

この資料は、日本語で書かれた「タイムスケジュール表・工程表の作り方」の英語版である。桜井日展協事務局長が、JICAの依頼でラオス国商工省貿易生産振興局の職員対象に行った「見本市・展示会の組織・参加の方法」のテキストとして使用したものである。

2015年11月2日
日展協事務局

How to Prepare a Time Schedule Table and Work Schedule

August 2009
Kansai GAIDAI University
Sakurai Teiji

When participating in an international trade fair or hosting an independent trade fair in another country, a time schedule table for the participation activities and a work schedule must be prepared.

There are numerous advantages to creating a work schedule. Several are enumerated below.

- 1) Because of the many different preparations when participating in an overseas trade fair, proceeding smoothly with the arrangements while coordinating the project as a whole is indispensable. You will be able to eliminate unnecessary activities and save time as a result.
- 2) Proceeding with work according to the work schedule enables you to avoid work delays. Progress according to the work outline helps prevent added expenditures as well. At an international exhibition or exposition in particular, a significant cost burden might be incurred if work does not proceed according to the schedule control. The reason is that in the case of an exposition, local firms work frantically to gain as much benefit as possible because the fair is a one-time event. Because the construction, decoration, employment of attendants, cleaning and security for each country will overlap, costs can be finalized comparatively inexpensively in countries where the work can be carried out steadily, whereas exhibitors can be overcharged at high prices by local firms in countries where work is delayed or behind schedule.
- 3) Teamwork is achieved, and is useful for personnel training, when the entire team shares the work schedule.

Classification of main activities

While the manner in which the work is performed will differ depending on the organization, the following classifications can be considered as a rough framework.

- 1) Decision on the trade fair participation concept

- 2) Trade fair participation procedures
- 3) Solicitation of exhibits and negotiations with exhibitors
- 4) Exhibition decorations and embellishments
- 5) Customs clearance and transportation
- 6) Local activities
- 7) Public relations and attraction of visitors
- 8) Post-exhibition activities and selection of exhibitions for participation

These broad main activities are broken down into greater detail in the schedule table for each month. First, let's touch about the most important points.

- 1) When participating in a prominent international trade fair and organizing a national pavilion, preparations must be begun at approximately the latest 18 months before the fair.
- 2) This is necessary in order to study aspects such as the markets, products and trade fairs being targeted, the projected number of exhibitors who will be attracted and the assumed budget size. Internal coordination within the organization, meetings with supervisory authorities and other activities also must be taken into account.

The two work schedule attachments show work schedules the TPO that will organize a national pavilion should arrange. These have been prepared for reference based on JETRO's experience. Needless to say, such schedules must be prepared by taking into consideration the circumstances of the country hosting the trade fair and each TPO.

- 1) Decision on the trade fair participation concept
The trade fair participation concept should be decided from one year to 18 months before the fair. The needs of domestic firms, the markets to be targeted and the international trade fair that should be selected must be considered with considerable lead time.
- 2) Trade fair participation procedures
This refers to aspects such as internal procedures in conjunction with participation and negotiations with the trade fair organizer or other parties on topics such as space reservations
- 3) Solicitation of exhibits and negotiations with exhibitors
Exhibition solicitation, communication activities with exhibitors and other entities
- 4) Exhibition decorations and embellishments
All matters related to design and construction, such as firm booths and the TPO booth for participation
- 5) Customs clearance and transportation
All activities pertaining to transportation and customs procedures for items related to the exhibition exhibits such as trade fair freight, exhibition materials, pamphlets, etc.
- 6) Local activities

All activities necessary for managing the local Secretariat

7) Public relations and attraction of visitors

Planning and execution of all measures to attract visitors to the national pavilion

8) Post-exhibition activities and selection of exhibitions for participation

Administrative procedures, accounting, return shipment of exhibits and materials and other activities after the trade fair ends