

Internasjonal Markedsføring

Del 2

Facts and Figures,
Trade Fairs

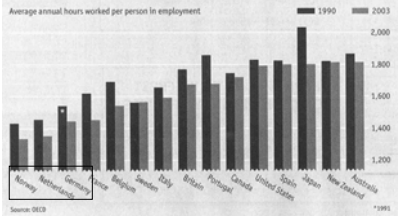
What's Going On With Oil Prices?

Price volatility makes it extremely difficult for both producers and consumers of oil to plan ahead. Here are some benchmarks they're using:

\$5 The cost of producing oil from the least abundant fields. Prices could fall to this level before Saudi Arabia would start losing money on each barrel.	\$25-\$30 The price at which oil companies have projects for production, before committing to them.	\$52 Price of oil for delivery in February 2005 on the New York Mercantile Exchange as of Jan. 17.
\$61 Price of oil for delivery in December 2002 on the New York Mercantile Exchange as of Jan. 17.	\$62 Standard & Poor's benchmark of average oil price in 2005.	\$200* Minimum oil price in 2000, as a call by investment banker Matthew Simmons.
\$77 Price reached in August 2006.	\$105 Price of oil's "super" barrels bid out in 2005 by Goldman Sachs.	?

Working hours

The average number of hours worked per year has been falling in most rich countries over the past decade. Some European countries are now trying to reverse the trend, but they have a long way to go. In 2003, the French and Portuguese worked 10% fewer hours than in 1990; Germans worked 6% fewer than in 1991. The number of hours of labour per worker has fallen even more steeply in Japan, by 11% in 1990-2003.



Mercedes-Sterne aus Istanbul

40 PROZENT der deutschen Exporte kommen aus dem Ausland. Und der Anteil der zugekauften Vorprodukte wächst weiter.

Viktor Steiner
Hamburg

Der Mercedes-Stern auf der Motorhaube - obwohl auf der Welt auch an der Spitze des Rang-Listens zu finden - ist ein Symbol für deutsche Exports. Was ist der globale Markt für Mercedes, wenn die Autos aus Istanbul kommen?

Mercedes gibt für dieses Modell 40 Prozent der Vorprodukte aus dem Ausland zu kaufen. In der Türkei werden die Motoren gebaut, die die Mercedes-Motoren antreiben. Die Mercedes-Motoren werden in der Türkei montiert. Die Mercedes-Motoren werden in der Türkei montiert.

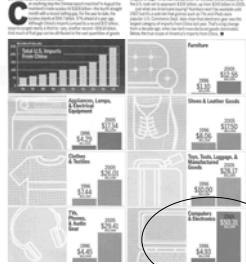




GlobalBusiness |

WHY THE GAP WON'T STOP GROWING

U.S. consumers can't get enough of Chinese goods. Take a look





2010 ?



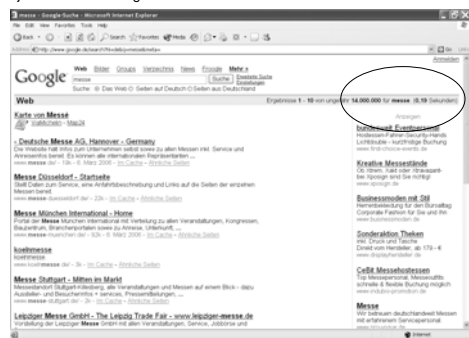
Exhibitors vs. visitors

Goals of trade fair activities

- contact goals
- sales goals
- presentation – communication goals
- distribution goals
- information goals

Trade shows as part of the sub-mix of the communications policy



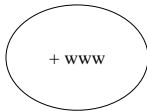






How to establish business relationships at International Trade Fairs (I)

- plan your actions a long time in advance
- get the trade fair catalogue in advance
- introduce yourself in advance
- ask for an appointment in advance
- be prepared for „traffic jam“
- be precise
- bring with you your calculator and laptop
- bring your company presentation with you (but not only in your own language)
- bring with you information about your market



How to establish business relationships at International Trade Fairs (II)

- bring with your information about customs, tariffs, marketing, calculations, transportation etc.
- use all your skills in cross cultural communication
- use all your skills in negotiation techniques
- do not count on final agreements during the trade fair
- get in contact with your partner directly after the trade fair
- always give direct responses to letters, faxes or e-mails
- be prepared to visit your supplier in his home country
- be prepared to invite your partner to your home country
- create long-term thinking

Marketing Memo Making the most of trade shows

1. Set goals
2. Plan well ahead of time
3. Conduct market research
4. Line up a translator or interpreter if necessary



End of Part two!
