Factors Affecting the Filipino Exporters' Participation at the MANILA FAME Trade Fair

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RESEARCH BRIEF

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If Germany is known for the Frankfurt Fair and China for the Canton Trade Fair, the Philippines has been known for the Manila FAME Trade Fair. Manila FAME Trade Fair advertises the Philippines as an exporter of creatively-designed and high-quality products. Research byAngand Teo (1995) showed that the Philippines has earned the title of being "Milan of Asia" because of the Filipino exporters' craftsmanship and unique designs. The Center for International Trade Exhibitions and Missions (CITEM), which organizes the Manila FAME Trade Fair, aims to make the Philippines the source of quality and creatively-designed products using indigenous materials (www. citem.gov.ph). The 58th Manila FAME Trade Fair held in October 2013 showed products from exporters that were designed by well-renowned Filipino designers.

In November 2012, exports grew by 18.9%, which was the highest in the Southeast Asian region (Olchondra, 2013).While it is difficult to attribute this growth directly to the country's national promotion drive such as the Manila FAME Trade Fair, it has been shown that trade fairs have been at the center of commerce for centuries (Cateora,Gilly, & Graham,2011).

European firms spend 22% of their total annual media budget on trade fairs versus American firms which spend less than 5% (Cateora et al., 2011). Filipino exporters spend an average of P200,000 or

$4,651 to join the Manila FAME Trade Fair (V. Lo, personal communication, October 19, 2013). Annually, there are more than 15,000 major trade fairs worldwide (Kotabe et al., 2005). The Hanover Industry Fair in Germany is the largest trade fair in the world with 6,000 exhibitors and 600,000 visitors (Cateora et al., 2011).

The Manila FAME Trade Fair has been part of the Philippine government's national export promotion program since 1983.It is part of the program to assist Philippine SMEs, which comprise 99.6% of all businesses registered in the country and employ 69.9% of the total labor force (Leano, 2004) to market their products overseas. According to Leano, SMEs account for 32% of the country's GDP (2004). Part of the strategy to sustain their growth is their participation in trade fairs, such as the Manila FAME Trade Fair, where they can promote their products to global markets.

In October 1992, the Manila FAME Trade Fair had 337 Filipino exhibitors and 2,565 buyers, over 70% of which were foreign (Ang&Teo, 1995). This fair generated $58,000,000 in negotiated sales and $54,500,000 in projected sales, with the Philippine government spending less than $300,000 to organize the Manila FAME Trade Fair.Past Manila FAME Trade Fairs showed gifts, toys, houseware, Christmas décor, leathergoods, fine jewelry, and fashion accessories. Due to the decreasing number of exporters who joined Manila FAME Trade Fairs, CITEM started

including other products in 2011 such as furniture and garments to fill up the exhibit spaces (V. Lo, personal communication, October 19, 2013). Josie Natori Cruz, CEO and Founder of the multibillion dollar Natori Company pointed out that attendance in trade shows all over the world has decreased because people travel less to attend trade fairs (Yamsuan, 2016). Perhaps, this can be attributed to the fact that information about exhibitors and their products can now be obtained online.

In October 2011, four trade shows (Manila Now, CEBUNEXT, Bijoux Cebu, and Manila FAME) which were held in different months and different venues were consolidated under the brand name Manila FAME Trade Fair. This consolidation meant that Manila FAME Trade Fair will now have more exporters who will exhibit a greater variety of products to more export markets. CITEM also invited foreign exhibitors to join Manila FAME Trade Fair. These moves, however, have not stopped the decline in the number of Filipino exporters joining the Manila FAME Trade Fair. This study aims to identify the factors that will encourage Filipino exporters to join the Manila FAME Trade Fair. Further, it aims to find out which factor exerted the strongest influence and which factor exerted the weakest influence in attaining the exporter's trade fair objectives.

Theoretical Background

As part of business to business marketing, trade fairs have been used by exporters to promote their products to global markets (Cateora et al., 2011; Hansen, 2004; Kerin & Cron, 1987; Menon& Edward, 2013; Power & Jansson, 2008). Trade fairs help exporters sell their products, reach customers, contact and evaluate agents and distributors, and view their competitors (Cateora et al., 2011). Exporters organize their annual activities to include trade fair planning such as research for new products, developing new products to be exhibited, budget for trade fair participation, and promotional activities to support trade fair participation (Power& Jansson, 2008).

Most small and medium-sized firms (SMEs) invest little or no money in advertising, promotion, market research, and other marketing activities but most attend trade fairs, either as exhibitors or visitors (Munuera & Ruiz, 1999). According to Munuera and Ruiz (1999),

this is because trade fairs differ from other marketing communication tools such advertising given that it allows direct contact between exporters and importers. Further, it is different from a sales call because the contract is initiated by the importer rather than the exporter.

Trade fairs have become important promotional tools not only for those exporting goods but even for those exporting services (Hansen, 2004; Herbig,Palumbo, & O'Hara, 1996; Sichtmann &von Selasinsky, 2010). Trade fairs have been recognized as significant marketing tools which can influence the exporters' ability to compete overseas and, thus, the trade show industry has grown in recent years (Kellezi, 2013; Seringhaus & Rosson, 2001). As part of the promotion mix, trade fairs have been classified as part of events marketing (Thomas, Hermes, & Loos,2008).Due to the benefits of trade fair participation, various governments have also used it as part of the national export promotion programs to improve exports (Leonidou, Palihawadana, & Theodosiou, 2011; Nguyen, 2012). Empirical studies on return on trade fair investment showed a positive effect on sales and profits for a manufacturer of gas chromatographic equipment (Gopalakrishna, Lilien, Williams,&Sequeira, 1995).

Aside from sales and profits, there are behaviour-based results in evaluating trade fair performance. Trade fair participation generated product awareness and interest, and provided positive economic returns to the firm (Gopalakrishna et al., 1995). Other studies showed that trade fairs are venues to gather information about competitors, new products, trends, and so forth (Carman, 1968; Soilen, 2010). Kerin and Cron (1987) stated that trade fairs can have selling and non-selling benefits.

Hansen (2004) identified the following factors that will encourage firms to join trade fairs based on data from exhibitors at the SIAL Trade Fair in Paris and ANUGA Trade Fair in Cologne:

1. Sales-related activities. These consist of actual sales, introducing new products, testing new products,and developing new product/market segments.
2. Information-gathering activities. These consist of collecting general information, collecting information about competitors' prices, products and strategies,and information about suppliers

and customers.

3. Relationship-building activities. These consist of maintaining and developing personal contacts with existing customers and using the trade fair as a venue where management can develop relationships with customers.

4. Company image-building activities. These consist of gaining advantage of competitors who are not exhibiting, convincing customers that the company is strong, market communication in general at the trade fair and maintaining company image perceived by customers, competitors, and professional press. This is limited to company image-building activities.

5. Motivation activities. These consist of training and developing the sales team, strengthening the sales peoples' motivation, and motivating the sales people when they meet the customers.

Figure 1 shows Hansen's model.

According to Hansen (2004), trade fair performance is composed of (1) sales-related activities, (2) information-gathering, (3) relationship-building, (4) company image-building, and (5) motivation activities. He said that there is a positive relationship between trade fair performance and global performance. Likewise, there is a positive relationship between trade fair performance and trade fair intentions. Using this model, firms are likely to join the trade fair again if their trade performance was favorable.

Methods

This study used a person-assisted questionnaire in English. It was pretested to selected Filipino exporters. After pretesting, the questionnaire was modified. It was administered to 130 Filipino exporters at the Manila FAME Trade Fair last October 17–20, 2013 in the SMX Convention Center, Philippines using convenience sampling. The questionnaire used in this study collected basic information on the exporting firm (business organization type, capitalization, export markets, etc.). It had 17 items using a 5-point Likert scale that evaluated their trade fair participation. Appendix 1 shows the Manila FAME Trade Fair survey questionnaire.
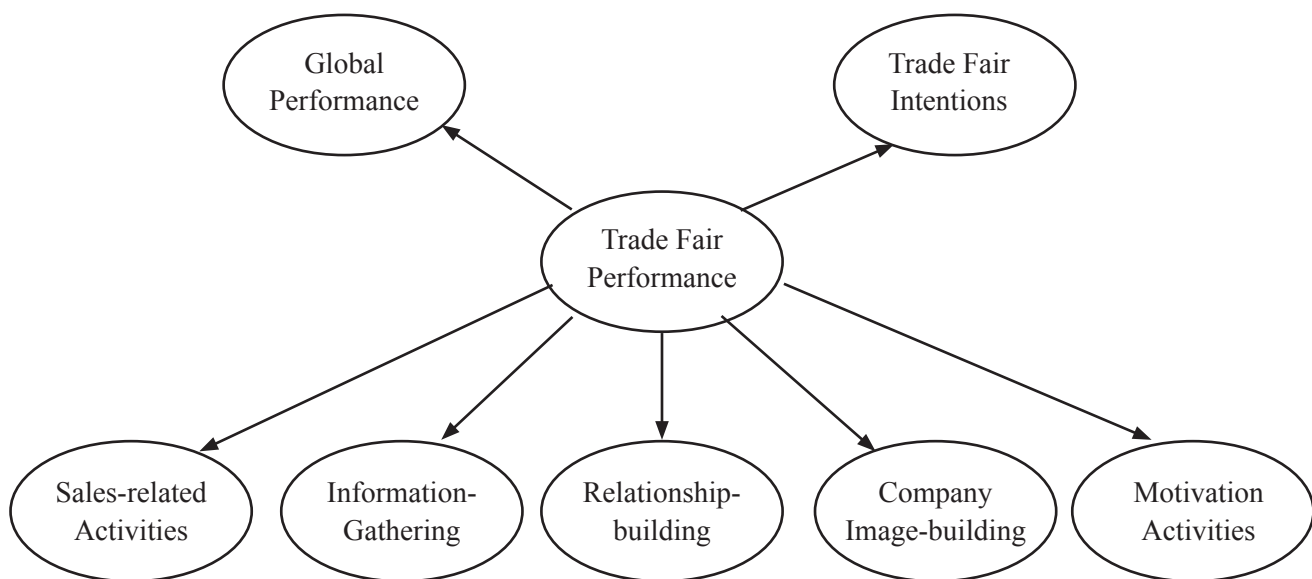

Figure 1. Model for measuring trade fair performance.

Source: *Hansen (2004)*

SAS software was used to analyze the research data. Factor analysis was performed employing the principal factor method. Equamax rotation was used to extract a simpler structure of the factor loading. Discriminant analysis was also used to investigate if there are any differences in the factors that contributed to the attainment of the exporters' objectives. This was also used to find out which factor had the greatest contribution to attainment of exporters' objectives and which factor had the least.

Results

Table 1
Respondents' Profile (n=130)

Variable		%
Position	Owner/Manager	80.00
	Marketing Manager	10.00
	Others	10.00
Organization	Single Proprietorship	33.08
	Partnership	4.62
	Corporation	60.77
	Cooperative	1.54
Capital	P150,000-P1.5M	43.85
	Above P1.5M-P15M	43.85
	Above P15M-P60M	12.31
Products (number more than 100% as some exhibited many product lines)	Housewares	51.00
	Fashion Accessories	36.00
	Furniture	22.00
	Christmas Decors	14.00
	Footwear	7.00
	Leathergoods	6.00
	Garments	1.54
Number of times that firm joined Manila FAME	1	9.00
	2	5.74
	3	7.38
	4	5.74
	5	3.28
	6	28.69
	10	18.85
	15	4.10
	20	4.10
	30	1.64
	40	4.10
	45	1.64
	50	5.74

Export Markets	US	84.62
	Japan	73.08
	UK	55.38
	France	46.15
	Germany	41.54
	Netherlands	35.00
	Singapore	32.00
	HK	27.69
	Taiwan	20.00
	China	19.23
	Malaysia	16.15
	S Korea	12.31

Out of 130 respondents, 80% were owners/managers (Table 1). Most of the firms (60.77%) were corporations. In terms of capital, an equal percentage (43.85%) of organizations were small and medium-sized. All are micro (P3 million or less), small (more than P3 million but less than P15 million), and medium (P15 million to P100 million) in terms of capital. Most respondents exhibited housewares. Out of 130 respondents, 28.69% had joined the Manila FAME Trade Fair for the 6th time. The respondents' top twoexport markets were the US and Japan.

Table 2
Respondents' Estimated Annual Export Sales (US Dollars) in 2012

Sales	Frequency	%
1-210,000	62	47.69
210,001-420,000	19	14.62
420,001-630,000	12	9.23
630,001-840,000	5	3.85
840,001-1,050,000	10	7.69
1,050,001-1,260,000	5	3.85
1,260,001-1,470,000	4	3.08
1.470,001-1,680,000	3	2.31
1,680,001-1,890,000	3	2.31
1,890,001-2,100,000	4	3.08
2,100,001-2,310,000	3	2.31

Out of 130 respondents, 47.69% or 62 of the respondents had export sales in the range of US$1-–US$210,000 in 2012 (Table 2). There were 19 respondents (14.62%) who had export sales in the range of US$210,001–US$420,000 while 12 (9.23%)

had sales in the range of US$420,001–630,000. These were the threelowest scales in terms of sales.

Table 3
Respondents' Objectives in Manila FAME Trade Fair Participation

Objective	Rank*	Mean
Find new buyers	1	1.98
Generate sales during the fair	2	2.03
Meet existing buyers	3	2.29
Appoint agents & distributors	4	3.96
Seek joint ventures	5	4.54

* 1 - most important, 5 - least important

Table 3 shows that the top two objectives in joining the Manila FAME Trade Fair were to find new buyers and generate sales.

Factors Encouraging Exporters to Join the Manila FAME Trade Fair

Using factor analysis, the 17 items that encouraged respondents to join the Manila FAME Trade Fair were grouped into five factors (Table 4). These factors were Sales and Buyers (Factor 1 or F1), Information-Gathering (Factor 2 or F2), Seeking Distribution Channels (Factor 3 or F3), Company Image-Building (Factor 4 or F4), and Country Image-Building (Factor 5 or F5). Except for Country Image-Building (Factor 5), these factors are in Hansen's (2004) trade performance model. Results, however, do not show that there were motivation activitieswhich is another dimension in Hansen's trade fair performance scale. Neither did the interviews show factors related to motivation activities.

When respondents were asked if they met their objectives, 64% said yes while 35% replied that they did not meet their objectives.

Factor Exerting Strongest Influence and Factor Exerting Weakest Influence

To analyze if there are differences in the factors that contributed in the exporters' attainment of objectives in joining the trade fair, discriminant analysis was performed. The results showed that there were significant differences (p-value <0.0001) with the overall model explaining 18.74% of the variation

Table 4
Factors Encouraging Exporters to Join Manila FAME Trade Fair

Item	Factor Analysis Grouping	Mean	Rank
To join because the benefits of joining bigger than costs	F1	3.97	1
To promote company image	F4	3.89	2
To promote country image as reliable exporter of goods and services	F5	3.87	3
To support government's trade promotion efforts	F5	3.86	4
To join because it is cheaper than joining trade fairs overseas	F4	3.68	5
To join because pastparticipation was satisfactory	F4	3.49	6
To join because CITEM is a good organizer	F2	3.38	7
To meet existing buyers	F1	3.23	8
To join because of positive testimonies from other exporters	F2	3.22	9
To check competition	F2	3.18	10
To generate sales after the fair	F1	3.12	11
To check market trends	F2	3.11	12
To generate sales during fair	F1	3.02	13
To meet new buyers	F1	2.98	14
To appoint distributors	F3	2.35	15
To appoint selling agents	F3	2.31	16
To seek joint ventures	F3	2.30	17

Table 5
Factor Having the Strongest Influence on Achieving Exporters' Trade Fair Objectives

Factor	Discriminant Loading
1 Sales & Buyers	0.5735
2 Image Building	0.4844
3 Information Gathering	0.3971
4 Distribution Channels	0.3498
5 Country Image Building	0.0826

Table 6
Average Rating for Different Objectives Given by Exporters Who Will Join and Not Join Again the Manila FAME Trade Fair

Objective	Will Join Again		Will Not Join Again	
	N	Mean	N	Mean
To generate Sales	111	2.03	19	2.05
To meet existing buyers	*111*	*2.30*	*18*	*2.22*
To find new buyers	*110*	*2.02*	*17*	*1.76*
To appoint agents &distributors	*82*	*3.99*	*11*	*1.76*
To establish contacts for joint ventures	76	4.51	9	4.78

between those exporters who met and did not meet their objectives. The model has a prediction accuracy of 70.87%.

Among the factors, Sales and Buyers (F1) had the strongest contribution in meeting exporters' objectives while the least was Country Image Building (F5). Table 5 shows the factors arranged according to their strength of influence.

Table 6 shows that there were no significant differences observed between exporters who will join and who will not join again in terms of the average ratings they gave for their trade fair objectives (p-values of t-test are greater than 5% level of significance). As seen in Table 6, generating sales and finding new buyers were the two most important objectives while establishing contacts for joint ventures was the least important.

Discussion

The factors F1, F2, F3, and F4 validate previous studies that showed that trade fairs helped exporters sell their products, reach buyers through direct contact, evaluate agents and other intermediaries, and promote the company's image (Cateora et al., 2011; Hansen, 2004; Munuera & Ruiz,1999; Menon & Edward, 2013; Power & Jansson, 2008). These factors show that the decision to join trade fairs, such as the Manila FAME Trade Fair, involve multidimensional constructs. It strengthens Kerin and Cron's (1987) argument that the benefits of trade fair participation can be grouped into selling (F1) and non-selling benefits (F2, F3, F4, and F5).

The respondents also said that they joined the Manila FAME Trade Fair because they want to promote the image of the Philippines as a reliable supplier of quality goods and they want to support the governments' promotion efforts. These two reasons were classified under F5. This is a new factor that emerged which is not in Hansen's model and existing literature. However, it has the weakest influence in encouraging exporters to join the Manila FAME Trade Fair. The factor that had the strongest link was F1.

In terms of annual sales, 47.69% had sales of USD210,000 or less. Since this was the lowest sales range among respondents, this implies that these firms have a higher need to improve their sales compared to others whose sales have exceeded the USD210,000

mark. Thus, these respondents will cite F1 as the strongest factor that will influence them to achieve their objectives. This is validated in the discriminant analysis that was performed which showed that F1 had the greatest influence in achieving the respondents' trade fair objectives.

The respondents reported that Japan and the US are their top markets. This validates the export statistics that show that the top two Philippine export markets for many years have been the US and Japan.

It is also significant to note that except for one respondent who joined the Manila FAME Trade Fair for the first time, 28.69% had joined the Manila FAME Trade Fair for the 6th time. Other respondents joined for the 10th, 15th, 20th, 30th, 40th, 45th, and 50th time. This implies that even if the number of exhibitors in the Manila FAME Trade Fairs has decreased through the years, there are loyal customers who have continuously joined the Manila FAME Trade Fairs. This can be attributed to the fact that exporters have the opportunity to generate sales in the Manila FAME Trade Fairs (Ang&Teo, 1995). Further, it is affordable to join the Manila FAME Trade Fairs than to join an overseas trade fair because exporters can promote their products to buyers without spending for foreign travel. This factor was also cited by the respondents and was ranked 5th. Under factor analysis, this was part of F4.

In joining Manila FAME Trade Fairs continuously, these loyal exporters have recognized that the benefits of joining the Manila FAME Trade Fairs are more than the costs (Cateora et al., 2011; Hansen, 2004; Menon& Edward, 2013; Power &Jansson, 2008). This support the results that the number one factor ranked by respondents in joining the Manila FAME Trade Fair is because the benefits of joining are bigger that the costs. Under factor analysis, this was grouped under F1.

The 130 firms that have joined continuosly strengthens the argument that SMEs invest little or no money in advertising, promotion, market research and other marketing activities but most attend trade fairs, either as exhibitors or visitors (Munuera & Ruiz, 1999). Since trade fairs allow direct contact between buyers and sellers, unlike other marketing communication tools, the respondents have valued this direct contact as expressed in the factors that encouraged them to join the Manila FAME Trade Fair. These are to meet

existing buyers which was ranked 8th and to meet new buyers which was ranked 14th. However, F1was ranked number one if they have to achieve their goals in joining the Manila FAME Trade Fair.

This validates the model that shows that sales-related activities are important to the respondents (Hansen, 2004). Exporters that had been joining the Manila FAME Trade Fair for many years were disappointed at the low turn-out of new buyers that resulted to low salesduring the Manila FAME Trade Fairs. If the low turn-out of new buyers continues, there are exporters who may not join the next Manila FAME Trade Fairs. This implies that sales-related activities such as new buyers are prioritized by exporters in their objectives tojoin. This could be a major reason for the decrease in the number of exporters joining the Manila FAME Trade Fairs. This is validated in Hansen's model that states that low trade fair performance affects the trade fair intentions. Thus, unfavorable trade fair performance as measured by sales can lead to the exporters' decision not to join the Manila FAME Trade Fair again.

Buyers who visited the Manila FAME Trade Fairs had expressed the need for more exhibitors (Resty Mijares, personal communication, October 19, 2013). According to Mr. Mijares (a buying agent who represents US importers), buyers have observed that the Manila FAME Trade Fairs are becoming smaller in terms of exhibitors. He recommended that CITEM should aggressively promote to buyers to attend the Manila FAME Trade Fair so that there will be more exhibitors.

The observation that the number of buyers in the Manila FAME Trade Fair is decreasing further validates the study's results that showed that the most influential factor in attaining the exporters' trade fair objective was F1.The decrease in the number of buyers in the Manila FAME Trade Fair has caused a decline in the number of Filipino exporters who joined the Manila FAME Trade Fair. Consequently, the decline in the number of Filipino exporters has caused the decline in the number of buyers who visited the Manila FAME Trade Fair. This vicious cycle has led to the Manila FAME Trade Fair becoming smaller and smaller in terms of number of exhibiting exporters and buyers.

Except for motivation activities, this study validates Hansen's model of the factors that will encourage firms to join trade fairs. Due to the fact that Filipino exporters are mostly micro, small, and medium in terms of capital, the motivation factor of training the sales team may not exist. This is because the multi-tasking owner/CEO is also the sales manager and, often, there are no sales teams due to budget constraints.

Since exporters considered outcome and behavioural results in their Manila FAME Trade Fair participation, many felt that their trade show performance yielded positive results. This can be gleaned from the fact that at least 58% of the respondents will join again. Positive trade show performance is also positively correlated to positive global performance (Hansen, 2004).

If the decrease in the attendance of visitors to trade fairs is a global trend due to the fact that exhibitors and their products are accessible online, a research can be conducted to segment buyers into those who will still physically travel to view products and to those who may be interested in a virtual Manila FAME Trade Fair. If the study's results show that there will be a significant number of buyers who will be interested to in a virtual Manila FAME Trade Fair, CITEM can study the possibility of putting up a virtual trade fair.

This study showed that F1 will be the strongest factor that will influence exporters to join the Manila FAME Trade Fairs. However, future research on how trade fair contacts can become serious leads that can result into concrete sales can be undertaken to provide better understanding on the selling process in a business to business transaction that occurs during trade fairs. This will also give exporters an understanding how to convert serious leads into concrete sales.

Conclusion

The factors that will encourage respondents to join the Manila FAME Trade Fair were grouped into five factors. These factors were Sales and Buyers (F1), Information-Gathering (F2), Seeking Distribution Channels (F3), Company Image-Building (F4), and Country Image-Building (F5). Country-Image Building (F5) is a new dimension that can be added to the trade performance scale of Hanson (2004).

Sales and Buyers (F1) had the strongest influence in attainment of exporters' objectives while Country Image Building (F5) had the least.

Trade fair attendance, in terms of exhibitors and visitors, determine the success of trade fairs (Kerin & Kron, 1987). As a trade fair organizer, the factors that will encourage exporters to join Manila FAME Trade Fairs can be used by CITEM in its exhibitor-attraction efforts. There is also a need to sustain the Manila FAME Trade Fairs as part of the country's branding efforts and to assist SMEs who used it as a cost-effective venue to promote their products to the global market. The success of these SMEs will lead to better export performance.

Although it has been observed that there is a decrease in attendance in trade fairs globally because information can be accessed online, there is also a need to aggressively campaign for buyers to attend the Manila FAME Trade Fairs. This campaign can be undertaken jointly by CITEM and the exhibitors.

The SMEs that have continuously joined the Manila FAME Trade Fairs throughout the years show that the trade show participation is an important part of the marketing process not only because there is direct contact between buyers and sellers but also because contact is initiated by the buyer instead of the seller as in a sales call. The increasing importance of trade fairs is also seen in the increasing budgets for trade fair participation and the increase in the number of trade fairs being held globally. Thus, trade fairs, such as the Manila FAME Trade Fair, can be a potent marketing tool that will sustain the growth and development of SMEs. It can also contribute to the country's export growth.

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ANNEX 1

Survey Questionnaire

October 16, 2013

Dear Exporter:

We are conducting a research on why exporters join the Manila FAME Trade Fair. We will appreciate it very much if you can take time to answer this survey questionnaire. Your answers will be kept confidential.

Thank you for your cooperation.

Very truly yours,

Dr. Rechel Arcilla
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Respondent Code: ____

I.   Firm Profile

        Name_____ Position

        Company_____

        Address_____

        Phone_____

        Fax_____

        1.   Please check your business organization.

        1 Single Proprietorship   4 Cooperative
        2 Partnership   5 Others. Please specify._____
        3 Corporation

2.   How many years have you been existing?.

3.   How much is your firm's capitalization based on total assets?
P150,000-P1.5 M   above P1.5 M-P15 M   above P15M-P60M

4.   How many fulltime employees do you have?

5.   Please check your product(s). You can check all that apply.
___Gifts   ___Housewares   ___Furniture & Furnishing
___Fashion Accessories   ___Holiday Decorations   ___Garments
___ Footwear   ___ Leathergoods
__ others. Please specify._____

6.   Are you joining this fair for the first time? Yes___ No___.
If no, how many times have you joined? 2__, 3___, 4___, 5___. others___. Pls specify.__

7.   Do you join other trade fairs other than the Manila Fame? Yes___ No___
If yes, what are these fairs?_____

II.   Export Market & Sales

8.   What percent of your total annual sales is for exports ?
__100% __80%__ 60%___40% __20% __others. Please specify._____

9.   Where do you export your products?
___US   ___HK   ___ S Korea
___Japan   ___ China   ___ Germany
___France   ___Singapore   ___Others. Pls specify.
___Netherlands   ___Malaysia
__UK   ___ Taiwan

10.   What is your estimated annual export sales in US Dollars in 2012?
__1-210,000
__210,001-420,000
__420,001-630,000
__630,001-840,000
__840,001-1,050,000
__1,050,001-1,260,000
__1,260,001-1,470,000
__1,470,001-1,680,000
__1,680,001-1,890,000
__1,890,001-2,100,000
More than 2,100,000

III.   Objectives in Manila FAME Trade Fair Participation
Please rank your objectives in joining this fair with 1 as most important and 6 as least important.
___to generate immediate sales
___to meet existing buyers
___to find new buyers
___to appoint agents and distributors

___to establish contacts for joint ventures
___others. Please specify._____

Did you meet your objectives? Yes___   No_____If no, why not?_____
_____
_____

Will you join this trade fair again? Yes___ No____. If no, why not?_____
_____
_____

Aside from joining the Manila FAME Trade Fair, what are your other promotional strategies to promote your exports?

___website   ___emails to buyers
___flyers/brochures   ___others. Please specify._____
___personal visits to buyers

IV.   Manila FAME Trade Fair Participation
   There are no right or wrong answers. Please indicate the level of agreement that most accurately reflects your opinion about your participation to the Manila FAME Trade Fair by encircling the number: 5 Strongly Agree, 4 Agree, 3 Neutral, 2 Disagree and 1 Strongly Disagree

	SA	A	N	D	SD
We generated immediate sales.	5	4	3	2	1
We generated negotiated sales.	5	4	3	2	1
It was a venue to meet our existing buyers.	5	4	3	2	1
It was a venue to meet new buyers.	5	4	3	2	1
It was a venue to appoint selling agents.	5	4	3	2	1
It was a venue to seek joint ventures.	5	4	3	2	1
It was a venue to appoint distributors.	5	4	3	2	1
It was cheaper to join Manila FAME than foreign fairs.	5	4	3	2	1
We joined to support government's trade promotion efforts.	5	4	3	2	1
We joined to show that the Philippines is a reliable exporter of goods and services.	5	4	3	2	1

We joined to promote company's image.   5   4   3   2   1

We joined because the benefits of joining bigger
are bigger than the costs.   5   4   3   2   1

We joined to check market trends.   5   4   3   2   1

We joined to get information on competition.   5   4   3   2   1

We joined because CITEM is an good organizer.   5   4   3   2   1

We joined because previous experience was   5   4   3   2   1
 satisfactory.

We joined because of good testimonies from other   5   4   3   2   1
exporters.

Should you have other comments, please write in the space   _____.