

Trade Shows



A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/tradeshow-access-programme>.

IOE&IT's events:

http://www.export.org.uk/events/event_list.asp

10 Times (formerly BizTradeShows.com) :



www.10times.com/southafrica

British Expertise Events:

www.britishexpertise.org

EventsEye.com online database :

www.eventseye.com

DIT online events search facility :

www.events.trade.gov.uk

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Case Study (from a UK based company with proven success in South Africa)



Insurance



Office Solutions / Office Services



Market Entry / Professional Business Services



Forex / Money Exchange Services



ICT / Telecommunications



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Contact IMA
International Market Advisor
IMA House
41A Spring Gardens
Buxton
Derbyshire
SK17 6BJ
United Kingdom
Email: info@ima.uk.com
General enquiries switchboard: +44 (0) 1298 79562
Website: www.DoingBusinessGuide.co.uk