

“Making the most of your trade fair participation”.

Workshop at the SA-German Chamber of Commerce and Industry at the 21st of January 2009.

Participating in international exhibitions, conferences and trade shows are becoming a crucial step on the ladder of success. Even if especially small and medium sized companies recognized the enormous benefits of performing on international trade fair events, many underestimate the fact that it is very important to prepare such an event well in advance.

In collaboration with Linda Holtes (Platinum Mile Consultants) the SA-German Chamber of Commerce and Industry provided necessary and interesting input, how companies should present themselves and their products on international platforms. Six different companies and organisations took advantage of this opportunity and were able to gain very valuable information in order to make their trade fair participation a full success.

Lizelle de Bruin, Edukwanda, Cape Town:

Edukwanda is exhibiting at Spielwarenmesse in Nuremberg from February 5 – 10,2009

“I found the workshop extremely helpful especially all the information on Incoterms and all the potholes one can fall into. Being a first time exhibitor I found her tips on the design of the stand helpful as well. I will definitely do the workshop again as it answers most of the questions I had.”

Natacia Champion, GTC Cable Processing Solutions, Mondeor:

“The workshop was fantastic. Thank you for a lovely day! Linda provided us with a lot of information, some which we knew and some which we will enforce in the future for importing and exporting our goods.”

David Tshabatala, Phumani Paper, Johannesburg: Phumani Paper will exhibit at Paperworld in Frankfurt from January 30 – February 3,2009

“I think the workshop was a success. Thanks to Linda and the SA-German Chamber for making such an opportunity available to us. I have learned a lot during the workshop. Now I know that I need to do No Commercial Value Invoice and certificate of origin for other items. Lunch was delicious”.



Due to the great success of this workshop, the SA-German Chamber of Commerce and Industry is planning to run an export workshop on a regular basis.

Please do not hesitate to contact Robert Wagner (assistanttf@germanchamber.co.za) for any questions you might have.