

## **“ The role of exhibitions in a sound constructive competition ”**

In the world today, sound constructive competition is one of the most important factors for nations to develop and progress.

The sound competitions allow countries to be forerunner in the realm of commerce, to reinforce their economical strength, and to access to higher position in the world economy. A competition for private or international plays a more important role in success or failure of a company, institution or an establishment.

By using expert, trained, and experienced decorator and designers, a country might attract more visitors to its display stands in an exhibition. In an exhibition event where tens of producing institutions show all kinds of household appliances to visitors any producing company that present more excellent qualified products and by more reasonable prices to the potential buyers might have more opportunity for holding future contracts with its commercial counterparts.

Exhibitions, whether public private or international expertise exhibitions are a arena for competitions fully among interior, regional and international countries, companies and institutions such as:

- stands designing,
- presenting homogenous articles,
- the manner of receiving visitors,
- the quality of advertising and advertising materials,
- choosing the location of stand and its area, and
- price, special reductions, and better sale conditions

Companies that train and dispatch more expertise forces for stand management and managing its divisions and being responsible to visitors and presenting qualitative articles and services will have certainly much opportunity for succeeding in exhibitions and having excellence over their commercial competitors. In general, a sound constructive competition is the main key to success in industrial and commercial activities and attendance in exhibitions that is the most tools of marketing in the world today.