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for a sustainable future

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TOGETHER
for a sustainable future

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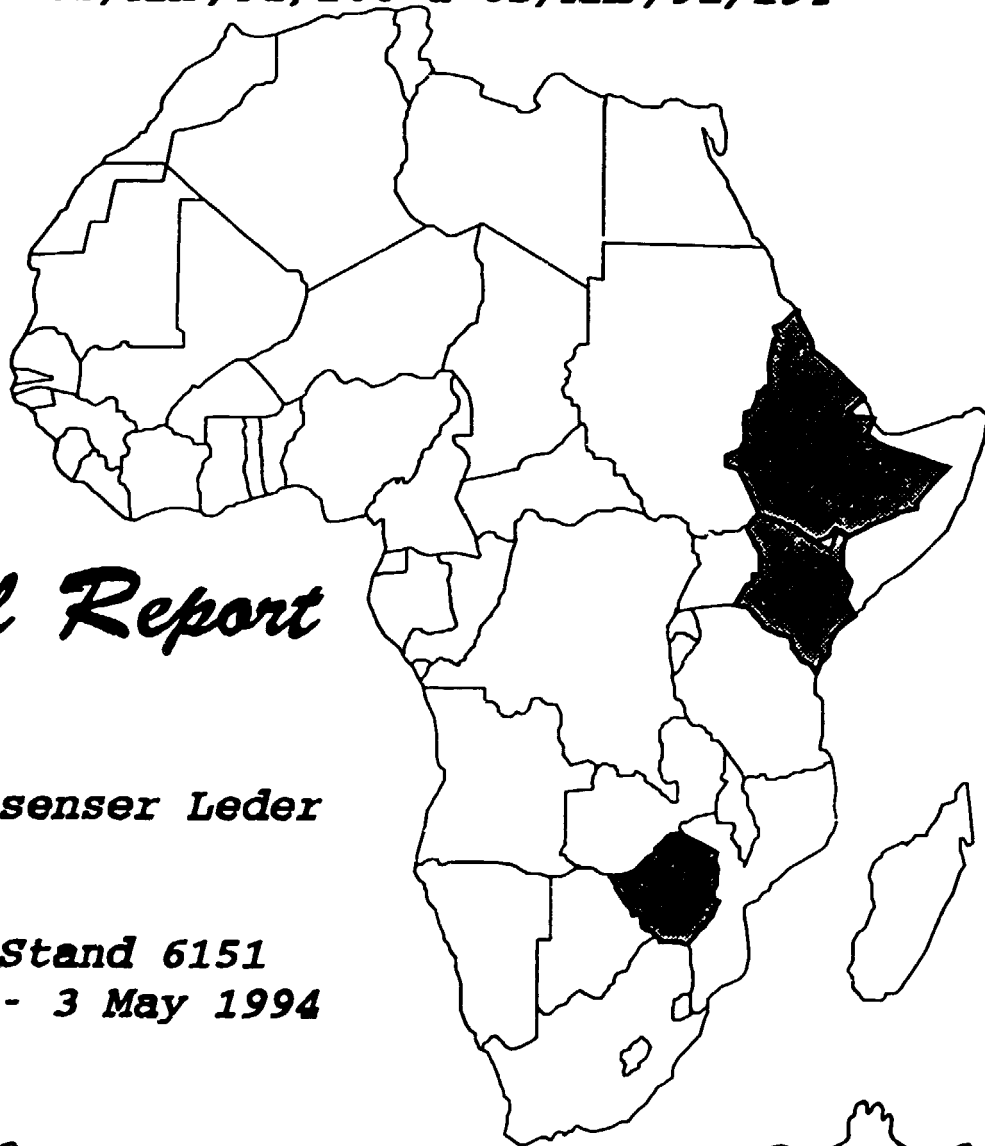
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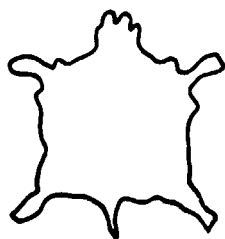
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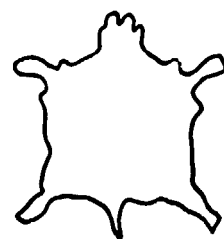
Final Report

17. IMS &
48. Pirmasenser Leder
Woche

Halle 6B Stand 6151
29 April - 3 May 1994



LEATHER



OUT OF AFRICA

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1. Introduction

The UNIDO ISED/AGRO Leather Unit in cooperation with ITC in Geneva, organized and sponsored the participation of eight African companies in the 17th ISM and the 48th Pirmasenser Leder Woche, in Pirmasens, Germany, 29 April - 3 May 1994.

UNIDO/ITC assisted all participating companies in the preparation of the event including promotional materials and samples. This assistance included the following:

1. Technical assistance provided by UNIDO experts (Mr. T. McCallin, Marketing Expert and Shoe Technologist, and Mr. T. Hamilton, Shoe Designer) in the selection of the displayed samples. The reports of both experts are available at UNIDO Leather Unit for any consultation.
2. Expenses for the exhibition stand (such as hire of stand, furniture, decoration etc.) as well as the transport of the samples from the home-country to Pirmasens and return. The design of the stand is enclosed to this report as Annex 1.
3. The daily subsistence allowance during the programme in Germany for one representative of each company covering his/her expenses for board and lodging. The transport by bus from the hotel located in Neustadt Weinstrasse to Pirmasens and return.

Generally it can be stated that the participation of selected African companies in international leather and leather products fairs such as the Pirmasens Leder Woche (this was the second time) and the GDS Shoe Fair in Düsseldorf (UNIDO already participated in the 76th and in the 77th GDS) is proving to be a fruitful exercise which is yielding bigger results than expected. The samples presented created much interest in the fair visitors and orders were booked. UNIDO participation in selected international fairs is starting to be known on the international market and buyers are paying special visits to the stand. This participation is also useful to keep abreast of the latest technological developments and provide information on UNIDO's activities in the leather and leather products industry.

2. Findings

2.1 Overview of the Show

Since the 1950s the triennial IMS exhibition has been considered an important event for showing the way forward in footwear manufacturing. Some 70,000 technical and production staff from footwear companies around the world were expected to travel to the small town of Pirmasens to see the latest in footwear technology. Taking place simultaneously with the IMS was the 48th "Pirmasens Leather Woche" (PLW). Here visitors could see leathers from many tanneries from all over the world.

Unfortunately, this time most of the Italian machinery suppliers following the recommendations of the Footwear Machinery Association (ASSOMAC), decided not to take part and participate instead at the SIMAC show two weeks later. While Europe's influential position in footwear manufacture and shoe machinery development are under threat from the low labour cost areas of India, South America and the Pacific Basin, this type of disagreement is bad for everyone. However, as it turned out the number of visitors was down but the "quality" of them was up, which in the event made for a successful show.

The fact that there were machinery and materials suppliers from the Far East (Taiwan had its own special hall), Spain, France, USA, UK, Holland, Hungary, Czech Republic, Italy (components), Portugal, India, as well as Germany made it a truly international show with many interesting machines to see from the most sophisticated to simple ones.

The participation of the eight African companies (six tanneries and two shoe factories exhibiting only shoe uppers) at the 48th "Pirmasens Leder Woche" was very positive. Most of the companies were visited by "interested" visitors and asked to prepare samples. Trial orders were also placed as well as serious exports inquiries were received.

There were effectively 4 shoe manufacturers represented on the UNIDO stand (Messrs. Ras Dashen, Sana, Kays and Bimzi). A conducted tour of the machinery halls was made with each individual company and relevant machinery was pointed out and information taken by each participant. A conducted visit was also made with individual representatives of the companies on the subject of shoe styling in anticipation of the 78th GDS later this year. The German "Euro-Shoe Design" display for new ideas was also visited. This was disappointing as no Italians were exhibiting.

There were leather suppliers from all over the world and the tanners on the UNIDO stand took the opportunity to visit them and see how their competition had progressed. This was a real education for them as they mistakenly thought that Pirmasens was a relatively small show. Much useful information was obtained and new contacts made. By and large all participants had a high level of satisfaction coming to the show and felt it was a worthwhile exercise in exposure to world markets. One comment however and probably a valid one was that the show was one day too long and should have finished on the Monday evening.

At the same time a study-tour for two African fellows, Ms. Gatu (Kenya) and Ms. Mwanamwambwa jr. (Zambia), was organized and sponsored by project funds. The purpose of this study-tour was to get the two fellows more acquainted with footwear machinery. Ms. Gatu is a women entrepreneur owning a shoe factory in Kenya while Ms. Mwanamwambwa jr. is a young lady willing to start a small factory producing sandals in Zambia (under the supervision of her mother owning already a leather goods company, Messrs. BIMZI).

2.2 The Stand

The stand location was favourable and its design and decoration were appreciated both by the participants and visitors. Some photos of the stand as well as a copy of the flyer prepared by UNIDO Leather Unit describing the companies are enclosed to this report as Annex 2.1 and Annex 2.2.

The stand was of an excellent size and big enough in area to cover the needs of all the Companies showing. It had an open aspect which encouraged visitors. There probably is a need to delineate or separate each Company on the stand in a more obvious way to avoid potential confusion for visitors and to give each Company their own territory, with their own display shelves, tables, hangers etc. They can then decorate it according to individual tastes. The number of samples, be it uppers or hides and skins needs to be sufficient to fill up the display area of the stand. It does not matter if there is duplication in the samples as long as the quantity is there, to present a professional image to the buyers. One or two Companies could have brought more samples.

Participants were pleasantly surprised at the number of visitors to the UNIDO stand which proves that the UNIDO sponsorship is becoming known and visitors deliberately seek the stand out as part of their show visiting programme.

2.3 Show Reports/Analysis of the Questionnaires

An end of show report/questionnaire to be completed by the closing day of the Fair (Tuesday, 3 May) was handed to the participants in order to evaluate the results of the fair. They were all received on the last day of the show with the exception of Imponente Tanning which would be handed in directly on a visit to UNIDO/Vienna immediately after the show. The questionnaires are presented as Annex 3. The following data were as obtained:

	QUALIFIED VISITORS	SAMPLE ORDERS
NEW	104	
EXISTING	6	--
TOTAL	110	56

	INVESTMENT SATISFACTION (1-10)	PRICING (1-10)	QUALITY (1-10)
AVERAGE	7.2	7.9	6.2
HIGHEST	10	9	7
LOWEST	4	4	3

FUTURE ASSISTANCE	
FASHION INFORMATION	3
SALES AGENTS	2
PRICING	2
MARKET INFORMATION	7
IMPORT PROMOTION OFFICES	2
INWARD TRADE MISSIONS	3
OUTWARD TRADE MISSIONS	6

The above figures show an excellent experience in total enjoyed by the stand. (Two tanners both obtained contracts to supply 100,000 square feet each of crust leather to new customers). A graph should be kept for future shows so that a trend can be established to be used to evaluate the success of the new programme.

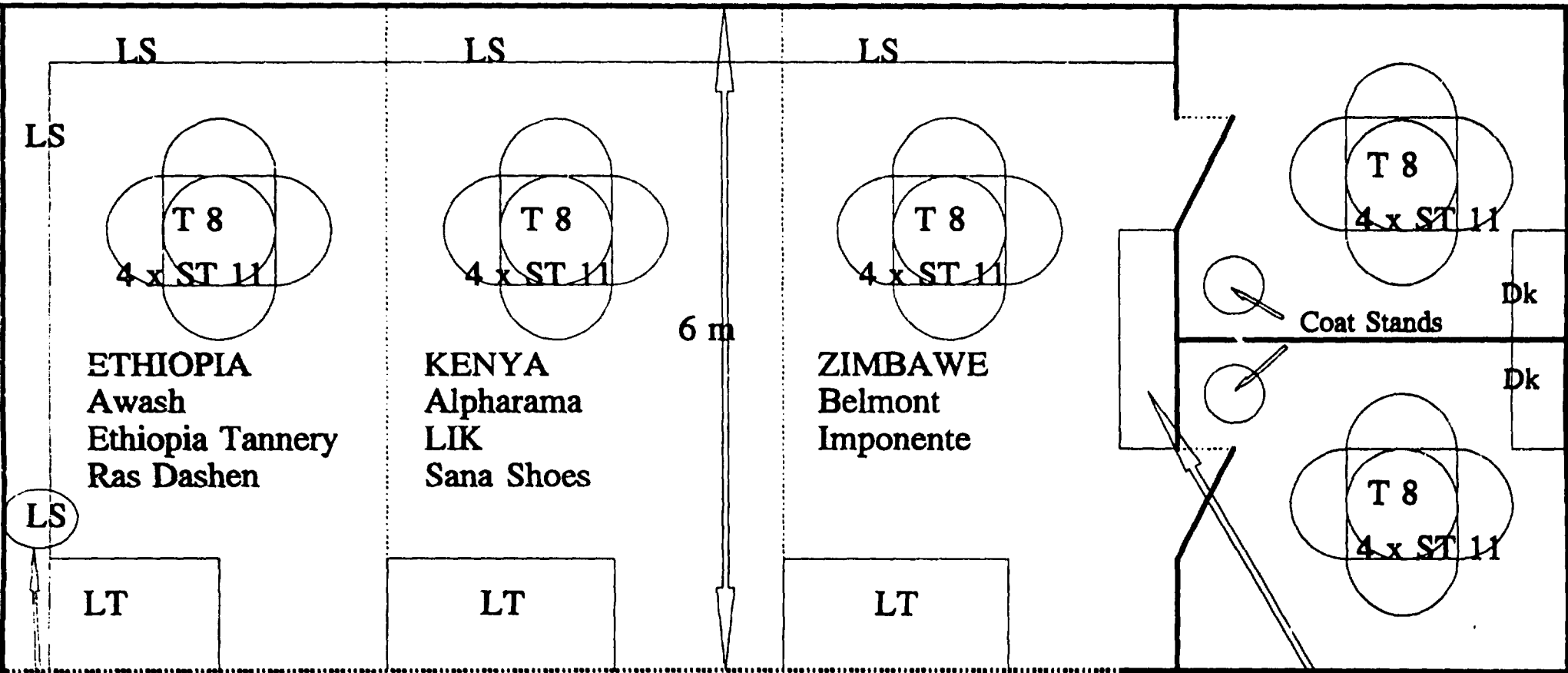
3. Recommendations

1. The preparation for the participation of selected African companies to the next International Fair (78th GDS Shoe Fair in Düsseldorf, 23 - 26 September 1994) should start as soon as possible. Recruitment action for both the Marketing Expert (through ITC) and the Shoe Designer should be taken immediately.
2. In view of the high costs involved, it is important to continue to sponsor those companies who made a good effort in the preparation and display and were committed to the show. New companies should also be identified to start their participation in such activities.
3. The participating companies should be assisted in the preparation of promotional material maybe including videos presenting their companies.
4. UNIDO and ITC should evaluate Pirmasens IMS + PLW show with Semaine du Cuir and decide which show best suits the needs of the participants for future programmes.

UNIDO joint exhibition stand
Pirmasens, 29 April - 3 May 1994
Hall 6B, Stand 6151



14 m



LS

LS

LS

LS

T 8

4 x ST 11

ETHIOPIA
Awash
Ethiopia Tannery
Ras Dashen

LT

T 8

4 x ST 11

KENYA
Alpharama
LIK
Sana Shoes

LT

T 8

4 x ST 11

ZIMBAWE
Belmont
Imponente

LT

T 8

4 x ST 11

Coat Stands

Dk

Dk

T 8

4 x ST 11

ANNEX 1a/

Leather hanging rod with cover

3 x 2m "Schraegablage"
30 cm wide, white color

JJAB 7/3/94



ETHIOPIA

Awash Tannery, Ethiopia Tannery, Ras Dashen

KENYA

Alpharama Tannery, LIK Tannery, Sana Shoes

ZIMBABWE 10 cm



Belmont Tannery, Imponents Tannery 5 cm

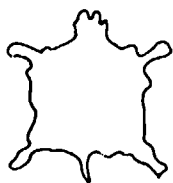
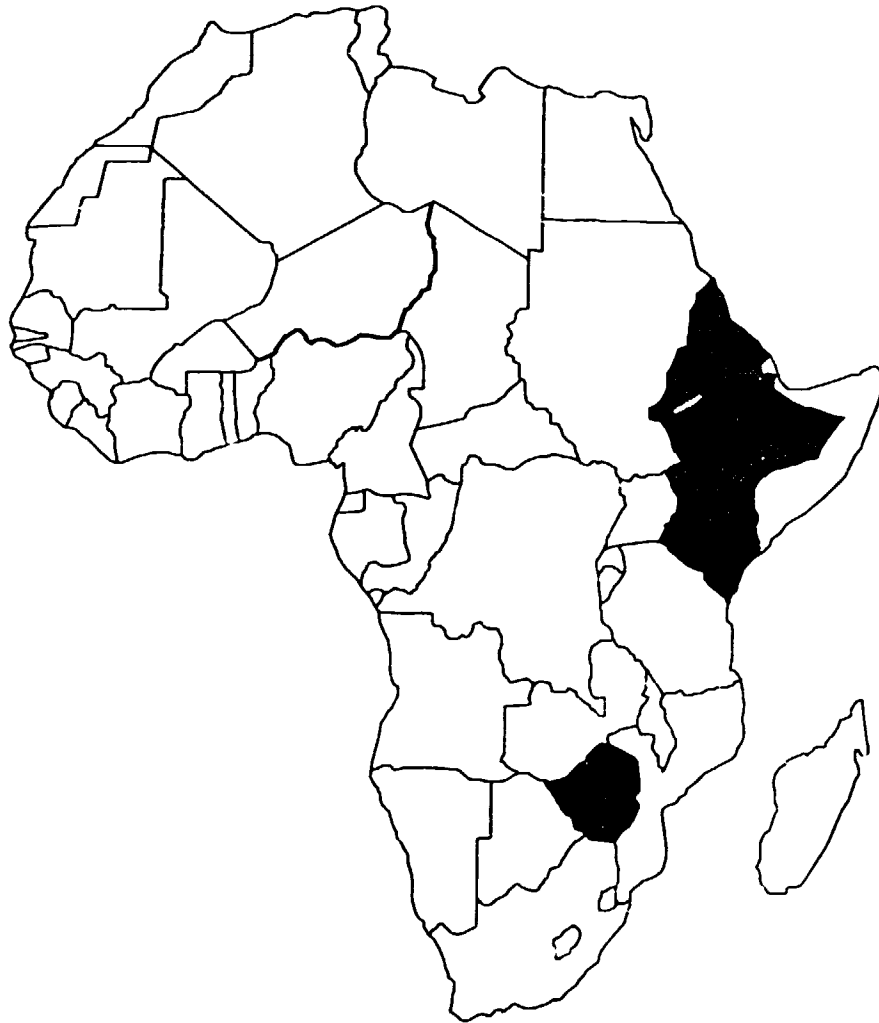
ANNEX 1 b/

Fascia Board
UNIDO Joint Exhibition Stand
Pirmasens, 29 April - 3 May
1994

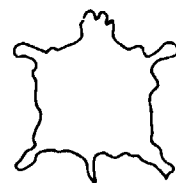


UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

17. IMS & 48. PIRMASENER LEDER WOCHЕ
Halle 6B Stand 6151
29 APRIL - 3 MAY 1994



LEATHER



OUT OF AFRICA

SUMMARY

The following Leather and Shoe Upper Manufacturers from Ethiopia, Kenya and Zimbabwe will be showing their products on the UNIDO sponsored Stand 6151 Hall 6B in the 48th Pirmasenser Leder Woche and in the 17th Internationale Messe für Schuhfabrication:

ETHIOPIA

AWASH TANNERY

P.O.BOX 1262, ADDIS ABABA, FAX (251-1) 652180

ETHIOPIAN TANNERY

P.O.BOX 5628, ADDIS ABABA, FAX: (251-1) 512822

Both companies produce all types of leathers based on local hair sheep, goat and hide raw materials. The plants have modern equipment of European origin and have received technical assistance through the UNIDO Regional Africa Leather Programme.

RAS DASHEN

P.O.BOX 22723, ADDIS ABABA, FAX: (251-1) 512826

The company produces footwear for the local market and footwear uppers for export. It is equipped with modern machinery, mainly of Italian origin, and uses the services of an expatriate (Italian) designer and pattern engineer. In addition, a UNIDO designer and a shoe technologist have provided guidance in the shoe upper design and manufacture.

KENYA

ALPHARAMA

P.O.BOX 45480, NAIROBI, FAX: (254-2) 718218

The company produces all types of finished leathers for the local market and export. The plant is equipped with modern machinery of European origin and possesses an up-to-date effluent treatment plant installed with UNIDO technical assistance.

LEATHER INDUSTRIES OF KENYA (LIK)

P.O.BOX 30500, NAIROBI, FAX: (254-2) 214563

The company has a very modern production plant in Thika outside Nairobi. The plant is equipped with modern machinery and uses the latest technology in the tanning and finishing process. It also has a modern effluent treatment plant which, together with "clean technology" application, alleviates the environmental problems. The company mainly produces finished side leather for export.

SANA SHOE

P.O.BOX 3672, THIKA, FAX: (0151) 31195

The company produces good quality men's shoes for the local market and offers shoe uppers for exports. Adjacent to the company is a newly established, UNIDO-assisted, training centre for shoe upper manufacture providing training of skilled operators and services for pattern engineering and cutting die making as well as common service facilities for certain machinery, such as moccasin ironing etc.

ZIMBABWE

BELMONT TANNERY

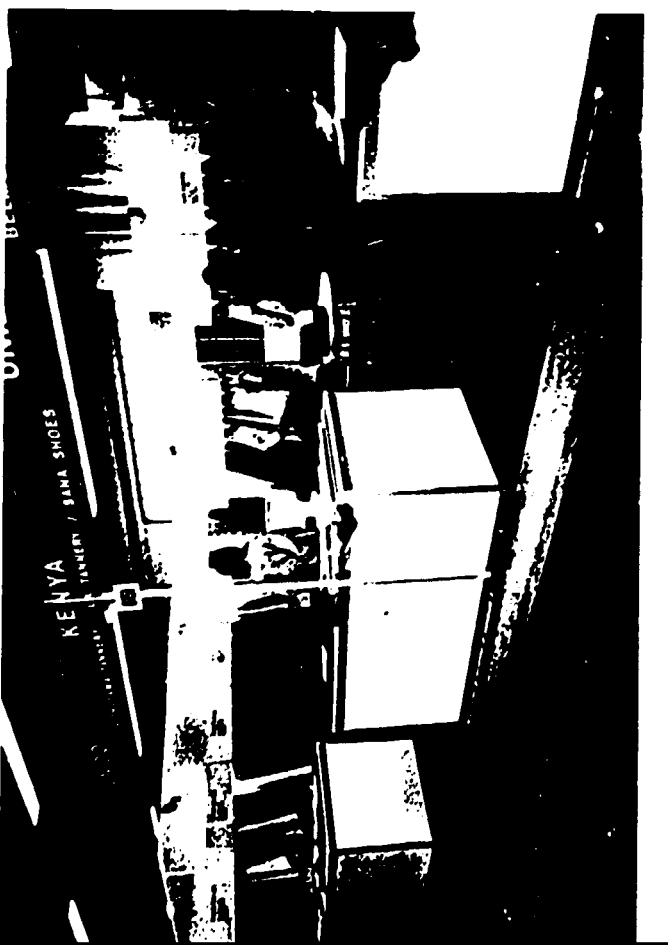
P.O.BOX 8230, BULAWAYO, FAX: (263-9) 74804

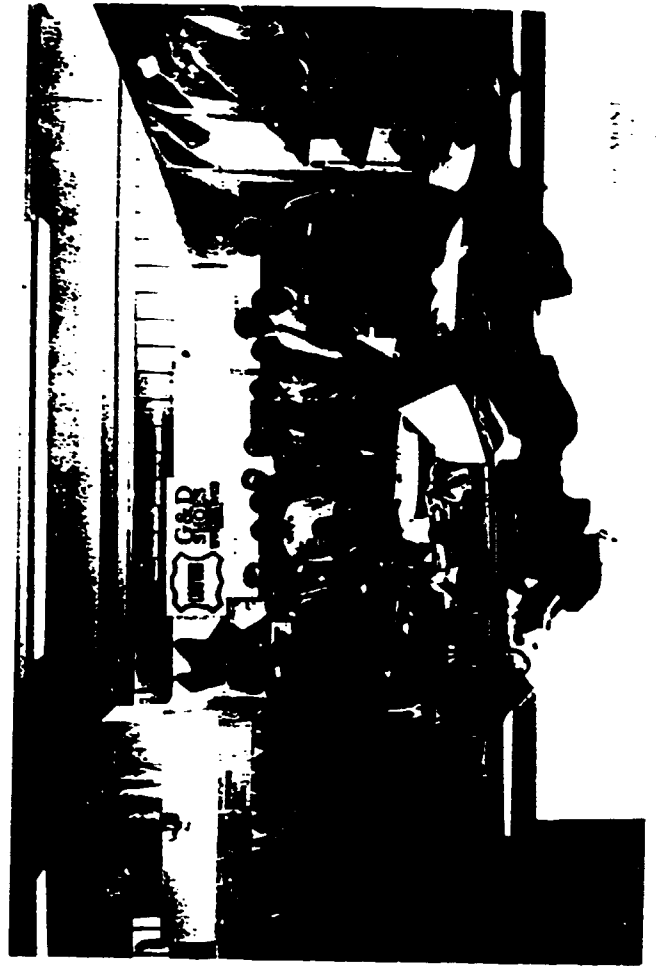
The company belongs to an enterprise consisting of one large shoe factory, two tanneries and one leather goods factory and has received technical assistance through the UNIDO Regional Africa Leather Programme. This company produces finished side leathers, suede, splits and vegetable-tanned leathers for soles.

IMPONENTE TANNERY

P.O.BOX 2658, HARARE, FAX: (263-4) 64550

The company belongs to the "Superior Footwear Group" and is fully equipped with modern machinery of European origin. The company mainly produces upholstery leather for export as well as different types of upper and lining leathers and has received technical assistance through the UNIDO Regional Africa Leather Programme.







UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

SHOW REPORT

COMPANY Awash Tannery

G.D.S. _____

PIRMASENS _____

DAY	1	2	3	4	5	6	7
NO. of VISITORS	7	7	3	2	2		
Qualified							
New		3	2	1	2		
Existing				1			
Contacts							
New	7	4					
Existing							
Unqualified							
Sample orders taken		3		1	1		

END OF SHOW FEED BACK QUESTIONS

1. On a scale of 1-10 how would you rate your satisfaction level in your investment in coming to the show?

very low 1 2 3 4 5 6 7 8 9 10 very high

2. On the same scale how would you assess the pricing of your shoes/upper/leather from experienced gained at the show?

much too high 1 2 3 4 5 6 7 8 9 10 very competitive

3. On the same scale how would you rate the quality of your ^{Leather} shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

Please Turn Over

4. On the same scale how would you rate the styling of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information

Design / Styling

Pattern Cutting

Advertising

Sales Agents

Pricing

✓ Market Information

Import Promotion Offices

Inward Trade Missions
(buyers to your country)

✓ Outward Trade Missions
(you to buyers country)

DEFINITIONS of VISITORS

QUALIFIED

A representative of a company who is interested in your products and with whom you could potentially do business.

a) NEW someone/company you have not met before.

b) EXISTING as above who you have met before

CONTACTS

A representative of a company who may not buy from you but is helpful in referring you to possible business opportunities in the future, or to useful information.

a) NEW

As above

b) EXISTING

UNQUALIFIED

Visitors to your stand with whom you probably could not do business but none the less visited you for whatever reason.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

SHOW REPORT

COMPANY ETHIOPIAN

G.D.S. _____

PIRMASENS ✓

DAY	1	2	3	4	5	6	7
NO. of VISITORS	6	9	2	3			
Qualified							
New	5	8	2	3			
Existing	1	1	-	-			
Contacts							
New							
Existing							
Unqualified							
Sample orders taken	100,000 ft ²	100 ft ² + 12 DZNS	-	Samples one dzn + 1000 dzn goat hb.			

END OF SHOW FEED BACK QUESTIONS

1. On a scale of 1-10 how would you rate your satisfaction level in your investment in coming to the show?

very low 1 2 3 4 5 6 7 8 9 10 very high

8

2. On the same scale how would you assess the pricing of your shoes/upper/leather from experienced gained at the show?

much too high 1 2 3 4 5 6 7 8 9 10 very competitive

9

3. On the same scale how would you rate the quality of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

Please Turn Over

4. On the same scale how would you rate the styling of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information

Design / Styling

Pattern Cutting

Advertising

Sales Agents

Pricing

Market Information

Import Promotion Offices

Inward Trade Missions
(buyers to your country)

Outward Trade Missions
(you to buyers country)

DEFINITIONS of VISITORS

QUALIFIED

A representative of a company who is interested in your products and with whom you could potentially do business.

a) NEW someone/company you have not met before.

b) EXISTING as above who you have met before

CONTACTS

A representative of a company who may not buy from you but is helpful in referring you to possible business opportunities in the future, or to useful information.

a) NEW

As above

b) EXISTING

UNQUALIFIED

Visitors to your stand with whom you probably could not do business but none the less visited you for whatever reason.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

SHOW REPORT

COMPANY RAS DASHAN

G.D.S. _____

PIRMASENS

DAY	1	2	3	4	5	6	7
NO. of VISITORS	10	15	17	5	2		
Qualified							
New	5	10	12	5	1		
Existing	-	-	-	-	-		
Contacts							
New	2	-	5	-	1		
Existing	-	-	-	-	-		
Unqualified							
	3	5	-	-	-		
Sample orders taken							
	3	4	2	-	2		

(3,000 etc)

END OF SHOW FEED BACK QUESTIONS

1. On a scale of 1-10 how would you rate your satisfaction level in your investment in coming to the show?

very low 1 2 3 4 5 6 7 8 9 10 very high

2. On the same scale how would you assess the pricing of your shoes/upper/leather from experienced gained at the show?

much too high 1 2 3 4 5 6 7 8 9 10 very competitive

3. On the same scale how would you rate the quality of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

Please Turn Over

4. On the same scale how would you rate the styling of your shoes versus your competitors?

poor 1 2 3 4 5 6 (7) 8 9 10 excellent

5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information

Market Information ✓

Design / Styling

Import Promotion Offices ✓

Pattern Cutting

Inward Trade Missions (buyers to your country) ✓

Advertising

Outward Trade Missions (you to buyers country) ✓

Sales Agents ✓

Pricing ✓ ?

DEFINITIONS of VISITORS

QUALIFIED

A representative of a company who is interested in your products and with whom you could potentially do business.

a) NEW someone/company you have not met before.

b) EXISTING as above who you have met before

CONTACTS

A representative of a company who may not buy from you but is helpful in referring you to possible business opportunities in the future, or to useful information.

a) NEW

As above

b) EXISTING

UNQUALIFIED

Visitors to your stand with whom you probably could not do business but none the less visited you for whatever reason.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

SHOW REPORT

COMPANY LIK

G.D.S. _____

PIRMASENS

DAY	1	2	3	4	5	6	7
NO. of VISITORS	2	3	4	-	-	-	-
Qualified							
New	2	2	3				
Existing			1				
Contacts							
New							
Existing							
Unqualified		1					
Sample orders taken							

END OF SHOW FEED BACK QUESTIONS

1. On a scale of 1-10 how would you rate your satisfaction level in your investment in coming to the show?

very low 1 2 3 4 5 6 7 8 9 10 very high

2. On the same scale how would you assess the pricing of your shoes/uppers/leather from experienced gained at the show?

much too high 1 2 3 4 5 6 7 8 9 10 very competitive

Note - this is subjective on how leather from various sources are used.

3. On the same scale how would you rate the quality of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

Please Turn Over

4. On the same scale how would you rate the styling of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information ✓

Design / Styling

Pattern Cutting

Advertising

Sales Agents

Pricing

Market Information ✓

Import Promotion Offices

Inward Trade Missions ✓
(buyers to your country)

Outward Trade Missions ✓
(you to buyers country)

DEFINITIONS of VISITORS

QUALIFIED

A representative of a company who is interested in your products and with whom you could potentially do business.

a) NEW someone/company you have not met before.

b) EXISTING as above who you have met before

CONTACTS

A representative of a company who may not buy from you but is helpful in referring you to possible business opportunities in the future, or to useful information.

a) NEW

As above

b) EXISTING

UNQUALIFIED

Visitors to your stand with whom you probably could not do business but none the less visited you for whatever reason.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

SHOW REPORT

COMPANY S.A.N.A.

G.D.S. _____

PIRMASENS ✓

DAY	1	2	3	4	5	6	7
NO. of VISITORS	12	13	8				
Qualified							
New	5	2	-				
Existing		1					
Contacts							
New	2	3	-				
Existing		2					
Unqualified							
	5	8	8				
Sample orders taken							
	3	NIL	NIL				

END OF SHOW FEED BACK QUESTIONS

1. On a scale of 1-10 how would you rate your satisfaction level in your investment in coming to the show?

very low 1 2 3 4 5 6 ✓ 7 8 9 10 very high

2. On the same scale how would you assess the pricing of your shoes/upper/leather from experienced gained at the show?

much too high 1 2 3 4 ✓ 5 6 7 8 9 10 very competitive

3. On the same scale how would you rate the quality of your shoes versus your competitors?

poor 1 2 3 4 5 6 ✓ 7 8 9 10 excellent

Please Turn Over

4. On the same scale how would you rate the styling of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information ✓

Design / Styling

Pattern Cutting

Advertising

Sales Agents ✓

Pricing

Market Information ✓

Import Promotion Offices ✓

Inward Trade Missions
(buyers to your country)

Outward Trade Missions ✓
(you to buyers country)

SANA SHOES LTD

DEFINITIONS of VISITORS

QUALIFIED

A representative of a company who is interested in your products and with whom you could potentially do business.

a) NEW someone/company you have not met before.

b) EXISTING as above who you have met before

CONTACTS

A representative of a company who may not buy from you but is helpful in referring you to possible business opportunities in the future, or to useful information.

a) NEW

As above

b) EXISTING

UNQUALIFIED

Visitors to your stand with whom you probably could not do business but none the less visited you for whatever reason.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATIONSHOW REPORTCOMPANY BLUTAN LTD

G.D.S. _____

PIRMASENS ✓

DAY	1	2	3	4	5	6	7
NO. of VISITORS	5	15	6	4			
Qualified							
New	-	7	3	2			
Existing	-	1	-	1			
Contacts							
New	-	3	2	2			
Existing							
Unqualified	5	4	1	2			
Sample orders taken	-	3	2	2			

END OF SHOW FEED BACK QUESTIONS

1. On a scale of 1-10 how would you rate your satisfaction level in your investment in coming to the show?

very low 1 2 3 4 5 6 7 8 9 10 very high

2. On the same scale how would you assess the pricing of your shoes/uppers/leather from experienced gained at the show?

much too high 1 2 3 4 5 6 7 8 9 10 very competitive

3. On the same scale how would you rate the quality of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

Please Turn Over

4. On the same scale how would you rate the styling of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information

Market Information

Design / Styling

Import Promotion Offices

Pattern Cutting

Inward Trade Missions
(buyers to your country)

Advertising

Outward Trade Missions
(you to buyers country)

Sales Agents

Pricing

DEFINITIONS of VISITORS

QUALIFIED

A representative of a company who is interested in your products and with whom you could potentially do business.

a) NEW someone/company you have not met before.

b) EXISTING as above who you have met before

CONTACTS

A representative of a company who may not buy from you but is helpful in referring you to possible business opportunities in the future, or to useful information.

a) NEW

As above

b) EXISTING

UNQUALIFIED

Visitors to your stand with whom you probably could not do business but none the less visited you for whatever reason.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

SHOW REPORT

COMPANY Superior Footwear

G.D.S. _____

FIRMASENS ✓

DAY	1	2	3	4	5	6	<u>total</u> <u>7</u>
NO of VISITORS							25
Qualified							4
New							
Existing							0
Contacts							7
New							
Existing							3
Unqualified							16
Sample orders taken							3

END OF SHOW FEED BACK QUESTIONS

1. On a scale of 1-10 how would you rate your satisfaction level in your investment in coming to the show?

very low 1 2 3 4 5 6 7 8 9 10 very high

2. On the same scale how would you assess the pricing of your shoes/upper/leather from experienced gained at the show?

much too high 1 2 3 4 5 6 7 8 9 10 very competitive

3. On the same scale how would you rate the quality of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

Please Turn Over

4. On the same scale how would you rate the styling of your shoes versus your competitors?

poor 1 2 3 4 5 6 7 8 9 10 excellent

5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information

Market Information

Design / Styling

Import Promotion Offices

✓ Pattern Cutting / *TECHNICAL*

Inward Trade Missions
(buyers to your country)

Advertising

Outward Trade Missions
(you to buyers country)

Sales Agents

Pricing

DEFINITIONS of VISITORS

QUALIFIED

A representative of a company who is interested in your products and with whom you could potentially do business.

a) NEW someone/company you have not met before.

b) EXISTING as above who you have met before

CONTACTS

A representative of a company who may not buy from you but is helpful in referring you to possible business opportunities in the future, or to useful information.

a) NEW

As above

b) EXISTING

UNQUALIFIED

Visitors to your stand with whom you probably could not do business but none the less visited you for whatever reason.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATIONSHOW REPORTCOMPANY BELMONT

G.D.S. _____

PIRMASENS ✓

DAY	1	2	3	4	5	6	7
NO. of VISITORS	12	15	8	7	2		
Qualified							
New	5	6	3	2	1		
Existing	nc	nc	nc	nc	nc		
Contacts							
New	3	3	1	3	nc		
Existing	nc	nc	nc	nc	nc		
Unqualified	5	6	4	2	1		
Sample orders taken	5	3	3	3			

END OF SHOW FEED BACK QUESTIONS

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5. From the following list which areas would you like UNIDO/ITC to assist your business in the future?

Fashion Information

Design / Styling X

Pattern Cutting X

Advertising

Sales Agents

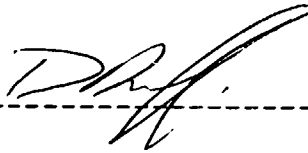
Pricing

Market Information X

Import Promotion Offices

Inward Trade Missions
(buyers to your country)

Outward Trade Missions
(you to buyers country)



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