Appendix

THE ROLE PLAYED BY TRADE MISSIONS AND FAIRS FOR TARGET COMPANIES

Target Company	Key questions to resolve	Decisions to be made	Role played by trade mission for company	Role played by trade fair for company
Non-Exporter	Should exporting be considered as a vehicle for growth?	• Notional interest in exporting; • Exportability of product or service; • Resources that could be available for exporting.	• Trade mission not appropriate for these companies	• Trade fair not appropriate for these companies
First-Time Exporter	Should exporting be initiated?	• Growth potential from exports vs. domestic market; • Problems to be overcome to tap export potential; • Likely cost/benefit of export involvement	• Potential to investigate market, buyers, competitors, distributors at first-hand; opportunity to discuss exporting with other, more experienced mission participants; make initial contacts; • Chance to better define what is involved in exporting - resources, commitments.	• Trade fair not appropriate for these companies
Failed Exporter	Should exporting be reactivated?	• Determine if situation has changed enough to make exporting a better proposition; • Critical re-examination of factors leading to past failure.	• As for first-time exporters but recognizing that failed exporters have prior (and negative) experience. Thus, need to assess competitiveness and capability very carefully.	• Trade fair normally not appropriate for these companies.
Expanding Exporter	Which market(s) should be entered next? What market entry method is best?	• Determine market potential and barriers to entry; • Choose between feasible market entry alternatives; • Selection of foreign market partner (where applicable).	• Opportunity to meet buyers, members of trade, and government officials; do market size-up; check on competition; • Advice from mission participants experienced in market and/or own government officials covering market; • Chance to meet prospective agents/distributors and/or other trading partners.	• Chance to present product/ service to the market and test response prior to entry decision; • Since key competitors are likely to be exhibiting, able to check out rivals in an efficient manner; • Opportunity to make useful future contacts with buyers and prospective trading partners.
Continuing Exporters	How can performance be maintained/improved?	• Need to adjust/change existing operations for the market in question; • Decide what new initiatives look best.	• Trade mission normally not appropriate for these companies	• Provides a vehicle to renew contacts with buyers, trading partners and to solidify company position in market; • If necessary, presents chance to test out new ideas for product features, price, promotion, etc., prior to final decisions being made; • Opportunity to scout out new trading partners if changes viewed as necessary.