

## Notes on Discussion

### Trade Fair / Exhibition

#### 1. Address / Business card

Name \_\_\_\_\_  
 \_\_\_\_\_  
 Company \_\_\_\_\_  
 \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Country \_\_\_\_\_  
 Fon \_\_\_\_\_  
 Fax \_\_\_\_\_  
 eMail \_\_\_\_\_

#### 2. Area of responsibility

- Business Management
- Purchase / Acquisition
- Manufacture / production
- Sales / Marketing
- Research / Development / Design
- Financial Affairs
- Administration / Organisation
- Competitor
- Press / Advertising

#### 3. branch of industry

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 4. Economic sector

- Trade
- Industry
- Distributor
- Retailer
- Exporter
- Importer
- Consultant
- Education / science
- Authority
- Consumer

#### 5. Customer structure

- New customer
- customer
- Host country  USA / Canada
- Neighbouring countries  Latin America
- European Union  Asia
- Other European countries  Australia / Oceania
- Language of negotiations \_\_\_\_\_
- Language of correspondence \_\_\_\_\_

#### 6. Remarks

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 7. Topic of discussion

Product \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Trend  
 positive  neutral  negative  
 Complaint \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 8. Result

handed over	to be send
<input type="checkbox"/> Business card	_____
<input type="checkbox"/> Prospect / leaflet	_____
<input type="checkbox"/> Price list	_____
<input type="checkbox"/> Sample	_____

#### 9. Day

Visit arranged \_\_\_\_\_  
 Date \_\_\_\_\_

#### Discussion leader

Name \_\_\_\_\_  
 Departement \_\_\_\_\_

#### 10. Visit on the event's day

1  2  3  4  5  6  7  8  9

**Source:** brochure „Successful Participation in Trade Fairs“  
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