

Global Exhibiting Checklist

Six Keys to Know When Exhibiting Globally

- The audience and how it is different from a U.S. audience
- The company's mission at the show and how it differs from U.S. shows
- The culture of the host country and what changes you need to make in order to be effective
- How to make the best presentation of yourself, your product and your company
- The differences in business customs
- The resources available to assist you

This Cross-Cultural Model will Help Your Personnel in Overcoming Differences in Cultural and Business Customs

- Denial – there is no difference
- Minimization – just be yourself and everything will be okay
- Differences are superficial – U.S. values are constant the world over
- Acceptance – we can work together
- Adaptation – can you explain the differences?
- Integration – I'm comfortable here!

Source: Douglas MacLean, MacLean Marketing

Six Areas of Business Difference

1. Time – past and present with a historical perspective, longer show hours and more days
2. Trust – high factor placed on relationships
3. Manners – significant emphasis on formality
4. Peer level contact – position is very important
5. Presentations – you have only one chance to make an impression
6. Personal Privacy – personal space is different from country to country

Hot Tips From Road Warriors at Global Exhibiting

- Carry a bilingual business card
- Have a third party contact to act as an intermediary
- Relationships first, then sales
- Provide quality and uniqueness – it is expected
- Establish a presence through a partner, joint venture, representative or agent
- Translate your literature into the local language
- Know what colors work and don't work
- Understand the decision-making process
- Know what "yes" and "no" mean in your locale of business

Source: ExhibiTips Vol. 4 #11 November 1996