



## **Guidelines for Hosting a Business Development Trade Mission**

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### **About IAEE**

The International Association of Exhibitions and Events (IAEE) was organized in 1928. Our mission today is to promote the unique value of exhibitions and other events that bring buyers and sellers together. IAEE is the principle resource for those who plan, produce and service the industry. Our members organize, produce, and supply the most important exhibitions in 58 nations.

### **Business Development Trade Missions**

Working in collaboration with a local host organization, usually a national international trade promotion organization, international fair organizer, and/or convention and visitors bureau, IAEE organizes a delegation of up to 10 individuals, including one IAEE staff member, to participate in a Business Development Trade Mission. The individuals selected are limited to those who have actual plans to expand their operations to overseas markets, who desire to expand their US-based events with more international participation, and/or those who are seeking partners overseas for joint ventures related directly to the exhibition industry.

The objective of the Mission is to facilitate the connections that are necessary to bring the parties together to explore the feasibility of new cooperative ventures. The typical duration of an IAEE Trade Mission is three nights at the host venue. This is flexible depending upon specific circumstances.

IAEE will work with the local host organization to review applications received by individuals who wish to participate in the Trade Mission and to jointly approve those selected to participate. We ask the host organization to define in advance the "ideal" participant who might participate in the Trade Mission

## **Responsibilities of the Local Host Organization**

In order to ensure the success of the Trade Mission both for participants and the host venue we ask the local host organization to arrange the following minimum requirements:

- Roundtrip air transportation: Economy with the opportunity for individuals to upgrade to business class at additional cost to themselves; for flights of more than seven (7) hours in duration Business Class is required.
- 3 Nights hotel accommodations (at minimum 3-star hotel).
- Breakfast and most meals; it is recommended to allow one or more meals open to allow for some schedule flexibility.
- An agreed to in advance agenda of activities that might include:
  - Briefings about local business conditions, trade considerations, regulatory issues, taxation matters, etc.
  - Venue tours if appropriate
  - Counterpart meetings wherever possible to facilitate the creation of partnerships, joint ventures, etc.
  - Cultural/social evening events that convey the local environment
  - Ideally scheduling the trade mission in conjunction with an existing exhibition/event at the host venue to allow participants to witness an event underway.

## **First Steps to Hosting an IAEE Business Development Trade Mission**

IAEE requests that those who have interest in hosting a Business Development Trade Mission contact IAEE expressing such interest and proposing a venue and proposed dates. We require a minimum of six months advance notice in order to ensure that an appropriate IAEE delegation can be assembled. It is not unusual to schedule such Trade Missions one year in advance.

Interested parties should contact:

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