

in sales. Instead, the long-term view must prevail. Once a company begins to participate in fairs of a particular country it will have to attend on a regular basis if it expects to achieve results. Companies may choose the large specialized exhibition for selected industrial sectors favoured by the USSR, specialized exhibitions reserved for foreign firms only, national "solo" fairs organized by Western governments (general or specialized) and private company displays for specially chosen categories of visitors. Before choosing any of these trade fairs, companies should determine which of their direct competitors will be present at similar events, whether organizers plan to schedule technical symposia in conjunction with the fair and what other type of special events may be scheduled to attract influential buyers.

Several months before the fair draw up a list of the names/titles of FTO, enterprise and institute personnel who are likely to influence final purchase decisions;

Write a letter to each official listed informing him of the products which the company plans to exhibit and enclose a descriptive brochure in Russian for each product. Ask each official to make suggestions for other items from the firm's product range which could be included at the fair;

A few weeks prior to the fair send another personal letter to all those responding to the request. The letter should thank the officials for their input and propose a meeting at the company's exhibit during the fair;

Within one month following the fair contact each display invitee/visitor. Enclose a standard set of questions to test reaction to the displayed products and note the replies in a report gauging the impact of the fair on key buying influences;

- (e) Seminars: Company experience demonstrates that more concentrated events such as symposia and special displays have a greater impact on sales performance than trade fairs/exhibitions. Product specialists/technicians are able to give talks and demonstrations to institute researchers