



Southern African – German Chamber of Commerce and Industry  
Deutsche Industrie – und Handelskammer für das südliche Afrika

**Export and Trade Fair Training**  
**SA - German Chamber of Commerce and Industry**  
**“Making the most of your trade fair participation”**

Date: 18<sup>th</sup> March 2010  
Venue: 47 Oxford Road, Forest Town 2193, Johannesburg  
Cost: R 620.00 (p. p.) V.A.T inclusive  
Includes: Lunch, tea, coffee and course material

A portrait of Mrs. Linda Holtes, a woman with blonde hair, wearing a white shirt and a brown vest, looking directly at the camera.	<p><b>Instructor:</b></p> <p><b>Mrs. Linda Holtes, Platinum Mile Consultants</b></p> <p>Linda has been consulting companies and government agencies on all aspects of international trade for some 30 years. Her courses are both practical and implementable. Based on experiences gained whilst working in various international trade fields, Linda has developed a number of training programmes on a “need to know” and not a “nice to know” scenario.</p>
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Dear Client,

The Southern African - German Chamber of Commerce and Industry kindly invites you to participate in a workshop on the 18<sup>th</sup> March 2010 at the SAGCC boardroom located on 47 Oxford Road, Forest Town in Johannesburg.

**This workshop will provide you with valuable information and practical tips, to maximise the efficiency and profitability of your trade fair participation. In addition, our comprehensive material provided at the workshop will complement your planning process in preparation for your international showcase.**

Participating in international exhibitions, conferences and trade fair events has become a crucial step in the ladder of success. Especially in small and medium sized companies who underestimate the chances international trade offers. There is no doubt that the performance on an international platform should be planned well in advance:

- In which way should a company present itself and their products?
- What strategy should be developed?
- How can the right people be attracted in order to gain valuable contacts?
- What is necessary to enter the international market?
- How to follow up with potential clients after an exhibition in order and land those contracts?

In collaboration with Mrs. Linda Holtes, the SA - German Chamber of Commerce and Industry offers you the opportunity to get these and many other questions answered.

**Please note: In order to provide an efficient workshop, space is limited. Therefore you should register as soon as possible but and no later than 15<sup>th</sup> March 2010.**



**Programme: “Making the most of your trade fair participation”  
at the SA - German Chamber of Commerce and Industry  
18<sup>th</sup> March 2010, 47 Oxford Road, Forest Town, 2193, Johannesburg**

No.	Topic	Time
1	<b>Why market internationally – benefits offered</b> The benefits offered by trade fair participation	09:00 – 09:30
2	<b>Setting focused objectives for trade fair participation – Drawing up a plan for your trade fair participation</b>	09:30 – 10:00
3	<b>Planning your stand and how best to exhibit your products – Marketing and promotional materials</b>	10:00 – 11:00
4	<b>Coffee Break</b>	11:00 – 11:15
5	<b>Stand-Out – Be professional, attracting companies to your stand</b>	11:15 – 12:15
6	<b>Lunch and networking</b>	12:15 – 13:00
7	<b>Transporting your goods to foreign markets</b> What export documents you need in order to deliver your products to global markets	13:00 - 13:45
9	<b>Legal aspects – Appointing a distributor or agent, what are the benefits and pitfalls including a distributorship agreement</b>	14:45 – 15:30

Should you have any questions, please do not hesitate to contact us. We are looking forward to a stimulating and informative day at the Chamber!

Yours sincerely,  
Southern African – German Chamber of Commerce and Industry (SAGCC)

Annette Pringle-Kölsch  
Head of Trade Fairs Department



**Export / Trade Fair Training  
 at the SA - German Chamber of Commerce and Industry  
 Reply – Form: “Making the most of your trade fair participation”**

Register by completing the fields below and return it to: SAGCC, Mr. Shaan Padayachy,  
 Fax (011) 486 3346, Email [spadayachy@germanchamber.co.za](mailto:spadayachy@germanchamber.co.za)

<b>Company:</b>	
<b>Postal Address:</b>	<b>Code:</b>
<b>City:</b>	
<b>Tel:</b>	<b>Fax:</b>
<b>1. Participant</b>	<b>2. Participant</b>
<b>Name:</b>	<b>Name:</b>
<b>Position:</b>	<b>Position:</b>
<b>Email:</b>	<b>Email:</b>
	<b>Yes , I hereby confirm the attendance to Export and Trade Fair Training on the 18<sup>th</sup> March 2010, for person/s listed above the fee: R 620.00 (per participant/per day) V.A.T incl. which also includes: Lunch, tea, coffee and course material</b>
	<b>No, unfortunately I am not able to attend this Training, but please inform me regarding the next Export Training Course at the Chamber.</b>

**South African German Chamber of Commerce and Industry Johannesburg Office:**

<b>Att.</b>	Mr. Shaan Padayachy
<b>Tel.</b>	(011) 486 2775
<b>Fax.</b>	(011) 486 3346
<b>Email:</b>	<a href="mailto:spadayachy@germanchamber.co.za">spadayachy@germanchamber.co.za</a>
	47 Oxford Road, Forest Town, 2193 (Entrance Waltham Rd.)
	P.O. Box 87078, Houghton, 2041
<b>Fee</b>	R 620.00 (Per participant/ Per day)
<b>Reference:</b>	SAGCC- [YOUR Company Name] - Export Training
<b>Banking Details:</b>	Nedbank Braamfontein
<b>Branch Code:</b>	1950 05
<b>Account No:</b>	1950-459349
<b>Payment methods</b>	Payment may be made to our banking account by cheque; cash or direct transfer.

**Important to note:** To ensure that your booking reaches us in time we would appreciate your reservation by fax or e-mail to: **Fax: (011) 4863346** or [spadayachy@germanchamber.co.za](mailto:spadayachy@germanchamber.co.za) .

**Terms and conditions:** Should registrations for the workshop be less than the warranted amount of participants needed (15), the SAGCC reserves the right to cancel the workshop. The client reserves the right to cancel his/her participation one week prior to the workshop, thereafter the full amount will be charged. An administration charge not exceeding 10% of the fees may be charged for cancellations.