

Getting your Goods to the Trade Show

by Janet Brown, TWI Global Exhibition Logistics

You are an exhibition representative of a company that is breaking into the international market. You arrive at the exhibition site to set up, only to discover your display materials have not arrived. The on-site handlers tell you your shipment is en route and will hopefully be customs-cleared before the show opening. There are no guarantees. Your worst nightmare is about to come true.

The nightmare might have been avoided if you had used a professional trade show logistics specialist — rather than a general freight forwarder — to transport your goods. Many trade show specialists work with an established network, moving freight from one member to the next, keeping in constant communication to ensure the shipments arrive at the correct booths on time. Ideally the specialist has a representative on site before you arrive, checking your goods onto the floor and then into your booth.

Trade show specialists can also provide assistance with customs documentation and can act on an exhibitor's behalf to ensure that temporary bonds are cancelled and to pay on-site fees, as well as to move

goods from one show to another or even from one country to another. The largest worldwide network of trade show dedicated logistics specialists has been developed by the members of the International Exhibition Logistics Association (IELA).

Choosing the right trade show specialist

In choosing a specialist to handle your exhibition goods, it is important to find one that has experience with the countries you are travelling to and their customs regulations regarding temporary importations and trade show restrictions. A reliable company will be reachable 24 hours a day in the event of an emergency, and will also have staff on site to meet last-minute freight

requirements and assist with the return of the goods to the origin.

Using a trade show logistics specialist may cost more than a general cargo handler, but may, in the long run, be more cost efficient: imagine you have arrived at an exhibition with an anticipated attendance of 10,000 people, and your display materials have not arrived.

For more information about shipping to trade shows, contact Sandi Trotter, Manager-TWI Canada, TWI Global Exhibition Logistics, Plaza 4, 2000 Argentia Rd., Suite 470, Mississauga, ON, L5N 1W1, tel.: (905) 812-1124, fax: (905) 812-0013, e-mail: strotter@twiglobal.com Internet: <http://www.twiglobal.com>

Join the Trade and Investment Mission to Middle East

MIDDLE EAST — March 19-April 3, 1998 — The Canada-Arab Business Council (CABC) is co-ordinating a Trade and Investment Mission to the United Arab Emirates (Abu Dhabi, Dubai), Yemen (Sanaa), Saudi Arabia (Riyadh, Jeddah) and Egypt (Cairo).

The objective of the mission is to assist small and medium-sized Canadian businesses to expand into or increase their share of the Middle Eastern markets; to strengthen business relationships with business counterparts in the Middle East; to promote Arab investment

into Canada; and to promote trade and investment in general between Canada and the Middle East.

The mission will provide an excellent opportunity for companies new to the market to meet with Canadian companies experienced in the region and with government and business-sector representatives from both Canada and the Middle East.

For more information, contact the CABC Secretariat, tel.: (613) 238-4000, ext. 222, fax: (613) 238-7643.