

How to succeed in a trade show in China

Tallinn. 14th Sep 2018



- Today's objectives

1

Learn how to choose whether you should go to a trade show, what do before you go, once you are there and how to follow up.

2

Highlight the particular characteristics of Chinese trade shows

3

Learn how to negotiate with potential Chinese clients in the show and after the show

► Is it a good trade show?

Fairs in China and how to evaluate them

There are too many fairs in China.

Quality can be found in few

If you do not know the market, ask!

Edition, location, industry profile, website, objectives but mostly references

Who has been there

What do they think

Government support not always a good indicator

► Fairs. Plenty but are they worth it?

Food Generic	Date	Periodicity
SIAL China 2018 http://www.sialchina.com/	May 16 th to 18 th , 2018	Annual
FHC China http://www.fhc	November 13 th to 15 th , 2018	Annual
Products	Date	Periodicity
China International Meat Industry Exhibition (CIMIE) http://en.cimie.com/	September 20 th to 22 nd , 2018	Annual
2018 China Dairy Exhibition http://www.dac.org.cn/	June 28 th to 30 th 2018	Annual
China Fisheries & Seafood Expo http://chinaseafoodexpo.com/	November 7 th to 9 th , 2018	Annual
China Fruit Logistica http://www.chinafruitlogistica.cn/	May 14 th to May 16, 2018	Annual
Chengdu Wine Fair - China Food & Drinks Fair http://www.cfd.org/	March 22-24, 2018	Annual
Food Ingredients China 2018 http://en.fic.cfaa.cn/	March 22 nd to 24 th , 2018	Annual
Bakery China http://www.bakerychina.com/	May 9 th -12 th , 2018	Annual

► Is it cost-effective?



Depends on my objectives:
Are we selling, learning, seeing old contacts, fact finding...

Cheaper floor space means more cost effective?

EAS support

Fairs work but have limitations if used as the unique tool.
See examples

A two year road map is the best practical approach

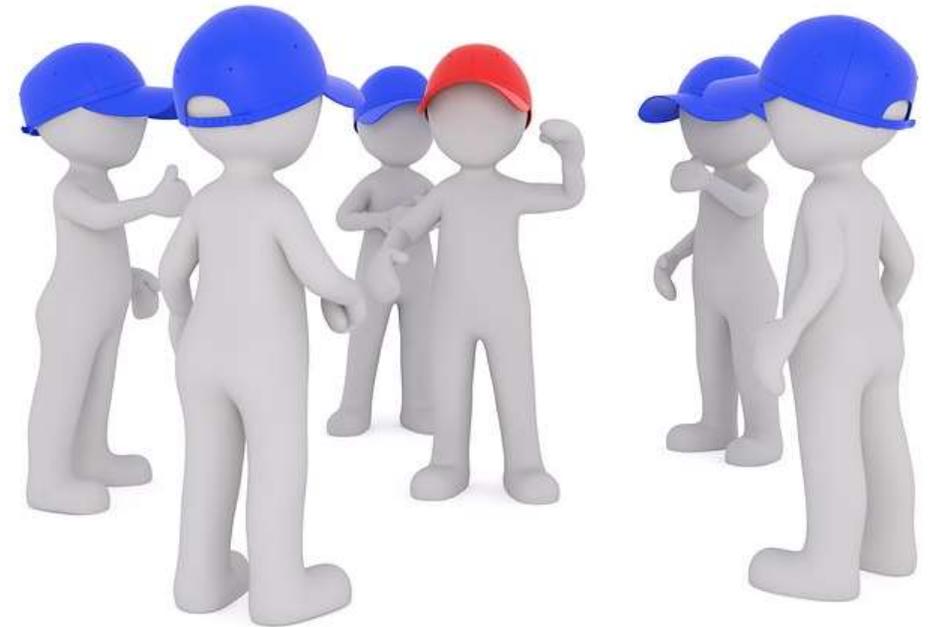
▶ Do you have enough resources to guarantee a successful participation?



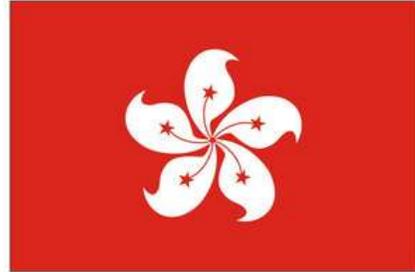
- ✓ Government support
- ✓ International experience
- ✓ Export-oriented company
- ✓ English website
- ✓ Knowledge about the market
- ✓ It is not rocket science but we want to make it effective

► Pre-fair analysis

- ✓ Check other exhibitors
- ✓ Arrange meetings and visits
- ✓ Let potential clients and business contacts know that you will have a booth (via WeChat)
- ✓ Make sure you understand what you will need during the trade show and confirm it will be available (WiFi, pludges, materials for demos...)
- ✓ Do some market research
- ✓ Think how you will handle pricing



▶ Visa



- ✓ Mainland China and Hong Kong
- ✓ Tourist and Business visa
- ✓ Transit visa



▶ Preparing your booth: what you must do

- ✓ Do not take things for granted
- ✓ Make sure the vendor has understood all your needs and specifications.
- ✓ Ask the vendor to provide render images of your booth design
- ✓ Visit the venue while your vendor is setting up to identify any key potential issue.
- ✓ Keep calm but keep attention. Everything in China can be fixed last minute, but errors are most frequent than in other countries.
- ✓ Make sure your vendor cleans up any dust or leftover material after finishing setting up.
- ✓ Bring all the materials with you the day of the event or make sure you have a place to lock the materials within your booth. Thefts are rare, but mishandling of materials can happen.
- ✓ Fair organization does not normally include in booth cleaning

► How to bring samples?

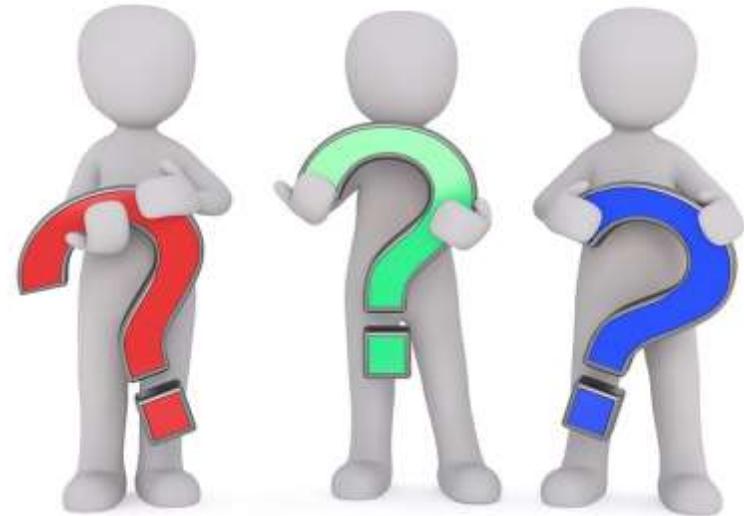
International fairs in China grant special permissions but products are to be returned

Bring them your self?

Send the by mail?

Use product available in China?

Are there inspections during the show?



▶ What else should I bring?

- ✓ Brochures
- ✓ Cash
- ✓ A copy of your passport
- ✓ Plenty of Business cards
- ✓ Protected trademark



► What else should I do?



- ✓ Download **WeChat**
- ✓ Download **Baidu Maps**
- ✓ Download an **offline translation app** (pleco, Google translate)
- ✓ Pre-register for the show online to get your badge
- ✓ Plan your **agenda** for the entire week, including store checks. Do not go unprepared.
- ✓ Register your **trademark**

► Interpreters

How can you get a good one and what you should pay attention to

- ✓ Don't leave it for last
- ✓ Past experiences are key
- ✓ Do not rely exclusively on their CV, ALWAYS talk to them before committing
- ✓ Professional interpreters are becoming more expensive. 800-1200 per day
- ✓ There are plenty of English students available, although results are generally poor.
- ✓ Considering travelling with the same interpreter if you need to visit several cities in China
- ✓ Spend the first 30 min in reviewing everything



► What to check before the trade show starts.

- 
- ✓ Set-up
 - ✓ Interpreters
 - ✓ Business cards
 - ✓ Pre-arranged meetings

► How to get as many qualified leads as possible: key considerations.

Good preparation

Compliance knowledge pays off

Be proactive

Follow these advices



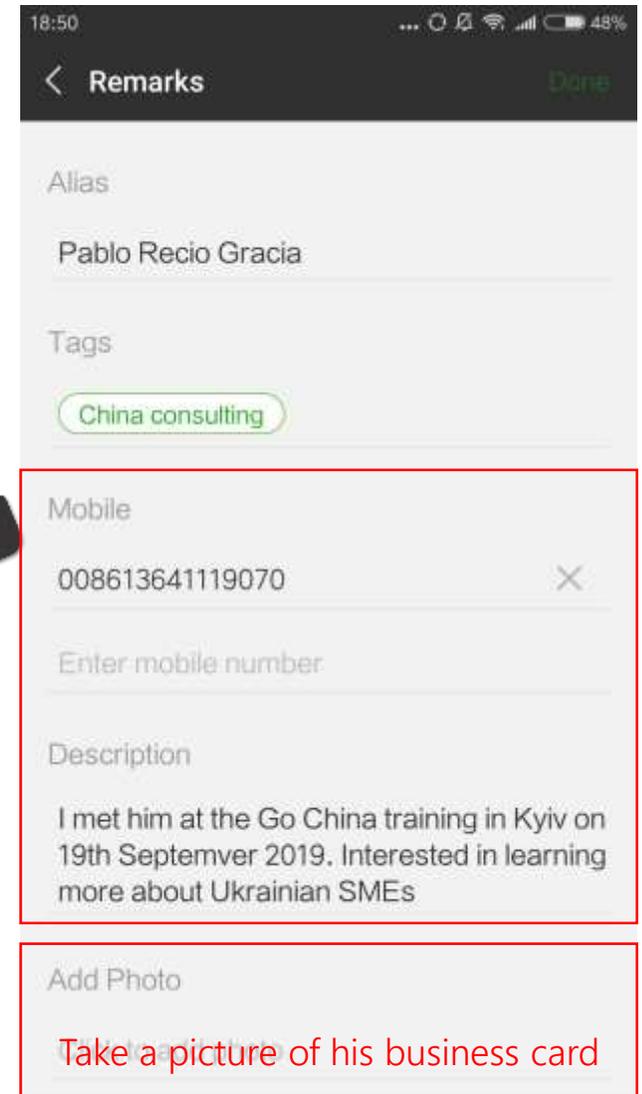
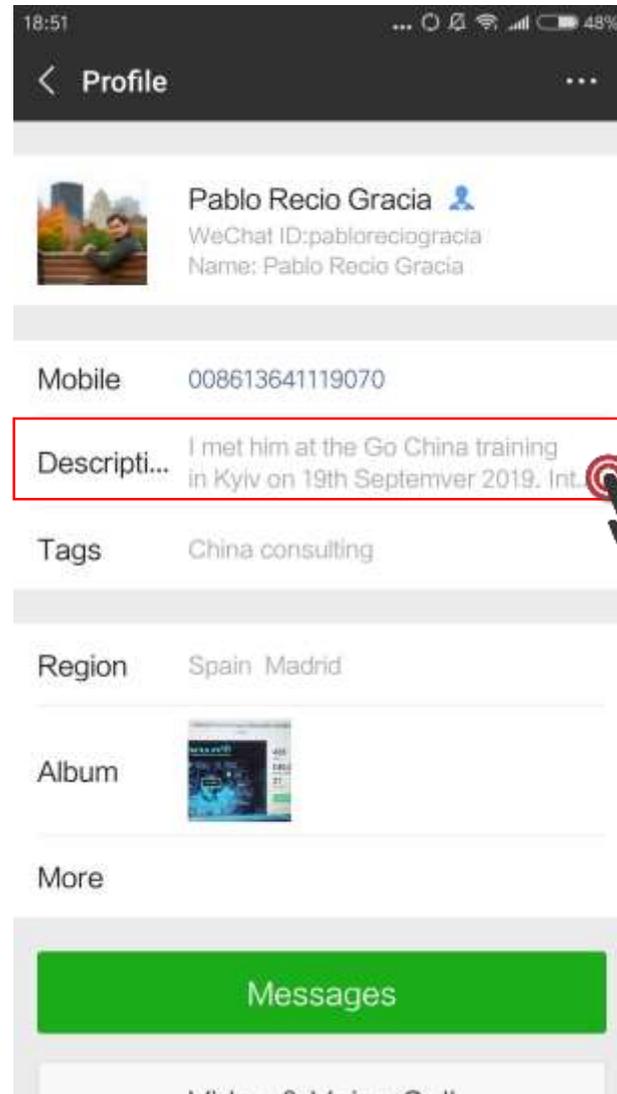
Time management in a trade show: how you should spend your time to maximize results



- ✓ **Arrive early** at the venue every day and do not leave late
- ✓ **Take turns** to go for lunch and do so at the same time than Chinese do, so you do not miss out opportunities. Between 12 and 1pm
- ✓ When it's quieter at your booth, **study the catalogue** and start visiting interesting companies
- ✓ After the show, it is likely that you need to **attend other events** or do **storecheck** Otherwise make the most of your time by inviting the most promising contacts to dine out, especially if you did not meet during the show.
- ✓ If a tradeshow lasts 3 days, **the last one will be very slow**. In the afternoon most exhibitors will start tearing down their booths

Contact management: how to organize all the information received during the show

- ✓ Take useful notes of meetings and contacts and staple their business card or contact information onto the note. In this way it's easier to remember
- ✓ At the end of each trade show date **organise your information** and add any additional comments to your notes.
- ✓ Add them to **WeChat** if not already done (search by their mobile phone number)
- ✓ Add **remarks**, notes, phone number and a picture of his/her business card to their WeChat profile



▶ Negotiating with Chinese clients onsite: key considerations

✓ Business Meetings

- 
- a) Keep it simple.
 - b) "Get in the Chinese side shoes"
 - c) European origin will help you.
 - d) Take useful notes

✓ Get their **business card** and **wechat**

✓ Tour the show. Get ahold of the right contact. **Business cards** always available.

✓ Get a copy of the **catalogue**

✓ **Business dinners, protocols** and **gifting**.

✓ Taiwan and Hong Kong SARs.

► Interpreters

Meetings with interpreters

- ✓ Most of them do not take notes. Insist on this from the first contact
- ✓ Short sentences. Do not make long speeches
- ✓ Keep it simple. Complicating the message is very risky
- ✓ Be carefull with jokes or regional expresión
- ✓ Be carefull with Hong Kong and Taiwan status



► Practical Issues > Considerations while visiting

Important Considerations

- Be ready for these questions:

✓ *Is your brand a main player in your country?*

✓ *Shelf life?*

✓ *Have you register your brand in China?*

✓ *What other countries are you exporting?*

✓ *Have you sold in China?*

✓ *Export requirements*

✓ *Exclusive rights?*

✓ *CIF export?*

✓ *Payment terms*

- Do store check if you can



- Have samples ready



▶ Travelling in China



Flights in China. Different pricing when bought abroad.
Afternoon delays.



Trains. Get the paper copy. Passport needed

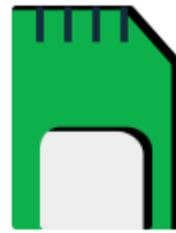


Bus. Slow. Heavy traffic



Private cars and the need for a **Chinese driving license**

► Communication in China



Chinese SIM card

International SIM card



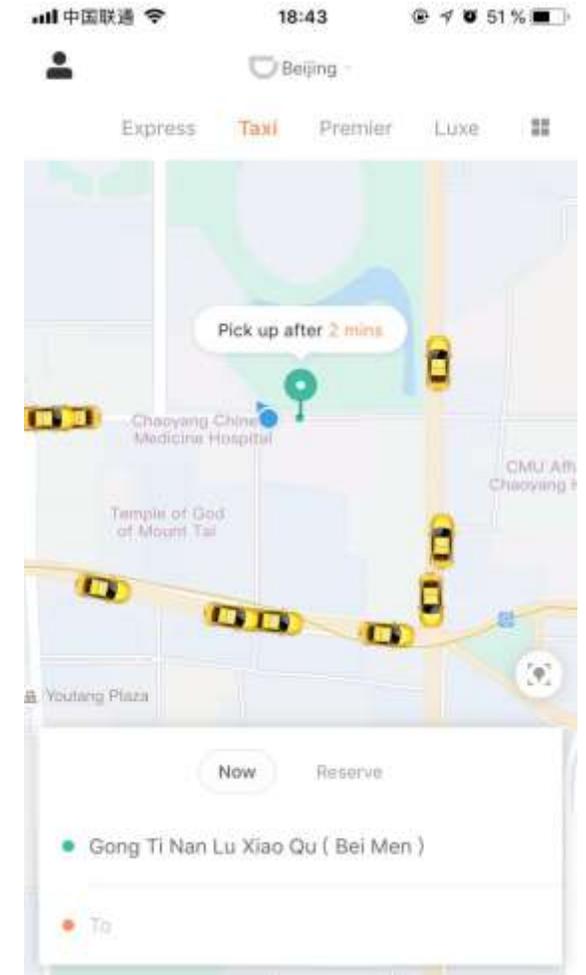
WiFi available



Chinese Great Firewall

▶ Getting around in China

- ✓ Addresses written in Chinese
- ✓ Contact numbers
- ✓ Taxi
- ✓ Subway
- ✓ Security
- ✓ Didi app



▶ Paying in China

- ✓ Money wiring
- ✓ Cash.
- ✓ International credit cards.
- ✓ Chinese credit cards
- ✓ Wechat and Alipay



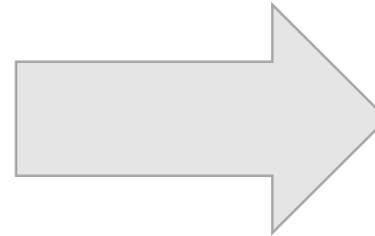
► How to prioritize business leads and prospects

- ✓ Many business cards but **are they good contacts?** **Due Diligence**
- ✓ Organize your contacts **in different groups** depending on the perceived alignment with your interests, regardless of their interest show. Suggested groups: priority, secondary, not interesting.
- ✓ Send a **personalised e-mail** to all your priority contacts. After sending the e-mail, follow up by **WeChat** just after you send it.
- ✓ Send a **generic e-mail/ wechat** to your **secondary contacts** and follow up by WeChat after a few days.
- ✓ If you have the time, send a generic e-mail/wechat to all those not interesting, to thank them for their time.



▶ When and how should I contact them?

- ✓ Follow up must be quick
- ✓ Combine **email** and **wechat**. E-mail allows to include more information and WeChat provides immediate feedback.
- ✓ Preferably in **Chinese**
- ✓ Focus on the priority Group
- ✓ Never let weeks pass by without taking action
- ✓ Should you send samples?



► They do not reply, what to do now?



It's very common in the Chinese business culture **not to say "I am not interested"**, instead, they often choose to ignore messages. However, you must assume that it is not the case, and **if communication stops**, you can do the following:

- Follow up using a **different communication channel**
- If all written communication fails, **call them** to their direct phone.
- It's possible that your **contact is no longer working for the company** (very high employee turnover). You can try either a different contact, or the general line and explain your situation (Chinese only).
- If all of the above fails, chances are that they are no longer interested in what you offer.



Thank you!

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