

programs. Then the question becomes which systems - the public, the mixed public/private, or private sector - are best poised to adjust to such a change. Trade fairs and missions, and the question of subsidy, will be squarely in the middle of such changes.

The concept of trade fair is evolving into a networking process that transcends the traditional role of primarily buyer/seller interaction. Trade missions will increasingly be folded into this process. The focus for all parties will be on *event value*, which will be critical for exhibitor, visitor, organizer, government and other networking partners alike. Trade fairs will require clear differentiation, targeting to specific exhibitor and visitor groups, become *experiential venues* that will incorporate state of the art support systems and ancillary events. For government the prime challenge will be to balance its support for free trade with the support to companies whose success characteristics promise broader benefit for society. Because export support is likely of marginal consequence to company and aggregate export performance, evaluation, while necessary, will continue to be challenged to show that support is justified.