

FIRMS' INTERNATIONAL TRADE FAIR OBJECTIVES

Centre for International Business Studies - 1991

<i>OBJECTIVE</i>	<i>PERCENT ENDORISING</i>
1. Making business contacts	79%
2. Testing market for demand, acceptance and competitiveness	72%
3. Maintaining presence in market	52%
4. Identifying or appointing agents/ reps/distributors	51%
5. Introducing a new product to the market	45%
6. Meeting regular customers and agents/reps/distributors	45%
7. Obtaining quote or bid opportunities	31%
8. Making immediate sales to dealers	27%
9. Making immediate sales to final users	25%
10. Securing licensing/joint venture arrangements	14%