

THE GUIDEBOOK FOR OUTBOUND EXHIBITORS

SUCCESSFUL PARTICIPATION AT
INTERNATIONAL TRADE FAIRS

※

出国参展指南

国际参展成功之道

蓝 星
LAN XING

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ROLF MUELLER-MARTIN

- ◆上海市会展行业协会推荐用书
- ◆书中利用新媒体技术，扫一扫即可看到并下载出国参展的各种筹展进度表、成本控制表及欧洲部分展馆图

中国旅游出版社

Preface

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Preface

For the past several years, the Chinese government has been carrying out the “Going Global” strategy. The policy of “one belt and one road” signifies that China’s internal economic development will turn to intensive integration into the world economic entity, thus resulting in closer linkage between the two large economic circles of the Asia-Pacific and European regions. The implementation of reform and opening-up of China’s economy over the last 30 years has witnessed that China is already ranked as the world’s second largest economy, with the leading position in terms of foreign trade, direct foreign investment and foreign currency reserve. Along with the enhancement of economic power, China has become a driving force for the world economy. The “one belt and one road” policy will encourage even more Chinese enterprises, including small and medium-sized companies, to expand their overseas market, presenting themselves as a significant force in the international economic arena.

Looking back to the 80s last century, when China was just opening its door to the outside world, numerous foreign brands and technologies swarmed into the Chinese virgin market. One of the main ways to tap into this unfamiliar world is to participate at international exhibitions in China in order to test the new market, to expand sales channels, to establish the brand image and ultimately to seize a market share. It is evident that trade shows act as “springboards” to access to new markets and facilitate the entry of those enterprises who intend to participate in unfamiliar business environments.

This form of participation at exhibitions is also widely accepted among Chinese companies. In the past 5 years, tens of thousands of enterprises have taken part in exhibitions worldwide with two-digit increases in the quantity of exhibitions and exhibiting space.

序

近年来，中国政府提出“走出去”的宏观战略，吹响了我国各类企业大胆跨出国门的号角。“一带一路”的战略构想更是指明了我国经济版图的总格局将由内在发展的基地模式转向深度融入世界经济体的“大概念联通”模式，进而实现亚太和欧洲两大经济圈的融合。30多年的改革开放已经使我国的经济总量跃升为世界第二大经济体。进出口贸易、外商投资额和外汇储备已占据世界首位。随着国力的增强，我国已经成为拉动世界经济前行的一个重要引擎。而“一带一路”战略构想的实施，必将带动更多的中国企业，包括中小型企业，拓展海外市场，成为国际经济舞台上的一支重要力量。

回想20世纪80年代，中国实行改革开放经济政策之初，世界各地大批跨国企业及知名品牌产品和技术纷纷涌向中国市场。踏入这片未开垦的处女地的其中一个主要的途径，就是通过贸易展览会的平台，投石问路，获得市场基本信息，开拓产品销售渠道，建立品牌形象，并最终抢占市场份额。由此可见，贸易展览会是通往新市场的“跳板”，可以助力行业企业便捷地进入未知的市场环境。

这一重要的参展形式，也深受我国广大企业的欢迎。过去5年，我国已有成千上万家企业参加世界各地的贸易展览会，出展数量和规模一直以两位数的速度高速增长。这些先行者敢于走向陌生的市场环境一试身手，获得了可喜的国际商机，并因此带动了更多中国企业走出国门，拓展海外市场。随着我国企业对高新技术和产品质量越来越重视，可以预计，在今后数年中，必定会对出国参展提出更高的要求。因为只有这样，才能更好地保持在国际市场上的长久

These forerunners pioneered their way to untapped markets, gaining quite good returns, and thus encouraging the enthusiasm of more Chinese companies to expand their new market overseas. Now, as great importance is attached to the quality of new technologies and products in China, it is foreseen that higher requirements of overseas participation will be a must to Chinese exhibitors in the future. This could be the only possible way, if they want to maintain a long-standing position in the international market, and consolidate their market share already established.

I used to be involved in the work of outbound participation in foreign exhibitions for many years in the CCPIT, which is a major organization for external exchange in China. With a passion for this work, I discovered that Chinese enterprises have been using more innovative ways to exhibit abroad under the influence of international styles of trade shows. Quite a large number of exhibitors still prefer participation as a member of national pavilions; but some have begun to exhibit independently in order to forge the “national brand” on their own; a new form of overseas participation is to take part in China trade shows in other countries. These exhibitions are initiated and held by Chinese organizers aimed at the foreign countries, instead of local trade fairs.

Of course, there are advantages and disadvantages for these different forms of participation. The key point is to choose the right one suitable for each exhibitor's purposes. However, whichever form they may choose, it is more important that the outbound exhibitors pay attention to the following four key issues: 1. be familiar with the background situation of your business partners in terms of their social, political, economic, cultural features and national customs in their country; 2. develop effective cooperation with local business people; 3. keep a close eye on the characteristics of your target market and their demands; 4. try to enhance the international image of your brand names. If these aspects are neglected, the objectives of your overseas

生命力，才能巩固已有的市场份额。

本人曾在贸促系统——这是中国对外交流的一个重要机构——从事过多年的出展工作。出于对出展工作深厚的感情，我发现由于受到国际展览形式变化的影响，中国企业的出展模式也在不断与时俱进、创新发展。有相当部分的企业仍以抱团形式到国外参加展会，作为该展会的一个集体参展者出现；而有的企业则开始以单独参展者的身份参加国际展，倾力打造属于它们自己的“民族品牌”；还有一种新模式则是不参加当地的展会，而是由我们的企业独立办展，即举办命名为“中国”某专业领域的展会。展会的整个组织工作都由中国的对外展览机构负责。这些参展形式都有各自的优劣势。形式选择的关键在于是否能够满足每一个参展商的参展目的。但是更重要的是，不管哪种形式，都需要关注四个重要方面：1. 深入了解贸易伙伴国家的社会、政治、经济、文化及民俗礼仪；2. 开拓发展与当地商人有效的合作关系；3. 密切关注目标市场的特点和需求；4. 提升维护自身品牌的国际形象。如果忽略了这些方面，参展的效果就会事倍功半，参展的目的就难以实现。

《出国参展指南——国际参展成功之道》在这样的背景和需求下应运而生。蓝星教授曾任职上海贸促会，他从20世纪80年代开始便十分了解和熟悉国际展览会的运作流程，现又从事会展教育和研究。本书由他与一位德国会展专家联合著写，融合了国内出展的现实情况和国际展览的先进理念和做法，对计划“走出去”参展的企业来说，极具参考价值和指导意义。

这是一本涵盖面较全面的实务类指南，既清晰讲述了海外出展必要的工作流程和步骤，又包含了大量实用的欧洲展览市场信息和工作文件图表。书中图文并茂，生动呈现了如何在国际展览会上展现具有国际竞争力的公司形象，以及筹备工作的要点和技巧。最后

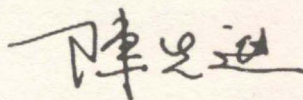
participation will be hard to achieve, in spite of double efforts.

Against such a background and demand, “Successful Participation at International Trade Fairs—The Guidebook for Outbound Exhibitors” has been published right on time. Professor Lan Xing, once employed for the CCPIT Shanghai Sub-council, has been very experienced in outbound exhibitions since the 1980s, and is now involved in exhibition research and educational work. The book, co-authored by a German trade fair expert, features realistic situations in China and advanced concepts and practices at international exhibitions. It is well-worth reading for those exhibitors planning to participate at overseas trade shows.

The reference book covers a complete range of essential working steps for the preparation of participation overseas. It contains an enormous amount of information about the European trade fair market as well as practical work documents. With vivid pictures and an easy to read text, it presents how your corporate image will stand out in the competitive scene, and includes the know-how for the preparation work. In particular, the last chapter offers much valuable advice on various issues and about problems that occur frequently among Chinese exhibitors. The knowledge of these particulars is a prerequisite for a successful participation.

The publication of this book will undoubtedly exert a fresh impetus to Chinese enterprises to participate in overseas exhibitions in response to the strategic concept of “one belt and one road”.

Honorary chairman, UFI
President
Shanghai Convention & Exhibition Industries Association



October, 2015

一章的“成功参展攻略”为我国企业参展中常见的种种现象提出了宝贵的建议和忠告。这些细节是参展成功的必要条件。

本书的出版，必将为我国企业响应“一带一路”的战略构想，走出国门参加海外展览会，插上腾飞的翅膀。

国际展览业协会 名誉主席

上海市会展行业协会 会长

陈光进

2015年10月

Message from AUMA

Every year around 25000 companies from East Asia exhibit at German trade fairs, including 12000 from China, and the figure is growing.

Therefore we appreciate it very much that two renowned experts on international trade fairs have collaborated to write this book with a new pragmatic approach for exhibitors from Asia. They have compiled their wide range of insider know-how providing comprehensive advice to Asian companies which plan to exhibit successfully at European trade fairs – all written in a well-structured and easy-to-follow style.

Managing Director of AUMA
Association of the German Trade Fair Industry
Dr. Peter Neven
February, 2016

德国展览业协会致辞

每年来自东亚国家参加德国贸易展览会的公司有 25000 家之多，其中包括 12000 家中国公司，而且数量还在继续增长。

因此，我们非常感谢两位专门从事国际贸易展览会的知名专家，为亚洲的参展商联合撰写了这本新颖实用的参展指南。他们从业内的角度，全面揭示了出国参展的专业技巧，为想要在欧洲成功参展的亚洲公司提供了综合性的建议。

本书结构完整，便于读者理解并按步骤去实施完整的参展计划。

德国展览业协会董事长

彼得·奈文博士

2016 年 2 月

Introduction

After two years of hard work, the writing of the book has now been completed. Co-authored by the German trade fair expert Rolf Mueller-Martin, the book is released with intensive discussions on some key issues of the trade fair industry in the European and Chinese markets. An interesting topic is about Chinese participation at European trade fairs. What surprises my counterpart is that Chinese exhibitors have been mushrooming in the European market over the past several years, even seen at some fairs in small German cities. This indicates that “Made in China” is increasingly gaining influence in the world. However, to be more accessible to the international market, there is still much room for improvement in certain respects such as brand-building, marketing strategies and international business communication as well. Only this way can it be possible to achieve more worldwide business success. Hence, the guidebook is specially designed to offer the advice and experience of both the Chinese and German professionals.

In order to be practical to use, the book elaborates on know-how about the preparation of an outbound fair participation. The 25 steps cover almost all aspects of the participation work with necessary working points and reveals the secrets of success to becoming an outstanding exhibitor.

Another valuable aspect of the book is that readers can find a lot of useful information and working documents in the attachments. These include a timetable of the preparatory work, forms for budget calculations and control, checklists for different parts of the work as well as maps of the major fair grounds in Europe.

All in all, this practical guidebook can either serve as a reference book for new exhibitors or as a source of information to be referred

前言

经过两年的酝酿和撰写，本书终于成稿了。因工作关系，我与德国的一位贸易展览专家罗尔夫·米勒-马丁共同创作出版了本书；我们就有关欧洲与中国市场的贸易展览会的关键问题进行了深入探讨，其中一个有趣的话题就是中国参与欧洲贸易展览会。令他感到惊讶的是，过去数年中国企业赴海外参展以惊人的速度在增长，甚至在德国一些小城市的展览会上都能看到中国参展商的身影，可见“中国制造”已经在国际上产生令人瞩目的影响力，产品质量也日益受到国际客商的认可。然而，同样明显的问题是，如要更快融入国际市场，中国企业在自身品牌形象塑造、产品的市场推广以及国际商务交往等方面还有很多改善的空间。如果更加注重企业的形象包装，并以自信的姿态融入国际商务环境，那么商业成功的可能性无疑将显著提高。基于此，这本集中德两国会展人经验和认识的工具书诞生了。

为避免空泛和枯燥，本书以操作实用为主旨，按筹展工作的主要环节和基本流程详细讲解了工作要点和技巧。25个参展步骤涵盖了出国参展的各个方面，不仅点明了必要的工作内容，而且揭示了大量海外参展的成功秘诀。除了基本的参展知识外，还详尽介绍了参展商如何与服务供应商进行合作以及应注意的要点等。

正规的管理是建立在清晰的工作流程和完整的文档之上的。本书提供了大量有用的信息资源和实用的工作表格，以方便首次参展的企业踏出实际筹备工作的第一步。对参展管理来说，工作进度表可以监督阶段性任务完成的时间，参展预算表将控制总经费的支出，

to anytime. The bilingual version even makes it possible for young employees to improve their professional English language. Additionally, many parts of the book are also essential knowledge for participating at domestic international exhibitions.

Last but not least, both Mr. Rolf Mueller-Martin and myself would like to express acknowledgements to all those who have contributed to the completion of the book, including Messe Frankfurt, AUMA Berlin, mac Exhibition Services, Langenlonsheim Germany/Shanghai, bluepool Fairs and Events, Leinfelden Germany/Shanghai, as well as Mr. Fu Yu, General Manager of Hannover Milano Fairs Shanghai, Mrs. Maria Zhang, Vice President of SIEC, Mr. Wu Yinan, General Manager of JES Shanghai and many more. Our special thanks to BroadMesse, which generously contributed their support in making the book published possible.

May the book a great help for ambitious exhibitors in the international market!

Chinese author
Prof. Lan Xing
October, 2015

任务核对表可提醒项目经理必须完成的工作等。附录中的欧洲主要展馆图也为参展企业先期了解展出地基本信息提供了帮助。

总之，这是一本非常实用的参展指南。本书既可作为参展新手的教科书，助其系统地学习企业参展知识；又可作为工具书，为其随时查阅相关章节以解答遇到的问题提供方便。中英文对照更有助于参与展会工作的年轻人进修专业英语知识。同时，本书中诸多内容对参加国内的国际性贸易展览会也很适用。

借此机会，我和罗尔夫·米勒-马丁先生谨向法兰克福展览、德国展览业协会、美习展览、览鹏展览展示，bluepool, Leinfelden 德国/上海公司，以及汉诺威米兰展览（上海）符禹总经理、上海市国际展览公司张丽萍副总裁、金怡国际展运吴亦南总经理以及其他给予我们支持的人们诚致谢意，并特别对宽创国际的张东总裁致以衷心感谢，其慷慨支持使本书得以出版。

愿本书为广大参展企业进入国际市场助一臂之力！

中国作者 蓝星

2015 年 10 月

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