

## 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: [www.gov.uk/guidance/tradeshow-access-programme](http://www.gov.uk/guidance/tradeshow-access-programme).

### IOE&IT's events:

[www.export.org.uk/events/event\\_list.asp](http://www.export.org.uk/events/event_list.asp)



**BizTradeShows.com):**

10

Times (formerly

<https://10times.com/mexico>

**British Expertise Events:**

[www.britishexpertise.org/bx/pages/bx.php](http://www.britishexpertise.org/bx/pages/bx.php)

**EventsEye.com online database :**

[www.eventseye.com](http://www.eventseye.com)

**DIT online events search facility :**

[www.events.trade.gov.uk](http://www.events.trade.gov.uk)

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## Case Study



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