



**PARTICIPANT WORKBOOK
WORKSHOP ON HOW TO SELECT SMEs FOR PARTICIPATION IN
INTERNATIONAL TRADE FAIRS
WITH FOCUS ON CANADA**

Workshop delivered by:



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A. INTRODUCTION TO THE TRAINING WORKSHOP

Welcome to this workshop on how to select SMEs for participating in Canadian trade shows.

The purpose of this workshop is for you to become familiar with trade shows in Canada and how to **best** select the participants to ensure a successful participation. Before deciding to engage in organizing a group of exhibitors to participate in a trade show, whether in Canada or in other countries, ample preparation work is required. Some of the tools required are developed throughout this workshop.

15 MINUTES – PREPARATORY BRAINSTORMING EXERCISE – INDIVIDUAL WORK

As preparation for the workshop, participants are asked to list in the 3 sections below what they know of Canada in 3 distinct ways, using **5 key points for each section**.

General knowledge about the country – What do you know about Canada?

- 1)
- 2)
- 3)
- 4)
- 5)

Commercial aspects about doing business with Canada – What do you know about doing business in Canada?

1)

2)

3)

4)

5)

Specific knowledge about trade shows in Canada – What do you know about trade shows in Canada?

1)

2)

3)

4)

5)

10 MINUTES – INDIVIDUAL WORK

Based on the above feedback in each of the 3 sections above, which ones are particularly important when considering organizing participation in a Canadian trade show?

B. UNDERSTANDING THE CANADIAN LANDSCAPE FOR TRADE SHOWS

CASE STUDY NO. 1 – TEAM WORK – 15 MINUTES

Teams will be created for this case study as well as for other case studies and exercises throughout the workshop. Refer to the Case Study and Exercise Book provided to you. Use the space below to write the pros and cons of each show and rank them in terms of importance, value and objectives.

EXERCISE 1 – 15 MINUTES – TEAM WORK

Participants are asked to clearly identify the benefits and challenges of participating in a Canadian Trade Show as well as identify the outcomes of participation:

EXERCISE 2 – 30 MINUTES – TEAM WORK

The selection of the appropriate trade event and the appropriate participating SMEs requires a good understanding of the market both in general terms, in relation to general market trends in terms of demographics **AND** specific product and industry information. These are necessary to allow you to make the most well-informed decisions in selecting the appropriate participants.

Exercise no. 2 requires teams to come up with a list of general market characteristics and demographic trends in the marketplace that best describe Canada as a country to do business with. Focus here is on general, not specific.

Market Characteristics:

Demographic Trends:

MARKET EVALUATION

A number of tools are readily available via the internet. This section of the workshop examines some of these tools and recommends how use these basic tools in selecting the right participants for exhibiting at a Show in Canada. Classroom-style.

Notes:

C. CANDIDATE EVALUATION

1. CRITERIA

CASE STUDIES 2, 3 AND 4 – PART ONE - 120 MINUTES

Participants are given 3 case studies on evaluating different applicants for different industry sector shows in North America. In each case study, teams are asked to identify positive and negative points insofar as these are applications to exhibit at different shows under the Indonesia banner which must be evaluated.

Case Study no. 2: CV Agro's Best Products

Notes :

Case Summary:

Positives:

Negatives:

Case Study no. 3: CV Mountain Borealis Coffee

Notes :

Case Summary:

Positives:

Negatives:

Case Study no. 4 – CV Batika Shirt Company:

Notes :

Case Summary:

Positives:

Negatives:

2. ESSENTIAL AND NON ESSENTIAL INFORMATION

CASE STUDIES 2, 3 AND 4 – EXERCISE 3 – 90 MINUTES

Part 1 – 30 minutes - Participants return to their work groups and study all case studies and rank the different points raised in their respective cases, using both the positive and negative points in terms of priority and importance. **All must be in agreement with the ranking.** Each team then presents their findings (5 minutes per case study).

Ranking - Case Study no. 2:

Ranking - Case Study no. 3:

Ranking – Case Study no. 4:

Part 2 – 45 minutes – Participants will return to their respective groups and create a master ranking list, incorporating EACH identified criteria of case studies no. 2, 3 and 4.

MASTER RANKING

Part 3 – 15 minutes: Going back to the master ranking on the previous page, divide them into 2 columns : what criteria are essential and which ones are not. In other words, which criteria are good to have but are not key in participant selection.

Essential Criteria:

Non essential Criteria (good to have):

3. SCORING

CASE STUDIES 2, 3 AND 4 – EXERCISE 4 – 105 MINUTES

Based on the master ranking elaborated this morning, teams are required to come up with a scoring system that can be used for participant selection. Each team comes up with one scoring method and presents it to the group. Each individual starts by trying to come up with an individual system and then teammates discuss and choose the best.

Time allotted: 45 minutes for creation (15 minutes of individual work, 30 minutes of group discussion)

Time allotted: 1 hour for presentation

Participants will decide on the best scoring system to use.

Notes:

CASE STUDIES 2, 3 AND 4 – EXERCISE 5 (IF TIME PERMITS):

Participants use the scoring system to rank Case Studies 2,3 and 4 :

Case Study 2:

Case Study 3:

Case Study 4:

4. APPLICATION

EXERCISE 6 – 105 MINUTES

Using the material developed in the workshop, participants are asked to develop a comprehensive application form to be used as a general application which can be adapted for specific shows. Teams to decide whether the form should be point form OR question style. Teams to present their findings.

Form preparation: 45 minutes

Team Presentations : 60 minutes

Notes :

5. DO'S and DON'TS for SUCCESSFUL TRADE SHOW PARTICIPATION

EXERCISE 7 – 30 MINUTES

Participants will create a timeline for successful participation which will include logistics planning and participant selection. Individual work.

GENERAL NOTES: