



Export Navigator

YOUR MARKET JUST GOT BIGGER

PREPARING FOR TRAVEL & TRADESHOWS

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JANUARY 21, 2022

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Getting to Know You

Please introduce yourselves. Type in the chat box!

1. Your name and your community
2. What product or service are you looking to export?
3. Have you attended an international tradeshow?
4. Are you a client of B.C.'s Export Navigator Program?



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Agenda

- | | |
|--|------------|
| 1. Introduction & Getting to Know You | 10 minutes |
| 2. Agenda & Goals | 10 minutes |
| 3. Preparing for Travel & Tradeshow | 60 minutes |
| ➤ Market Research | |
| ➤ Before, During and After the Tradeshow | |
| ➤ Virtual Tradeshow | |
| ➤ Culture and Etiquette | |
| 4. Final Thoughts/Q&A | 10 minutes |



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Goals

By the end of the webinar, participants will:

- ✦ Learn how to prepare for a trade show, including travel and budgeting tips
- ✦ Find out how to develop trade show leads and have more successful interactions
- ✦ Discover key etiquette and culture tips for doing business cross-culturally, including the do's and don'ts of international business



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PREPARING FOR TRAVEL & TRADESHOWS

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Market Identification – getting started

- ✕ Have you been contacted by a potential partner or customers outside of B.C.?
- ✕ Does someone on your team speak another language?
- ✕ Does Canada have a Free Trade Agreement (FTA) with the country?



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Export Market Identification

Identify 3-5 markets where your products or services have the potential to succeed!

Consider:

- ❖ Price competition
- ❖ Growing demand
- ❖ Consumers and their culture and language factors
- ❖ Free Trade Agreements
- ❖ Production & labelling
- ❖ Logistics and transportation
- ❖ Duties, customs fees and tax



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Market Research

 Government of Canada
Gouvernement du Canada

Search website 

MENU 

Canada.ca > [Agriculture and Agri-Food Canada](#)

International trade of agri-food products

Trade services for Canadian exporters, market information, business opportunities, trade shows, in-market expertise, Canada Brand.

Follow:     



Services and information

[International agri-food market intelligence](#)

Global agriculture and food opportunities, reports, market trends and forecasts, Canada's free trade agreements

[Canada Brand](#)

Marketing resources, branding and messaging, image library

[Technical trade issues in agriculture](#)

[Trade show service](#)

International trade shows, funding to participate in trade events

[Agricultural trade commissioner service](#)

Export assistance and in-market expertise

[Single window contact for agri-food](#)

Most requested

- [Sector Trend Analysis – Pet food trends in Canada](#)
- [Sector Trend Analysis – Chocolate confectionery in the United States](#)
- [Canada Pavilion Program](#)

Contributors

- [Agriculture and Agri-Food Canada](#)
- [Global Affairs Canada](#)

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Resources

- ✦ Global Affairs Canada Market Research
- ✦ Export Development Canada ([EDC Country Reports](#))
- ✦ Global Affairs Canada Information for International Business
- ✦ Trade Data Online (provides the ability to generate customized reports on Canada and U.S. trade in goods with over 200 countries)
- ✦ [Spotlight on Market Research](#)
- ✦ [Agrifood Market intelligence reports](#)
- ✦ Tradeshow attendee lists from previous years



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Choosing your Tradeshow

In order to choose the right tradeshow for you, start by identifying your objectives and your target audience!

- ✦ Who do you need to meet?
- ✦ Who is your target?
- ✦ Where do they go to “shop”?
- ✦ What are your objectives? (i.e.: increasing brand awareness, expanding market presence, meeting new clients)



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Where to find Tradeshows

- ✖ **Government of Canada** [The Canadian Trade Commissioner Service](#)
- ✖ **British Columbia's** [Trade and Investment](#)
- ✖ **Tradeshow Websites:** [TradeFair Dates](#), [The Tradeshow Network](#), [Tradeshow Directory](#)
- ✖ **Agriculture and Agri-Food Canada's** [Canada Pavilion Program](#)
- ✖ **Internet search by geography and/or industry**
 - ✖ (i.e.: furniture trade fairs Europe)
- ✖ **Sector specific – find Ministry newsletters & industry bulletins**
 - ✖ i.e. B.C. Ministry of Agriculture's [AgriServiceBC Bulletin](#)
 - ✖ i.e. [Creative BC](#) or [Textiles and Clothing](#)

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Where to find Tradeshows – Canada's TCS

Government of Canada / Gouvernement du Canada

Search

MENU

[Trade Commissioner Service](#) > Trade missions and events

Trade missions and events

Trade missions

[About Canada trade missions](#)
Discover the benefits Canada Trade Missions provide and how to apply.

[Previous Canada trade missions](#)
See past government-led trade mission locations and focus sectors.

Search trade and investments events

International trade events in Canada and around the world

▼ Filtering Options

Use the list boxes below to search for events by country or sector. Otherwise, use the Filter items field located above the events to search by keyword.

Country

- ALL
- ABROAD
- Virtual
- Multiple locations

Sector

- ALL
- Aerospace
- Agriculture and processed foods
- Arts and cultural industries
- Automotive

Start date

01/24/2022

End date

mm/dd/yyyy

Filter

Clear

Filter items Showing 1 to 10 of 27 entries | Show 10 entries

| Title | Dates | Location | Sector |
|--------------------------------------|--------------------------------|----------------------|--------------------|
| CleanTech Forum 2022 | January 24 - February 11, 2022 | United States of ... | Clean technologies |

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Where to find Tradeshows - Germany

Events

| Title | Dates | Location | Sector |
|--|----------------------|--------------------------|---|
| ZOW | February 8-10, 2022 | Germany – Bad Salzufflen | Forestry and wood products |
| BIOFACH | February 15-18, 2022 | Germany – Nuremberg | Agriculture and processed foods; Fish and seafood; Wine, beer and spirits |
| ProWein | March 27-29, 2022 | Germany – Düsseldorf | Wine, beer and spirits |
| Montreal Wood Convention | March 29-31, 2022 | Germany | Forestry and wood products |
| Interzoo | May 24-27, 2022 | Germany – Nuremberg | Agriculture and processed foods; Consumer products |

[▶ More upcoming events](#)

Source: Trade Commissioner Services' "Doing business in Germany" page

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Where to find Tradeshows - United States

Events

| Title | Dates | Location | Sector |
|--|---------------------------------|---|---|
| Canadian Creative Accelerator: Music | January 4 - March 31, 2022 | United States of America – Los Angeles | Arts and cultural industries |
| Consumer Electronic Show (CES) 2022 | January 5-8, 2022 | United States of America – Las Vegas | Automotive; Information and communications technologies |
| Cleantech Forum 2022 | January 24 - February 11, 2022 | United States of America – Palm Springs, California | Clean technologies |
| Canada-Chicago Advanced Manufacturing Fast-Track Program | February 1 - April 1, 2022 | United States of America – Chicago | Aerospace; Automotive; Clean technologies; Defence and security; Industrial machinery; Information and communications technologies; Infrastructure; Oil and gas; Transportation |
| C2MP – Canada Chicago Mentoring Program | February 1 - September 30, 2022 | United States of America – Chicago | Life sciences |

[▶ More upcoming events](#)

Source: Trade Commissioner Services' "Doing business in the United States"

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European Tradeshow

- [MWC Barcelona 2022](#)
- [PG Connects London 2022](#)
- [FRUIT LOGISTICA](#)
- [Oceanology International 2022](#)
- [GreenTech Amsterdam](#)
- [Farnborough International Airshow 2022](#)
- [SMM 2022](#)
- [Enlit Europe](#)
- [MEDICA Trade Fair](#)



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The Importance of Planning

Q: What are some things that could go wrong?



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Preparation: Before the Tradeshow

It is important to clarify your goals and your budget!

- ✕ Why are you going to a tradeshow?
- ✕ Who are the potential clients you may want to meet with?
- ✕ How will your business be impacted?
- ✕ Should I be walking or exhibiting?
- ✕ Budgeting is key!

Q: What costs might be included in a tradeshow?



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Preparation: Before the Tradeshow

Q: Now that you have chosen to attend a tradeshow, how can you save money?



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Preparation: Before the Tradeshow

Apply for Funding:

- ✦ Government of Canada - [CanExport](#)
- ✦ B.C. Agrifood annual Fall intake - [Agrifood & Seafood Market Development Program – Investment Agriculture Foundation of B.C.](#)
- ✦ Utilize “[Buy B.C.](#)” for marketing
- ✦ Check your industry association for funding and group exhibitions
 - ✦ Canadian Food Exporters Assn. (CFEA)
 - ✦ Creative B.C.
 - ✦ BC Tech
 - ✦ BC Food and Beverage
 - ✦ BC Wood



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What if...



- ✦ Insurance Options
- ✦ Where's the Exporter?
- ✦ Can you get a refund?
- ✦ Stay in Contact
- ✦ Notify your funders of a change in plans

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Preparation: Before the Tradeshow

#SocialMedia:

- ✦ Let people know where you will be and how to find you
- ✦ Ask for feedback on things to see and do
- ✦ Use the right hashtags!
- ✦ Send out a press release
- ✦ Ask for connections



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Preparation: Before the Tradeshow

Other important tips:

- ✦ Technology – will it work?
- ✦ Bring cash!
- ✦ Entry Visas
- ✦ Shipping samples
- ✦ Designing your booth
- ✦ Staffing your booth
- ✦ Marketing materials
- ✦ Work your network



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Preparation: Before the Tradeshow

Q: What are some things to prepare for your arrival?

- ✕ Know how to get to trade show (have a backup in case of traffic)
- ✕ Walk through your day
- ✕ If possible, set up the day before
- ✕ Carry a map (don't rely on your phone)
- ✕ Don't assume everyone speaks English!
- ✕ Stay healthy!



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During the Tradeshow

Key considerations and using your trip to gain market insights!



- ✕ Respect the local culture
- ✕ Set goals for each contact you meet
- ✕ Leads are not only from visitors
- ✕ Market Research
- ✕ Enjoy Yourself!



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After the Tradeshow

Q: How important is it to follow up?

- ✕ Follow up is essential! (1-3 days local, 7-10 days international)
- ✕ Get what you paid for
- ✕ Build your network
- ✕ Professionalism
- ✕ 3 tips for great follow-up!
 - ✕ write notes
 - ✕ make call to action specific i.e. purchase or newsletter sign-up
 - ✕ set dates for next follow-up

You'll Never Seal The Deal If You Don't Follow-Up!



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After the Tradeshow

The 4 step debrief:

1. Immediately make a list!
 - What worked?
 - What didn't?
 - What to bring next time!
 - Changes to ... booth, marketing, promotions
2. Give a presentation to the rest of the team
3. ~ 6-8 weeks → analyze your ROI
4. ~2-3 months → revisit your notes & decide if another trade show is right for you!



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Virtual Tradeshows

“A cross between a webcast meeting and a video game”

What is it?

A virtual trade show can range from product listings online for a limited time to a simulated online experience with tradeshow rooms and interactive meetings with your own avatar!

How to:

- Start early – promo & pre-schedule meetings & demos
- Utilize the chat & upload everything!
- Live presentations via webinar
- Incorporate e-commerce store
- Contests like a scavenger hunt!
- Use host's technology to follow-up

Bonus Points:

- Environmentally friendly
- Accessible to all!



<https://www.businessknowhow.com/marketing/virtual-tradeshow.htm>

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Virtual Tradeshows

MENU ▾

[Trade Commissioner Service](#) > [Trade missions and events](#) > [Taste of Canada – Mexico](#)

Taste of Canada – Mexico

⚠️ Coronavirus disease (COVID-19)

In efforts to contain the spread of COVID-19, upcoming events may be cancelled, modified, or postponed. Consult the official event organizer or event website for up-to-date information.

Related guidance:

- [Government of Canada advises Canadians to avoid non-essential travel outside Canada](#)
- [Public Health Agency of Canada guidance related to mass gatherings of 50 people or more](#)

Date: February 14 to February 18, 2022

Venue: Virtual platform

Location: Virtual

Target Audience: Canadian companies with interesting and innovative natural health products including but not limited to supplements, vitamins, and nutraceuticals wishing to enter the Mexican market.

Sector: Consumer products, Life sciences

Event description:

The 2022 Virtual Taste of Canada – Mexico, presented in collaboration between the Agri-Food and Life Sciences sector teams of the network of Canada's trade offices in Mexico will take place February 14 to 18. The main objective of this initiative is to introduce Mexican buyers to Canadian companies with interesting and innovative natural health products including but not limited to supplements, vitamins, and nutraceuticals. Each participant will be offered 4 to 6 pre-arranged B2B meetings. We are targeting buyers from a wide range of retailers, including:

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Virtual Tradeshow

Preparation is still needed!

- ✖ **Staffing** - the right team members to manage questions and demos
- ✖ **Marketing** - High-res beautiful photos, promote yourself!
- ✖ **FAQs at the ready** – Pricing, Shipping quotes, FTAs

Follow-Up:

- ✖ **Suggest a video call or a virtual tour**
- ✖ **Send samples**
- ✖ **Build your network with suppliers and buyers**



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Cultural Considerations

Q: What are some common cultural faux pas?



Consider the proper business etiquette for meetings and social situations!

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Next Steps:

- ✕ Research the best markets for your product or service
- ✕ Start preparation and planning!
- ✕ Apply for funding
- ✕ Virtual tradeshow – how to succeed?
- ✕ Follow-up!



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Pacific Northwest
based in Prince Rupert
Community Futures Pacific Northwest

Northeast (satellite)
based in Dawson Creek
Community Futures Peace Liard

Cariboo
based in Prince George
Community Futures Fraser Fort George

North Okanagan
based in Vernon
Community Futures North Okanagan

Kootenay Boundary
based in Nelson
Community Futures Central Kootenay

Vancouver Island North
based in Port Alberni
Community Futures Alberni-Clayoquot

Vancouver Island South
based in Duncan
Community Futures Cowichan

Services also available for:
Indigenous-Owned Businesses
Women-Owned Businesses
Youth-Owned Businesses

Offers businesses access to community-based export specialists who provide a personalized, step-by-step approach to exporting

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Export Navigator Program

✦ Wine Exporting 101

~ Free

✦ **Sign up to receive newsletters** our upcoming export seminars - www.exportnavigator.ca (scroll down to newsletter sign-up!)



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We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Jobs, Economic Recovery and Innovation, and the Government of Canada through Western Economic Diversification Canada.