

A Significant role of exhibitions in international marketing

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Abstract: The world business has undergone significant changes in recent years. Every organization, whether it is big or small, operates in a competitive environment and has its own global competitors. India promoted their engineering products as participate in world fair. In this research paper researcher's objective is to study the major part of world's exhibitions in international marketing.

Index Terms – EXHIBITIONS, INTERNATIONAL MARKETING.

I. INTRODUCTION

Exhibitions have been used as a marketing medium throughout the world for more than a century. The word "exhibition" was mentioned as early as 1649. It is a derivative of the Latin word "expositio", meaning "displaying" or "putting on a show". Exhibitions are not just collections of interesting objects brought together at a certain place and time. They are human activities, human enterprises, undertaken for definite reasons and in order to achieve certain specified results. They are a form of human exchange, whereby the promoters and exhibitors on the one hand communicate with the visitors on the other. Their results can only be told in terms of further human thought and activity. Expositions were held in facilities built specifically for them. They were organized by either government departments or groups of entrepreneurs with government assistance for the express purpose of promoting trade. Manufacturers were invited to show their products.

II. OBJECTIVES OF THE STUDY

1. To study the scenario of international exhibitions.

2.1. LIMITATIONS OF THE STUDY:

1. The study is only analysis of only naroto company's participated exhibitions since 2015.

III. RESEARCH METHODOLOGY

The source of data in this study is secondary data obtained from the data dictionary of naroto in the participated exhibitions from the year 2015.

3.1 Population and Sample

All sample data are collected personally visited in exhibitions.

3.2 Data and Sources of Data

For this study secondary data has been collected. From the website of exhibitions variables are collected for the period of five years.

IV. Analysis

4.1 Indian pavilion in world's exhibitions in 2017

Sr no.	Name of the Events	Date	Location	Products
1	Korea chem. 2017	18-21 April 2017	South Korea	Chemical industries & Mechanical industries
2	Hannover Messe 2017	24-28 April 2017	Germany	Mechanical Industries , Rubber Industries , Plastic industries
3	Automechanika Middle East	7- 9 May 2017	Dubai	Automobile Industries
4	Hong kong international Medical Devices and supplies Fair	16-18 MAY 2017	Hongkong	Medical device industries
5	Subcon 2017	6-8 June 2017	UK	Mechanical Industries , Rubber Industries , Plastic industries

6	Innoprom	10-13 July 2017	Russia	Mechanical Industries , Rubber Industries , Plastic industries
7	Nigeria Pharma 2017	30 Aug -1 sep , 2017	Nigeria	Pharma industries
8	India Europe automotive technology meet	11-16 sep 2017	Germany	Mechanical Industries , Rubber Industries , Plastic industries
9	EMO hannover	18-23 sep 2017	Germany	Chemical industries & Mechanical industries
10	FIHAV 35 th Havana international fair	30Oct - 3 Nov 2017	Cuba	Mechanical Industries , Rubber Industries , Plastic industries
11	MACTECH	16-19 November 2017	Egypt	Mechanical Industries , Rubber Industries , Plastic industries
12	The Big – 5 2017	26-29 November 2017	Dubai	Mechanical Industries , Rubber Industries , Plastic industries
13	Autotech 2017	10-12 December 2017	Egypt	Automobile industries
14	Catalogue show in Nepal medical- lab expo 2017	14-16 December 2017	Nepal	Mechanical Industries , Rubber Industries , Plastic industries
15	Arab health 2018	29 Jan – 01 Feb 2018	Dubai	Medical device industries , pharma industries
16	International hardware fair	04-07 March 2018	Germany	Mechanical Industries , Rubber Industries , Plastic industries
17	Middle East Electricity 2018	06-08 March 2018	Dubai	Mechanical Industries , Rubber Industries , Plastic industries
18	MCE Mostra 2018	13-16 March 2018	Italy	Mechanical Industries , Rubber Industries , Plastic industries
19	K- Germany 2019	October – 2019	Germany	Mechanical Industries , Rubber Industries , Plastic industries
20	Arab plast	5-8 Jan – 2019	Dubai	Plastic Industries , Mechanical Industries

4.2 Arabplast Exhibitions analyses by participation

Sr no.	Area	Percentage
01	Regional	33 %
02	International	67 %

4.3 Geography Distribution of Exhibitions

Sr no.	Country	Percentage
01	China	26 %
02	India	17 %
03	Taiwan	19 %
04	Europe	19 %
05	UAE	7 %
06	Rest of GCC	7 %
07	South Korea	5 %

4.4 Total number of visitors visit at stall

Sr no.	Arabplast – Dubai	2015	2016	2017	2018
01	GCC visitors contribution	150	160	180	210
02	Countries outside of GCC region contribution without Indian country	70	120	165	200
03	Indian visitors from India	20	32	45	60
	TOTAL	240	312	390	470

NAROTO participated in arabplast in period of 2015-2018 in this notice that Indian visitors increase as well as outside of GCC visitors.

V. Formula

GCC visitors contribution = A

Countries outside of GCC region contribution without Indian country = B

Indian visitors from India = C

Effective factor of Indian visitor = $C \div (A + B)$

Effective factor of outside of GCC region visitors = $B \div (A + C)$

VI. RESULT

Year	Effective factor of Indian visitor	Effective factor of outside of GCC region visitors
2015	0.09	0.41
2016	0.11	0.63
2017	0.13	0.73
2018	0.15	0.74

VII. CONCLUSION

Exhibitions contributes major role in international marketing for manufacturing item. The study has showed that the Effective factor of outside of GCC region visitors is increasing positively over the year and also Effective factor of Indian visitor Visible that the Indian organization also took more interest on world's fair visit.

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