

# Why Attend?

Trade fairs are a very powerful marketing medium. They bring together thousands of international buyers and sellers in one place in a short space of time. There are many ways and sources to look for products and suppliers, but nothing can beat the benefits that the trade fairs have to offer. They do not just gather together all the significant players from the industry but enable visitors to see large numbers of products at the same time, to evaluate and compare them, to attend demonstrations and to ask detailed questions. Trade fairs provide visitors with a comprehensive overview of the entire market and industry. By taking advantage of the benefits the trade fairs have to offer, you can increase your business at one go!

## Reasons to visit trade fairs

- Gain an overview of the market and industry - trade fairs bring together the whole industry worldwide
- Find new markets and opportunities
- Follow latest trends and innovations - keep yourself up to date
- Get new ideas for your business
- See novelties - trade fairs are places where large numbers of new products and services are launched
- Evaluate products and suppliers - you get competitive information about a wide range of products and suppliers in a short space of time
- Compare and discuss specific issues, features, prices and conditions
- Place orders and negotiate contracts
- Look for specific products and services
- Find information to solve specific problems
- Evaluate your competitors - a visit to a trade fair in your own industry is an efficient way of gathering competitor intelligence
- Learn - trade fairs are great places to extend and deepen your knowledge
- Gather suggestions regarding your own business e.g. product and design
- Keep in touch with your existing business partners
- Generate new business contacts
- Evaluate the benefits of possible participation as exhibitor
- Visit conferences, networking events, workshops, seminars and panel discussions
- Network - trade fairs provide a unique venue for people with common interests to connect personally with one another
- Meet colleagues from your own industry (politics, business)
- Collect unforgettable memories and experiences