment and product demonstrations.

(4) Formulation of the TPO booth proposal

When a TPO will set up a corner to provide a country introduction and introduce the TPO separately from the participating firm booths, proceed with the preparations while noting the points listed below.

- 1) Objectives and significance
- 2) Determination of booth size
- 3) Decision on the concept
- 4) Contents of the presentation
  - \* Information corner
  - \* Exhibition of products
  - \* Panels
  - \* Display of images
  - \* Display of printed materials
  - \* Computer-aided demonstrations
  - \* Demonstration corner
  - \* Business discussions corner etc.

(5) Selection of local decoration or construction firms and contracts

Conduct designated bidding in the local region of the exhibition, by referring to the working drawings and estimates prepared by the designer and sign construction contracts.

4. Selection of a domestic customs clearance and transportation firm

The cooperation of a customs clearance and transportation firm is indispensable for smoothly consolidating exhibitors' freight and completing the customs clearance procedures. If freight customs clearance has not been completed even though the trade fair has started, the effort to participate will end in complete failure.

(1) Activities

- \* Investigation of shipping status
- \* Investigation of local customs clearance circumstances
- \* Preparation of packing and transport guidelines

- \* Cargo space booking
- \* Temporary storage, sorting, export packaging and marking of freight
- \* Export clearance procedures
- \* Container packing and vessel lading
- \* Contact and cooperation with local customs clearance and transport firms
- \* Supervision of local customs clearance, transport and freight delivery and removal activities at the exhibit site (when a firm is dispatched)

(2) Selection deadline: Preferably two months before freight loading

(3) Selection criteria

Given that customs clearance and transportation for a trade fair are vitally important, select a firm based on the following criteria.

- \* Firms affiliated with companies specified by pertinent trade fair
- \* Freight customs clearance experience for pertinent trade fair (if the firms have such experience)
- \* Work experience in country hosting the trade fair and the presence of local partners
- \* After selecting the firm(s), sign an Overseas Freight Customs Clearance Consignment Agreement”

(4) Selection procedure

According to TPO provisions

## 5. Selection of a local customs clearance and transportation firm

(1) Activities

- \* Preparation of “shipping instructions”
- \* Freight customs clearance and bonding procedures at ports and airports
- \* Inland transportation
- \* Provisional customs clearance procedures at exhibition hall
- \* Warehouse storage
- \* Delivery and removal at exhibition hall
- \* Devanning (removal from containers), unpacking and installation
- \* Empty carton storage
- \* Re-packing, reexport procedures and vanning

(2) Contract deadline: Preferably one month before implementation of the local activities

(3) Selection criteria

- \* Firms specified by pertinent trade fair
- \* Past actual experience with pertinent trade fair

- \* Relationships with domestic customs clearance and transportation firms (agent and business tie-ups)

(4) Contract

- \* Details of activities
- \* Amount (unit price calculation)
- \* Scope of responsibility

6. Preliminary survey

(1) Survey topics and survey period

Although it will depend on factors such as the scale of participation, if necessary the TPO staff will have to perform a preliminary survey. If a preliminary survey is not carried out, the embassy with jurisdiction over the host city will have to be requested to perform the survey. If there will be large-scale participation, an alternative approach is to dispatch a customs broker.

1) Before the decision to participate

- \* Routing and number of transit days for shipping and airline routes
- \* Shipping charges
- \* Days required for customs clearance
- \* Bonding system (Is a guarantee letter or guarantee deposit etc. from the embassy required?)
- \* Contracts with local customs clearance and transportation firms and methods of payment
- \* Import licenses
- \* Local rules and regulations

2) After the decision to participate

- \* Confirmation of local activities equipment (at exhibition hall, port)
- \* Size of delivery entrances at trade fair hall
- \* Freight delivery aisles
- \* Various points to note for preparation of required documentation (Bill of Lading (B/L) and Air Waybill (AWB))
- \* Customs clearance and transportation schedule from freight arrival to delivery at exhibition hall
- \* Schedule pertaining to trade fair hall delivery and removal
- \* Procedures for handling exhibit items after the fair
- \* Empty packing carton storage location

7. Preparation of transportation guidelines

For a TPO, exhibitors are clients and must be treated kindly and politely. Domestic customs clearance and transportation firms should prepare the following items for exhibitors.

- (1) Complete schedule and activities flow
  - (2) Items to note pertaining to freight customs clearance and transportation in the trade fair location
  - (3) Packing of trade fair freight and consolidation at a designated domestic location
  - (4) Export procedures: The normal procedure is only an application to customs authorities for an export permit, but depending on the exhibit items and host country, other documentation may be required.
  - (5) Local work schedule
  - (6) Post-fair handling
  - (7) Documents to be submitted and points to note for document preparation
8. Points to be checked (Confirmation of consolidation and loading status: the following conditions must always be confirmed with domestic customs clearance and transportation firms)
- (1) Confirmation items:
    - 1) Trade fair freight consolidation conditions
    - 2) Trade fair freight packing and marking
    - 3) Status of submission of required documentation
    - 4) Forwarding of shipping documents required for local customs clearance to local firm
      - \* B/L
      - \* Invoice & Packing List
      - \* Measurement List
      - \* Prepare the Invoice & Packing List separately according to handling after the fair (return shipment, shipment to another location, consumption, distribution, sale or donation)
  - (2) Estimated number of days for marine transport
9. Dispatch of customs clearance and transportation firms (if necessary)
- (1) Dispatch conditions
  - (2) Details of activities
  - (3) Dispatch period and schedule
  - (4) Procedures
10. Provision of marine insurance

Naturally it is necessary to insure the freight received from the exhibitors.

(1) Provisional insurance coverage

(2) Definite insurance coverage

1) Insurance amount: FOB price + Ocean freight + Insurance premium

(a) Set the premium rate (Decided by the insurance company)

(b) Terms: Various types, including All Risks, Institute War Clauses, Institute Strikes Riots and Civil Commotions Clauses, etc.

(c) Insurance Certificate and Debit Note

When a definite insurance policy is concluded a debit note - a document from the insurance company certifying the insurance policy or insurance certificate and the insurance premium amount - is issued. The TPO retains the original of the insurance policy or insurance certificate, and sends the copy to the local customs clearance and transportation firm.

(3) Responding to an accident

Close consultations and exchanges of opinion concerning response to an accident are required beforehand with the insurance company.

## 11. Various types of contact with the trade fair organizer

The trade fair organizer will respond to exhibitors in accordance with various regulations.

- 1) Applications for space
- 2) Payment conditions and procedures
- 3) Issuance of exhibitor cards
- 4) Exhibit delivery and removal rules
- 5) Loan of various containers etc.

## 12. Various support for exhibitors

(1) Exhibitor briefing

Because the exhibitors will also include individuals who are participating in a foreign trade fair for the first time, it will be necessary to hold exhibitor briefings and provide exhibitors with relevant information.

1) Briefing details

- \* Purpose of participation
- \* Details of the services the TPO provides
- \* Schedule until the trade fair and confirmation of documents to be submitted
- \* Explanation of booth decorations and embellishments
- \* Explanation of exhibit transportation

2) Deadline: Should be held one month before the exhibit freight loading date at the latest.

### 13. Visas

Depending on the host country, visas will be required. You must decide whether to have the TPO submit a batch application for the visas, or have the exhibitors apply for their visas individually.

### 14. Hotel arrangements

Lodging hotels for exhibitors can be arranged by the TPO, or left to the exhibitors to reserve individually. Even when the exhibitors reserve rooms on their own, the TPO should provide appropriate information. Because the trade fair organizer naturally will have hotel information, the TPO can recommend contacting the organizer to the exhibitors. Because a deposit might be requested, depending on the country, direct contact between hotels and the exhibitors is preferable.

### 15. Interpreters

In some cases the TPO will employ interpreters, while in other instances exhibitors may employ their own interpreters separately. Because there may be cancellations immediately prior to the trade fair, depending on the exhibitor, the best approach is for the TPO to introduce interpreters to the exhibitors, then maintain direct contact between the exhibitors and interpreters and have both sides decide on the details.

### 16. Procurement of various supplies and equipment

The various commodities for use by the local office will include both items that can be procured locally and those that cannot. The TPO should draw up a list beforehand of the commodities it should purchase, and domestically procure those items that can be purchased domestically.

### 17. Calculation of travel expenses

Travel expenses should be calculated in accordance with the internal provisions of each TPO.

- (1) Calculation of travel expenses
- (2) Settlement of travel expenses
- (3) Reimbursement of lodging expenses

### 18. Confirmation of local organization and local activities

When a TPO participates in a trade fair, the TPO staff will make a business trip either alone or as a team. Activities they should perform at the fair site are outlined below.

- (1) Activities
  - \* Accounting
  - \* Exhibit embellishment and site management
  - \* Customs clearance and transportation
  - \* Public relations and advertising
  - \* Events such as opening ceremonies
  - \* Concurrent events such as seminars, food tastings and beverage sampling
  - \* Employment and labor
  - \* Guiding important individuals from their home country, etc.
- (2) Preparation of time schedules(Critical path)
- (3) Creation of a secretariat: Set up a secretariat when required, based on the extent of participation.
- (4) Hire secretariat assistants and attendants
- (5) Confirm expenses and review budget
 

The individual responsible for accounting will confirm whether expenditures are appropriate and check for payment omissions by regularly confirming the accounting slips. Review of the budget should always be kept in mind.

### III. Local activities

#### 1. Public relations and promotional activities

- (1) Preparation of news releases
 

Prepare news releases covering topics such as the purpose of the national pavilion, summaries of the exhibits, exhibit highlights and important individuals from the TPO's home country, and send them to related media. Also negotiate to be located in the trade fair organizer's media office.
- (2) Press conferences
 

Consider holding a press conference in the following situations.

  - \* When an appropriate scale has been reached if participating in an existing trade fair
  - \* When sponsoring a single country exhibition
  - \* When super-VIPs visit from the home country
- (3) Advertising
 

When you want to further strengthen public relations, depending on the budget.
- (4) Support for coverage by journalists
- (5) Direct mail
 

When the TPO will organize a national booth, send DM including the following information.

- 1) Contents
  - \* Purpose of the national booth, exhibit concept, main exhibit items
  - \* Exhibitor list
  - \* Guide to events such as seminars (when implementing)
  - \* Guide to receptions (when hosting)
- 2) Recipients
  - \* Potential local importers
  - \* Local related industry groups and member firms
  - \* Media
  - \* Embassy-related lists, etc.
- 3) Delivery deadline
  - \* 3-4 weeks before the events

(6) Publication on the TPO's website

A TPO must publish all information in conjunction with participation in the trade fair, particularly detailed information on exhibitor and exhibits, on its website. The information should be published in both English and the language of the sponsor country.

(7) Preparation of an exhibitor list

When participating in a trade fair, the importance of a list of exhibitors cannot be exaggerated. The items that must be provided are outlined below.

- 1) Number of copies: While determining how many copies to print is a very difficult problem, set the number by estimating the total number of visitors to the exhibit hall and the expected visitors to your national pavilion.  
Furthermore, one word of caution is that if you do not decide prior to the events the number of copies for distribution each day, a large number of copies will sometimes be left over when the exhibition ends. Prepare a list of exhibitors at the national pavilion and at the corner introducing information about the exhibition organizers. Also be sure to provide the exhibitors with the required number of copies, and have the exhibitors send them out for the visitors.
- 2) Design and contents
  - \* Consider making the design consistent with the national pavilion design
  - \* The contents should include the names, addresses, telephone and fax numbers, e-mail addresses, website URLs, names of contact persons, summaries of the exhibits, photographs and other information of the exhibiting firms
- 3) Preparation deadline
  - \* If you will prepare the exhibitor list domestically, create a schedule that will leave time for shipping.

## 2. Construction/Decoration

(1) Exhibit decoration and embellishment materials

- \* Learn about exhibition systems such as the OCTANORM exhibition system. You must

confirm beforehand what kind of exhibition materials can be procured in the exhibition area.

(2) Electricity: Always obtain sufficient information concerning electrical work beforehand from the trade fair organizer.

- \* Voltage (V)
- \* Single phase and three-phase circuits (electrical power lines)
- \* Current (A)
- \* Power consumption

(3) Proprietary decorations and embellishments

- \* If some exhibitors will use proprietary decorations, instruct them to make their designs compatible with the overall image will present.

(4) Supervision of local construction firms

- \* Request the local construction firms to prepare a construction work schedule, and confirm whether the schedule is appropriate. Include marking, flooring work, booth construction work, signage work, electrical work, furnishing and fixtures setup and telephone and fax installation in the work schedule items
- \* The secretariat member supervising the work confirms whether these are constructed according to the work schedule and working drawings.

(5) Points to note for electrical work

- \* Points to note when making domestic preparations
  - Confirmation of exhibition hall electricity: Read the organizer's manual, and confirm the electrical capacity at the exhibition hall
  - Contact with exhibitor: Type of electricity at hall (single phase, three-phase, voltage, socket shape)  
Preparation of transformers
- \* Points to note at the hall
  - Confirm the above items at the hall with the local electrical work firms and the exhibitors.

### 3. Local transportation activities schedule and customs clearance procedures

(1) Local transportation activities schedule

The flow of activities is as follows:

Arrival at local port→Bonding procedures→Inland transport→Arrival at exhibition hall  
→(provisional customs clearance procedures at exhibition hall)→Delivery, unpacking and  
installation → Exhibition period → Removal → Procedures for reexport etc. → Inland  
transport→Arrival at local port→Customs clearance procedure→Departure from local

port

(2) Customs clearance procedures

1) Bonding procedure

Because procedures vary depending on the trade fair organizer's country, confirm the procedures with the organizer or a domestic or local customs clearance and transportation firm. Also note that in some cases, a Guarantee Letter from the foreign diplomatic missions in the host country might be required.

2) Provisional customs clearance procedures at the exhibition hall

\* As a rule, the local customs clearance and transportation firm will implement the procedures and deliver the exhibit items to the booth.

\* To implement the customs clearance procedures smoothly and to avoid a trouble after the trade fair, classify the exhibition freight into "exhibit materials," "demonstration-related consumables," "decoration materials," "catalogs and pamphlets" and "gifts," and prepare an invoice packing list.

\* Understand that the freight delivered to the trade fair site in the bonded region is foreign freight that has the status of a temporary import. Therefore the freight cannot be taken out of the exhibition hall if an import permit has not been obtained and the import duties and other charges paid.

\* Because items are distinguished from bonded goods when delivered to the trade fair site, even though the items are domestic freight, avoid problems after the trade fair by obtaining a delivery permit from the authorities.

\* Check the taxation of consumables etc.

\* Check for inspection of DVDs, VTRs, movies, films and slides

3) Delivery to the exhibition hall

\* Preparation of delivery schedule: Prepare a schedule based on consultations among the local TPO, local construction firms and the local customs clearance and transportation firm.

\* Empty carton storage

4) Handling of exhibit materials after the trade fair

\* Confirm handling procedures: Because the processing procedures will vary for each exhibitor, confirm this with the exhibitors before the trade fair period and reconfirm the procedures during the first half of the trade fair.

\* Reexport

- Return materials to home country
- Return or forward to a third country
- Import to the trade fair host country
- Donate
- Dispose

• Points to note during holding period: Freight storage charges, penalties for extension of holding period, etc.

#### 4. Third-party liability insurance and theft insurance

Third-party liability insurance is liability insurance for 1) compensation for damages to the hall facility itself and 2) compensation to exhibition visitors during the use, management and operation of the hall. The TPO decides whether to purchase insurance coverage, taking into consideration factors such as necessity, the insurance premiums and the covered sectors.

#### 5. Booth management

##### (1) Points to note for TPO staff in charge of participation in the trade fair

- 1) Awareness as a TPO representative
- 2) Management and supervision of related firms (decorating firms, customs brokers, security guards, etc.)
  - \* Are they accomplishing their activities in accordance with the contract?
  - \* Are they proceeding according to the schedule?
  - \* Are there problems with the firms?
- 3) Management of assistants and interpreters
  - \* Management of attendance records
- 4) Support for exhibitors
  - \* Daily greetings and communications
  - \* Are there exhibitors who are dissatisfied?
- 5) Support for mass media and important persons
  - \* Prepare press kits
  - \* Always gather exhibitor information
  - \* Introduce the exhibitors if necessary
- 6) Control of products and documents
- 7) Understanding of the entire trade fair
  - \* Trade fair characteristics and concept
  - \* Understanding of the characteristics of each pavilion and main exhibiting firms
  - \* Determine whether the national pavilion location is good

##### (2) Employment of assistants

- \* Work contents
  - Reception
  - Assist explanations of exhibits
  - Assist business discussions
  - Distribution and collection of visitor questionnaires
  - Reception for seminars etc.
- \* Contract details
  - Term of employment and working hours
  - Pay
  - Payment method for pay
  - Strict compliance with hours etc.

(3) Implementation of questionnaires

1) Questionnaire for exhibitors

- \* Purpose: Evaluation of results, and reference for management in the future
- \* Distribute the questionnaire forms on the first day and, as a rule, collect the forms on the final day
- \* It is vital to obtain information on the number of orders and the amounts

2) Questionnaire for visitors

- \* Purpose: Understand business consultation conditions from the visitor side. Understand the overall impression of the national pavilion organized by the TPO and level of visitors' interest in the main products
- \* Contents and procedure: Questionnaires are best completed by having the assistants interview the visitors.

6. Opening ceremony, National Day and reception

While it depends on the policy of each TPO, in the case of an exclusive trade fair it is probably necessary to hold an opening ceremony and host a reception or party. For participation in a specialized trade fair, an opening ceremony will not be held, but depending on the time available, in some cases a National Day reception is held. Matters to investigate in that case are as follows.

- \* Purpose
- \* Date
- \* Location
- \* Selection of invited guests
- \* Ceremonies
- \* Allocation of activities
- \* Preparation and distribution of invitations, etc.

7. Concurrently held seminars

If necessary, a TPO can consider holding the following two types of seminars at the exhibition location.

(1) Contents

- \* Introduction of local conditions etc. for exhibitors
- \* Introductions to exhibit products and Japanese industry and technology etc. for visitors

(2) Procedure

The organization of a local briefing seminar for the exhibitors is not very difficult. For seminars for visitors, however, the pre-event public relations, including guides based on DM, official catalog, exhibitors list, a website and other information, becomes extremely important.

8. Local exhibitor briefing

(1) Purpose

- \* Share necessary information, such as the future schedule and matters communicated from the organizer and the TPO.
- \* Always implement briefings when an explanation from the local customs clearance and

transportation firm is needed.

(2) Contents

- \* Confirm points to note before and after the exhibition, and during the exhibition
- \* Construction schedule
- \* Exhibit delivery and removal schedule
- \* Assignment of attendants (when the TPO will employ them in batch)
- \* Receipt of questions from exhibitors

9. Responding to problems

(1) Responding to thefts and accidents

If a theft, accident or other incident has occurred, remain calm, interview the affected parties to discern the actual course of events and conditions, and report these to the proper authorities. You must also concurrently report to the TPO headquarters without delay.

(2) Preventing thefts of exhibits

Because of the substantial possibility of a theft of small, valuable exhibits such as electrical devices after the exhibit items are unpacked, take steps to thoroughly inform the participants that each exhibitor is responsible for implementing the following measures to prevent thefts.

- 1) Installing small, valuable exhibits immediately before the exhibition opens and securing them by some means such as a chain.
- 2) Storing valuable items in containers that can be locked.

(3) Insurance claims

Submit claims pertaining to theft or damage to an exhibit promptly, in accordance with the insurance policy mentioned above.

10. Local accounting

The procedures for local accounting in the country where the trade fair is held can vary according to the following three circumstances.

- (1) When the TPO has a local office
- (2) When cooperation from the local embassy is received
- (3) When a trade fair secretariat will be set up locally and a local account established

The following information concerns alternative 3) when a trade fair secretariat will be set up locally and a local account established.

- 1) Ledgers etc. the local secretariat should prepare

- \* Cash receipts and disbursements journal
- \* Deposit receipts and disbursements journal
- \* Ledger
- \* Various slips
  - Receipts slips
  - Disbursements slips
  
  - Transfer slips
  - Trial balance
- 2) Establishment of Secretariat account
  - \* Timing for establishment of account
  - \* Registration of authorized signatories (individuals with signature authority)
- 3) Acceptance of overseas expenses
- 4) Points to note when processing accounting entries
  - \* Carrying the related vouchers when returning home
  - \* Carrying cash
  - \* Checkbooks
- 5) Closing of the account
 

The receipts and disbursements administrator closes the account immediately prior to returning home, closes the ledger and organizes the necessary vouchers.
- 6) Related documents
 

After returning home, the director of the trade fair secretariat must prepare an accounting report to send to the TPO headquarters administrator, and should prepare the following related documents.

  - \* Slips
  - \* Ledger
  - \* Deposit balance statement and deposit reconciliation
  - \* Expenditures estimate
  - \* Trial balance
  - \* List of purchases and disposals

## IV. Post-exhibition tasks

### 1. Activities implementation report

After returning home, a member of the local secretariat should report promptly to the section chiefs and executives of related departments, according to the following items.

- 1) Trip schedule
- 2) Trade fair summary
- 3) TPO participation status

## 2. Preparation of a participation report

A participation report is document describing the preparations, participation conditions, results and problems to a broad range of concerned parties, related organizations and the exhibitors, which is saved as a record. The topics that should be covered are listed below. At the latest, complete the printing of the report within two months after the trade fair ends. Distribute or send the report to the exhibitors, related government offices, related groups and other entities.

- \* Participation summary: Trade fair summary, national pavilion participation summary, participation purpose
- \* Domestic activities: Activities schedule, exhibit solicitation, exhibitor briefings, exhibition decorations, customs clearance and transportation
- \* Local activities: On-site exhibitor briefing, decorations and construction schedule, customs clearance and transportation schedules, employment of interpreters and assistants
- \* Exhibition conditions: Number of visitors, status of business consultations and orders, various events
- \* Results and issues: Exhibitor questionnaire and visitor questionnaire, etc.
- \* Overall evaluation: General evaluation of the national pavilion

## 3. Post-exhibition interviews with exhibitors

Obtaining orders at the trade fair site is the best result. Depending on the exhibitors, however, follow-up surveys should be conducted at an appropriate time because there also will be firms that continue to engage in business discussions after the trade fair ends. Specifically, based on the total results of the interviews conducted during the trade fair and the questionnaire implemented after the trade fair has ended, conduct interviews by telephone and visits after around six months with firms that achieved good results at the exhibition and firms that responded there was a strong possibility of future orders, and ask for the details of their specific results. This information can be reflected in the activities implementation report and in the evaluation of the results, and can be used as a trade fair public relations material beginning from the next fiscal year.

## 4. Evaluation of results

Depending on the TPO, in some cases a third party will make an evaluation of the results. The evaluation procedure in JETRO's case is described below.

### (1) Establish the evaluation indicators

Establish the activity indicators and the target values after clarifying the activities to be evaluated, the intent and the results (goal to be achieved).

(2) Evaluation procedure

To understand each exhibitor's trade fair exhibition objectives (receipt of orders at the trade fair, business consultations, etc.), conduct a preliminary survey when firms register for the exhibition, and perform a survey of the overall level of satisfaction rating by using an exhibitor questionnaire after the trade fair ends.

5. Budget closing