

“ The Strategy of Exhibitions Activities in Developing Non-Oil Exports ”

The history of the trade fair industry intended for marketing goes back to one century B.C. The first fair in the world held by Phoenician mariners around 3500 years ago and subsequently those, the ancient Romans were the first nation who established and held international fairs and trades.

In 1953 and after the Second World War the Union of International Fairs (UFI) took shape. In Iran, too Tehran International fair in the formal shape has initiated its work since 1351. By developing and holding fairs flourished and the industry of fair especially international fairs attained high standing. Trade in distant past in the form of clearing namely transference of good with good and in traditional form initiated. Upon the invention of money, which as a criterion for measuring the values of goods and services the emergence the trade became easier compared with the past times. In the meantime, it boosted more, and by the interaction market taking activity the sellers gradually thought that they could offer their good in a determined location to be in the view of the buyers and it was in this manner that the central core for constitution of exhibitions took root. Since then, the imposing problem of offer and demand were developed. The policies of sellers and buyers' economy required that the merchants would think that the assembly of people in one place with various articles might attract more customers, and buyers might imagine too that they get better and more inexpensive goods in a big market where the sellers were numerous.

The foundation of these markets, later on known as fair markets, continued for several centuries until in the late of 19th century and in harmonization with human progress in the fair market in all the fields of economics, social and cultural the fair markets too gradually in local, regional , intercontinental and finally global were more evolved and showed off itself. This evolution trend progressed so far that at present the countries relative with their economical status have dedicated large and grandly locations for holding international fairs.

Presenting new techniques and phenomena will lead to gradual evolution of visitors' visions, which is not only effective in reinforcing society culture but in creating new cultures able to play a constitutive role.

Today, experts believe that one of the best advertisement types in introducing one article with superior quality is holding or attending at international fairs. On the other hand, the holding of such fairs leads to increase the knowledge and recognition of visitors and in fact such events. Especially at the present century causes to create more enriching societies because presenting new techniques and phenomena will lead to gradual evolution of visitors' visions, which not only effective in reinforcing society culture but in creating new cultures able to play a constitutive role. Based on carried out surveys the exhibitions (expertise or public) considered the most effective of marketing tools and if their holding will be with planning and pre-ordinance, they can have much role in exporting development. However, the recent years country experiences has shown that some of the exporters with productive units in spite of big expenditures that have in holding foreign exhibitions have not utilized from the created opportunities. The factors that have caused such are:

- The lack of acquaintance with social country economics, and culture where the exhibition held
- The lack of recognizance with economical, social, and cultural characteristics of country where the exhibition held
- The lack of identification by doing business constructive meetings with the potential customers during the fair holding
- The lack of information giving and advertising in mass media in order to attract visitors
- The lack of employing expertise persons and the lack of acquaintance with the local language
- The lack of selecting proper place for holding the expertise exhibitions

Generally, there are many factors involving in the lack of success of trade fairs that we will attend to some other important in the continuation of the discussion.

The Economical Influences of International Trade Fairs:

1- The increment of foreign trade transference volume:

No doubts the holding of the International trade fairs as the important factor of establishing the closer relation among the global markets will considerably help in developing the commerce of the countries who participate in holding international fair. Such fairs especially from the view of non-oil mercantile exports provide the best opportunities for interior producers to make their various goods known to the visitors and real or potential customers and make marketing for these goods as best as possible and in this way to develop their sale market.

2- Economical Collaborations :

Of the very important results of holding the trade, international fair is the closing substantial contractions and doing to mutual investments between the host and other participating countries, which puts on positive effects on the foreign commercial relations.

3- The escalation of the level of products and increment of public revenues:

International Trade fairs play a special role in escalating the products and increasing the public revenues which is the side results of its. Mutual investments, which take place in duration of the international fairs it is a start for creating the big and small producing units, naturally bring with itself more employment and extra incomes for the indigenous people. On the other hand, with consideration to the mechanism of offering and demand, the increment of the active productive shops in various fields in establishment of the country economical system will mark a tremendous impact and the potential fluctuations in this private will be in balance.

4- Creation of interior and international healthy competitions:

Participation in fairs where all the countries' owners of industry and exports firms to get together for public exhibition to offer their articles is a good reason for the producing units to show their traditional and industrial achievements. This creates a kind of competition among the producers and so encourages them in accordance with modern technology of countries and international standards to produce more and upgrade their quality of their articles and work more. In addition, this is one of the creations of numerous productive workshops, which at the result of it will be effective in healthy competitions in interior and international markets. Thus, participation in the world fair and or holding private exhibitions in the countries where they are competent for buying special goods whether industrial or traditional is necessary because this is a kind of effective advertisement in introducing articles.

5- Information and Technical Knowledge Transference:

Today the international fairs pursue wider objectives, they do not limit themselves to the consumers' needs, and the transference of goods and services, but such events is the place of information and knowledge transference and familiarity with the technique and power and volume and the production variety of the world different countries. Moreover, they provide opportunities to make known the world progress possibilities and the share of each country viewed and awareness of the public.

The applicants of non-oil goods exports should be continually and frequently informant of the latest evolution of International markets and they should correct their export activities trend in the framework of the gained information.

6- The Transference of Technology:

Perhaps one claims with certainty that participation in an international fair especially expertise international fair is one of the important factors of technology transference to our country competent artisans because:

- The industrial countries avoid usually showing their latest global advanced techniques in the international fairs of the developing and under developed countries.
- Such techniques are being exposed in the other advanced countries.
- The industrial super power cast itself in a person's teeth.
- There creates a suitable field for the technological competitions.

7- The exhibition is the most important factor in international communication:

The decade of the ninety called the decade of communication and now the outstanding progresses in the field of international communication by using the modern equipments is the cornerstone of the 21th century. In such a determining period the countries whatsoever advanced will not without having, relations with other countries be able to maintain even their entities.

In economy, too the communication has a very definite role. A buyer country will not be able to buy them without the other countries' achievement. At present circumstances, communication has absolute governance over the economical and social relations of countries and this fact has been as a main principle accepted. In this particular, one can claim that fairs and especial expertise international fairs is one of the important factors among countries. By attending in one international fair one can easily pay to marketing for the concerned articles and transact the global advanced technology.

Of course, it is necessary to mention that the consequences of successful fair is seen in a long run, that is by familiarization of a buyer and a seller who have advantaged by the fairs communicative tool. Between the parts, purchasing and selling will take place for continuous years, and one or several articles export during several years maybe the result of the familiarization of several buyers and sellers in one international fair.

8- International fairs the most important arm of non-oil exports

No doubts for development of non-oil exports, it requires that the multi-dimensions and farsighted activities, such as conducting deep research into international economies and the recognition of the trend of trade development between countries of parallel and complementary economies of export marketing. In addition, introducing these markets to potential and actual exporters should be carefully through the statistical figures, analytical reports, and holding conferences and expertise seminars carried out. So as the applicants for non-oil exports be in the current of the latest evolutions of international markets and make correction of their exports activities trend in the obtained framework of information. In addition to those researches, one can achieve to export in proper quantity and quality. However, in spite of all those interpretations, one may notice that participating in the expertise international fairs, with the proportionate of the country export goods; we can easily use a very effective tool. And in commemoration with country export goods, and with the size of the fair and economical power of the host country and the purchase capacity of that country in any processes to take action of the export potential increment, and after several years to increase the total size of the export amount with considerable degree. It is obvious that participation in an international and or holding a private fair will be successful when all research activities and the above-mentioned publications apart of its public trend, done for completion of export activities and for enlighten the opinions of the participants, we employ it in a fundamental and substructure manner.

In recent decades, other countries have trodden the above-mentioned way so that at present the international fairs have done as the world trade changer and have achieved an excellent status in the international scene. Part of this status is due to the importance that the economy of such countries grant to international fairs and another part proves that if the fairs utilized in the best possible way as the most effective tools of marketing the excellent results would obtain. Therefore, it observes that the right participation in international fairs will bring the following consequences.

- 1- The country export goods be at the disposal of visitors' sight
- 2- Concerning the high exchange rate of participations in an international fair to participate in a general open hall will be in favor of the participators
- 3- Attendance in a global fair will give the best opportunity to the participators to assay their goods in the realm of international competitions.
- 4- In an international fair the opportunity of market study will obtained. By presenting a sample of one new product in the fair the suitable conditions for its recognition to the visitors of hall will be provided and it is possible that among the visitors some competitors however, the work deserves its risqué.

- 5- Participation in international fairs is one of the most influential instruments in the world markets and at the most, the firms, which are interested in gaining the neighboring countries markets and other world points, will pursue this trend.

At present, the international fairs act as the changer agent of the world trade, and they have gained excellent status in international sphere.

- 6- The presence of the mass media in fairs (radio, television, and economical newspapers) will give opportunities to participators to use these mediums in the best possible way.
- 7- In international fairs, one can negotiate with important and potential purchasers in the basic and fundamental way.
- 8- Considering the many numbers of visitors who visit the booths and encounter for the first time with a new articles with a little bit of care and consideration any smart participant can increase the potential future demands for its products.
- 9- The fair is an open and at the same time impartial environment. In an international fair buyer and seller negotiate with each other far from a surrounding of office disturbances and they reach to worthy considerable conclusions, which ultimately may lead to big contracts.

Based on the studies carried out the fairs (whether expertise or public) are considered the influential marketing tools.

Which countries' fair we should choose

At present circumstances and regarding the increment of exchange rate, which naturally calls for the careful selection of international fairs and the countries, which there one can hold the private fairs should enough care be considered. Considering this principle and at the present conditions the priorities given to the following countries and fairs.

- 1- Attendance at the international expertise fairs in some of the bordering countries of Khalije Fars and the northern Africa with offerings of foodstuff, pharmaceutical herbs, stones and construction materials, computer equipments and presentation of gas and oil services, hospital, the medicine, and dentistry equipments.
- 2- Participation in the international fairs of the consuming articles of some countries such as Germany, Italia, Hungry, Romania, Poland, Check and

Slovakia and Greece especially in the field of handicrafts products, handy woven carpets, foodstuff and automobile spare parts.

3- Preventing of private fairs with right of sale be held.

In conclusion, the results of holding private fairs and participation in international fairs will be briefly as follow:

- a. To make known the economical, social, cultural and art progresses to the world;
- b. To study the mutual investing possibilities;
- c. To create the necessary feasibilities for the transference and concluding contracts for selling country traditional and industrial products;
- d. Showing country power of production with the help of presenting industrial products samples;
- e. Identifying the world different markets to the producers and country exporters;
- f. Acquaintance with other participating countries modern techniques;
- g. Developing the necessary collaborations in the field of technical, scientific and technological transference; and
- h. Marketing broadly for the export of country goods