



初めてでも失敗しない！ 海外展示会の出展準備 活用方法

自己紹介



Biz Trip Story株式会社 代表取締役CEO 小倉佳子

- ◆慶應義塾大学にて、社会心理学を学ぶ
- ◆日本最大の展示会主催会社RX Japan(株)(旧名リード エグジビションジャパン)にて約10年間勤務
- ◆Japan IT Week、ライブ・エンターテインメントEXPOを担当
- ◆国内、海外の出展社誘致、国内、海外の来場者プロモーション、海外展示会リサーチ、広報、セミナー講師選定などを兼務
- ◆2021年3月にBiz Trip Story株式会社を設立し、代表に就任
- ◆企業の海外進出支援の他、展示会主催者のコンサル、サポートなどを行っている



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3. アフターフォロー

1. 展示会の出展申込方法：出展形式の違い

個別出展



自社単独で出展をする
(補助金を活用できる場合もある)

JETRO支援のパビリオン出展



JETROの支援を活用して
JAPANパビリオン内に出展をする

<JETROの展示会出展支援について>

<https://www.jetro.go.jp/services/tradefair/>

自社にあった出展形式を選びましょう

1. 展示会の出展申込方法：会期・会場・都市の確認

会期



25年なのか？26年なのか？
年2回開催の展示会もある

会場



LAS VEGAS CONVENTION
CENTERなのか？
MANDALAY BAY
CONVENTION CENTERなの
か？

都市



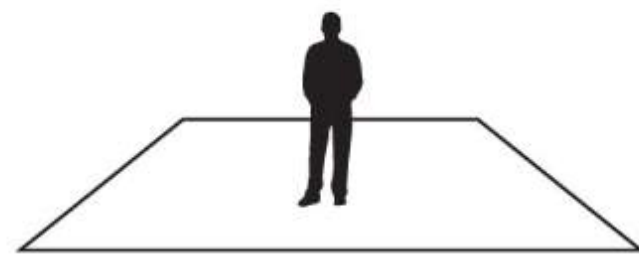
シドニーなのか？メルボルン
なのか？

出展したい展示会名、会期、都市を明確伝えましょう

1. 展示会の出展申込方法：出展料金について

＜例：香港の展示会＞

スペースのみ



Space Only

Price: \$ 535/m²
(min 9m²)

装飾付きブース



Walk-on Package

Price: \$ 590/m²
(min 9m²)



Premium Package

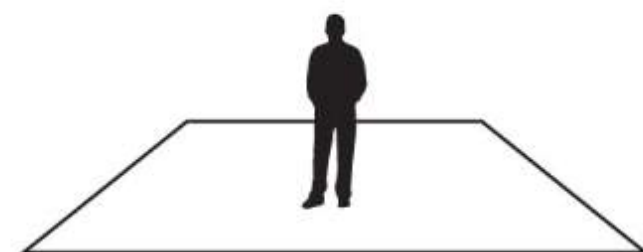
Price: \$ 630/m²
(min 18m²)

スペースのみ、装飾付きのブースの料金なのか確認しましょう 7

1. 展示会の出展申込方法：出展料金について

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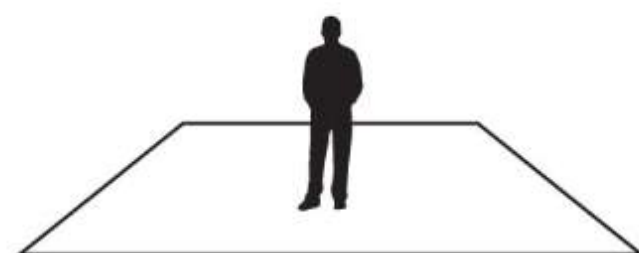


装飾付きはカーペット、社名版、受付台、ディスプレイ棚、商談机・椅子、電気、電力がついてるかなど細かく確認する

1. 展示会の出展申込方法：出展料金について

＜例：香港の展示会＞

スペースのみ



Space Only

Price: \$ 535/m²

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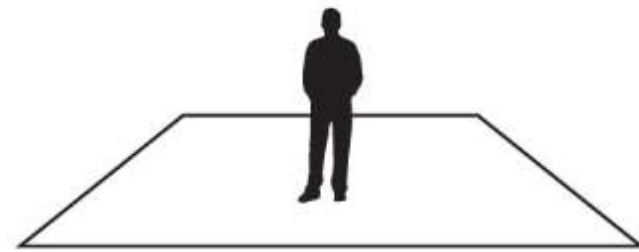
(min 18m²)

料金はm²で記載されていることもあるので気をつける
\$のみ記載がある場合、米国ドルなのか自国の通貨なのか確認する

1. 展示会の出展申込方法：出展料金について

<例：香港の展示会>

スペースのみ



Space Only

Price: \$ 535/m²

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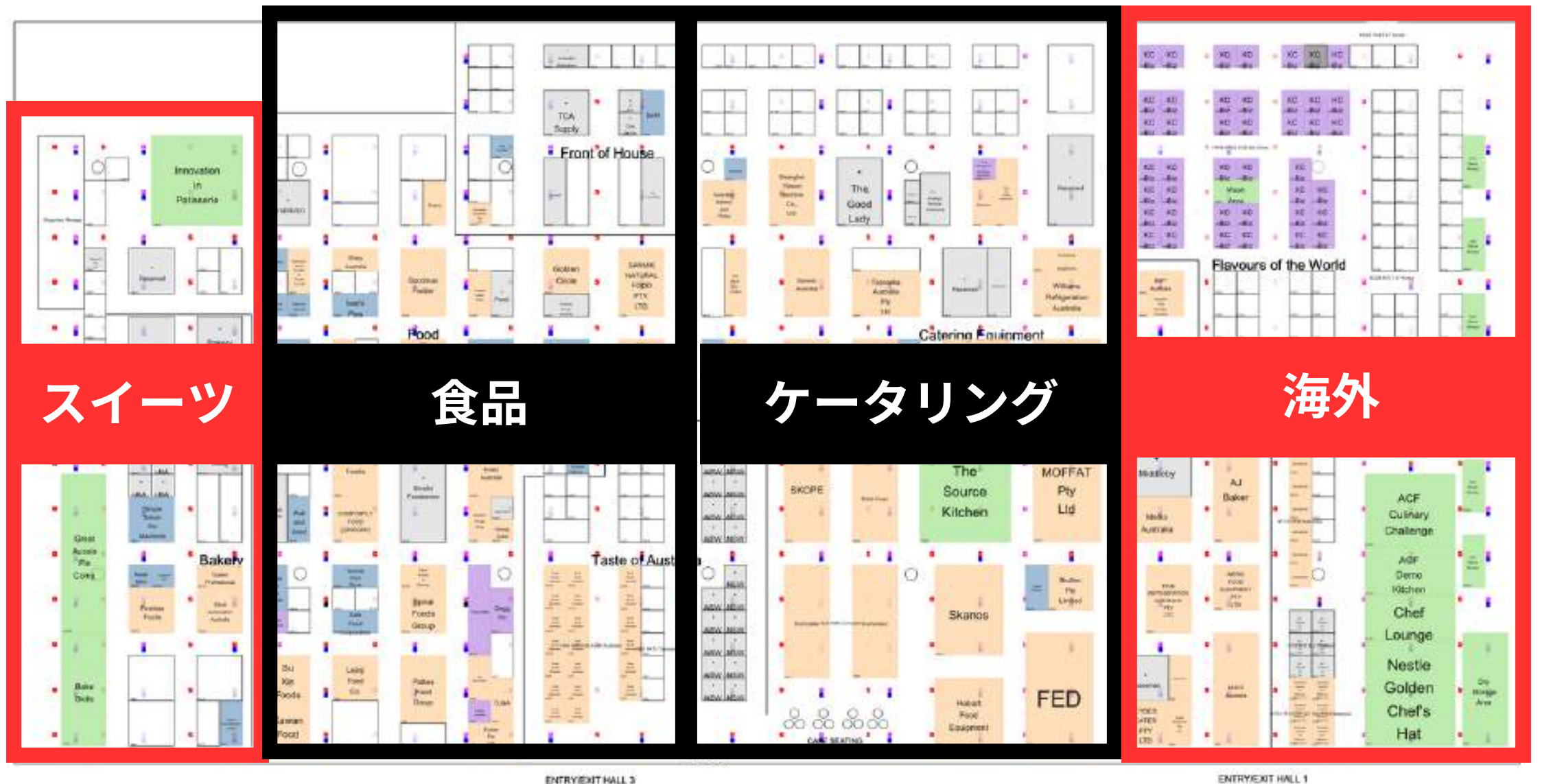
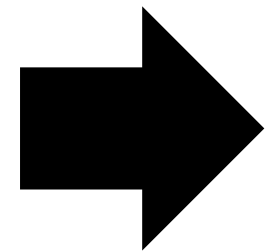
(min 18m²)



最低出展小間数が決まっている場合もある
(一般的には9m²)

1. 展示会の出展申込方法：出展場所について

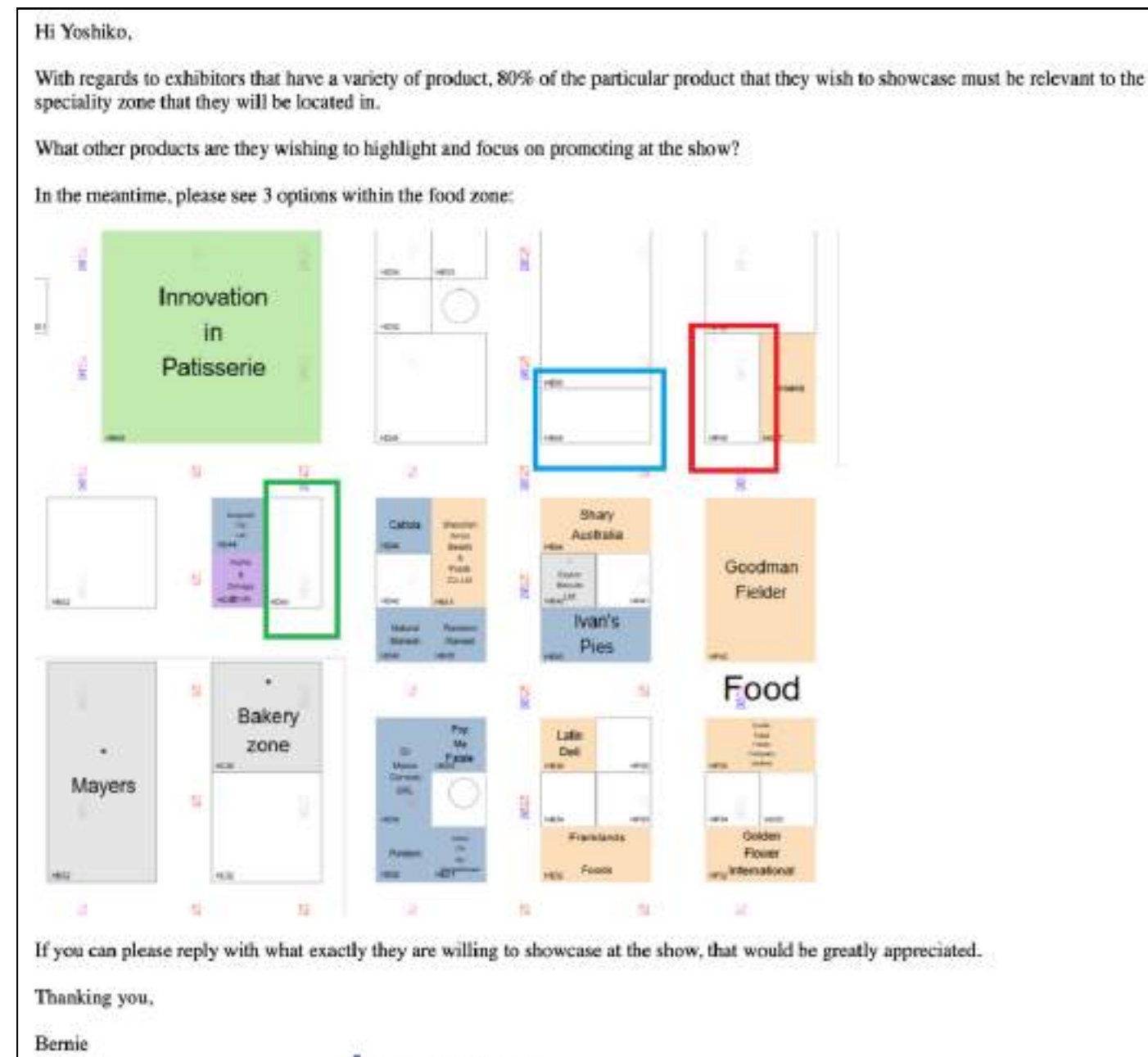
＜例：食品を扱う会社の場合＞



自社の製品・サービスに合うエリアに出展をしましょう

1. 展示会の出展申込方法：出展場所について

＜例：メールでのブース場所の交渉＞



集客が見込めなさそうな提案をされた場合
他に良いブース場所がないか交渉をしましょう

1. 展示会の出展申込方法：契約書について

＜例：台湾の水産展示会＞

Taiwan Int'l Ocean and Fisheries Industry Show 2023

August 31 - September 2, 2023 TaINEX 7

Marine Fishery Zone

Fish Farming Zone

Sustainable Aquatic Products Zone

Eco-friendly Ocean Zone

Aquatic Products Processing and Technology Zone

Taiwan Int'l Ocean and Fisheries Industry Show 2023

Booth Application Form

I. Exhibition Area

☐ Marine Fishery Zone
☐ Aquatic Products Processing & Technology Zone
☐ Sustainable Seafood Zone

☒ Fish Farming Zone
☐ Eco-Friendly Ocean Zone

II. Company Information

*Company Name	I-enter corporation		
* Address	5th floor naganuma building, 2-14-10, Shibuya, Shibuya-district, Tokyo, Japan		
* Phone	+81-3-5778-4440	Fax	
* Email	xxxxxx@i-enter.co.jp		
Website	https://www.i-enter.co.jp/		
*Business type	<input checked="" type="checkbox"/> Manufacturer <input type="checkbox"/> Agents <input type="checkbox"/> Importers & Exporters <input type="checkbox"/> Other:		
* Market position	<input type="checkbox"/> Domestic <input type="checkbox"/> Export <input checked="" type="checkbox"/> Both		
* Buyers match marketing needs	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

III. Exhibition Contact Information (Please provide contact details of the main person-in-charge as below. During the documentation and notices regarding the exhibition will be forwarded to the main person-in-charge.)

* Person in Charge	Miki Oba	<input type="checkbox"/> Mr. <input checked="" type="checkbox"/> Ms.	
* Position	Exhibition agent of i-enter corporation		
* Email	miki.o@biztripstory.com	Mobile	+81-50-1741-0780

IV. Booth Type Required

※ Notice

- Exhibitors who do not use any of the standard equipment shall consider it, raised and furniture replacement will not be accepted.
- Additional furniture rental will require both the application form and a booth layout being submitted.
- Nothing may be stuck, screwed, or nailed to the stand nor may it be painted, modified or damaged. You may request posters using Power-to-look or similar material, which does not leave any sticky residue upon removal.

Shell Scheme including (12 sqm/booth)





1 System Partition W430xD300xH250cm	1 set	6 Folding Chair	3 set
2 Company name fascia board (white board with black letters) W400,300D830cm	1 set	7 10W LED Spotlight (yellow light)	4 set
3 Needle punch carpet (light grey)	1 set	8 110V/5A Socket	1 set
4 Lockable Reception Desk W100xD50xH75 cm	1 set	9 Dustbin	1 set
5 Meeting Table Ø 75xH73 cm	1 set		

Booth Type	Unit Price	No. of Booth	Sub Total
<input type="checkbox"/> Raw Space	USD 2,300 /12 sqm	12 sqm x _____ booth(s)	USD _____
<input checked="" type="checkbox"/> Shell Scheme	USD 2,300 /12 sqm	12 sqm x <u>1.25</u> booth(s)	USD <u>2,875</u>
Total			USD <u>2,875</u>

☒ I have read and understood, agrees and subject to the terms of the license which agreement is contained on the following "Appendix 1" page.

Authorized Signature

Date

	Taiwan Int'l Ocean and Fisheries Industry Show 2023	 Marine Fishery Zone	 Fish Farming Zone	 Aquatic Products Processing and Technology Zone	 Sustainable Aquaculture Products Zone	
	 August 31 - September 2, 2023	 TainEX 1	 Eco-friendly Ocean Zone			

Appendix 1

Exhibition Name

Taiwan Int'l Ocean and Fisheries Industry Show 2023

Organizer

- **Address:** 4f-11, No.9, Dehui St., Jhongshan Dist., Taipei City 104439, Taiwan (R.O.C.)
- **Contact Number:** +886-2-25675802(Taipei)
Fax: +886-2-25661650(Taipei)
- **E-mail:** info@myexhibition.com.tw
- **Website:** <http://www.taiwanfisheryshow.com/>

Exhibition Venue

Taipei Nangang Exhibition Center, Hall 1

Exhibition Information

- **Move-in:** 30/08/2023-31/08/2023 08:00-17:00
- **Exhibition:** 31/08/2023-01/09/2023 09:30-17:30
- **Date:** 02/09/2023 09:00-16:30
- **Move-out:** 02/09/2023 16:30-21:00

TERMS AND REGULATIONS FOR PARTICIPATION

1. Application for Participation

- The signing related application forms, participant agrees to follow all existing regulations and further regulations that might be made to modify them.
- Once signed and submitted by the Applicant and confirmed by the Show Management, the contract will be established and come into effect.

2. Booth Space Selection Criteria

The selection order will be based on the size of the booth, payment and application time. If the company has more booths, the order of selection will be higher.

3. Payment Schedule

Space rental fee is due after booth allocation. A debit note will be sent to the applicant. In the event of cancellation, payment will not be refunded under any circumstances.

4. Cancellation Policy

- Cancellation within 3 months before the show applicants must pay 50% of the booth fee.
- Cancellation within 1 month before the show applicants must pay the full payment.

5. Adherence to Copyright/Patent Laws

- It is strictly forbidden to display logos, slogans, or patented items registered by other companies.
- Violations will result in immediate removal of displays, with one year's suspension from exhibiting at TAINAN Fruit & Vegetable Show. Exhibitors bear the responsibility for all penalties without recourse or indemnity.

6. Space assignment & Unoccupied Space

- Show Management will determine number and location of booths assigned to each exhibitor in the manner Show Management deems appropriate.
- Show Management reserves the right, should any Exhibitor's space remain unoccupied on the opening day without reasonable cause, to assign the said space to another exhibitor, or use the said space in any other manner deemed suitable.

7. Sub-letting of Space

Exhibitor shall not assign, sub-let or apportion the whole or any part of assigned space.

8. Venue & Show Dates Change

The Show Management reserves the right to change the venue and date of the Exhibition under certain circumstances. In the event of change of venue and/or date, or cancellation of the Exhibitions, Exhibitors shall not be entitled to any claim for compensation.

9. Construction/Decoration of Stand and Removal of Exhibits from Hall

- All exhibitors must comply with all regulations in the Exhibition Manual and complete their construction and/or decoration by the date and time stipulated by the Show Management.

b) Exhibitors must remove all exhibits from the Exhibition Hall within the move-out period stipulated by Show Management. The Exhibitor will be held responsible for any loss or damage to the Exhibition Hall due to delayed removal.

10. Insurance

- In addition to insurance for exhibits in transit between the port of shipment and the fair site, exhibitors are advised to also take out adequate insurance (fire, theft, water, accident, natural disasters and third-party liability, etc.) for exhibits during the exhibition (including build-up and dismantling periods).
- Exhibitors are advised to hire their own security guards, for valuable exhibits during the exhibition (including build-up and dismantling periods).

11. Exhibit Limitations

- Exhibitors are not permitted to erect booth partitions of over 250 cm in height.
- Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 400 cm. Figures or signs that are affixed above the main (2.5 m) structure should be no less than 50 cm from the side edge of the lower structure between booths.
- Any signs or decorations higher than 250 cm in full view must be decorated.

12. Selling from Stand

The sale of exhibited goods on the spot and the soliciting of customers outside stands are strictly forbidden.

13. Breach of contract and Withdrawal by Exhibitor

- In case of the Exhibitor's refusing the use of a whole or a part of the space reserved and allocated or in case of exhibitor default in payment by the stipulated date, the Show Management has the right to terminate the contract forthwith and the part of rental already paid shall not be refunded.
- In case of exhibitor withdrawing from participation, rental already paid by the exhibitor shall not be refunded.

14. Security & Organizer's Liability

- The Show Management will provide personnel for maintaining order during the show period. Responsibility for guarding stands during the build-up, exhibition hours and dismantling period shall rest with the exhibitors concerned.
- During booth erection and dismantling periods and during the show, booths must be visited by exhibitors at all times.
- The Show Management shall not be held accountable or liable for any damage, loss, harm, or injury to any person or the property of the Exhibitor or of the exhibitor's officer, and / or employees, agents, and visitors which result from theft, water, fire, flood, natural disasters, or any other cause.
- Exhibitors should comply with fire control regulations. If any fire occurs due to the improper installation of decorations, construction or use of electric appliances, the exhibitor will be legally responsible for any loss or damage, and pay penalties of up to NT\$100,000 (one hundred thousand New Taiwan Dollars). All exhibitors are requested to turn off the power supply before leaving their exhibition booths. Unless otherwise agreed, the Show Management will disconnect the main power supply at 6.15 p.m. each day.

15. Operation

- The Exhibitor shall keep his booth(s) staffed at all times during show hours.
- The Show Management reserves the right to restrict exhibits to a minimum noise level. Sound volume from booths must not exceed 85 DB.
- The Show Management reserves the right to reject exhibits or to stop the exhibition on the exhibitor's account. It shall be to lower the noise level or to resolve matters regarding contamination such as dust, smog, unpleasant odors, the emission of stimulating gases, volatile organic chemicals, or other pollutants.

16. Interruptions and / or Disruptions of the Exhibition

Exhibitors shall not cause interruptions and / or disruptions of the exhibition, which result in the greatest or commensurate at their booth(s), either inside or outside the showground, during the exhibition or during move-in and move-out, and if when such interruptions and / or disruptions influence the order of the exhibition or public image of the Show, and the exhibitor involved or those concerned are unable to deal effectively with such issues, the exhibitor understands and agrees that the Management can terminate the exhibit on agreement and immediately shut down the booth(s) without compensation or liability. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising from such interruptions and / or disruptions thereof.

17. Supplementary Clauses

- Whenever necessary, the Show Management shall have the right to issue supplementary regulations in addition to those indicated in the Terms and Regulations for Participation to ensure the smooth management of the exhibition.
- Any additional written regulations shall form part of the Terms and Regulations for Participation and shall be binding on exhibitors.
- In the event of any occurrences not foreseen

1. 展示会の出展申込方法：契約書について

<例：台湾の水産展示会>

Taiwan Int'l Ocean and Fisheries Industry Show 2023

August 31 - September 2, 2023 | TainEX 1

Marine Fishery Zone | Sustainable Aquatic Products Zone | Fish Farming Zone | Eco-friendly Ocean Zone | Aquatic Products Processing and Technology Zone

Taiwan Int'l Ocean and Fisheries Industry Show 2023 Booth Application Form

I. Exhibition Area

☐ Marine Fishery Zone ☒ Fish Farming Zone
☐ Aquatic Products Processing & Technology Zone
☐ Sustainable Seafood Zone ☐ Eco-Friendly Ocean Zone

II. Company Information

*Company Name	i-enter corporation		
*Address	5th floor naganuma building, 2-14-10, Shibuya, Shibuya-district, Tokyo, Japan		
*Phone	+81-3-5778-4440	Fax	
*Email	xxxxxx@i-enter.co.jp		
Website	https://www.i-enter.co.jp/		
*Business type	<input checked="" type="checkbox"/> Manufacturer <input type="checkbox"/> Agents <input type="checkbox"/> Importers & Exporters <input type="checkbox"/> Other		
*Market position	<input type="checkbox"/> Domestic <input type="checkbox"/> Export <input checked="" type="checkbox"/> Both		
*Support marketing needs	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

III. Exhibition Contact Information (Please provide contact details of the main person in charge as below. During the documentation and notices regarding the exhibition will be forwarded to the main person in charge.)

*Person in Charge	Miki Oba	<input type="checkbox"/> Mr. <input checked="" type="checkbox"/> Ms.	*Contact Number	+81-3-6850-7768
*Position	Exhibition agent of i-enter corporation			
*Email	miki.o@biztripstory.com	Mobile	+81-50-1741-0780	

IV. Booth Type Required

36. Notes:
1. Exhibitors who do not use any of the standard equipment shall consider it, valued and furniture replacement will not be accepted.
2. Additional furniture rental will require both the application form and a booth layout being submitted.
3. Nothing may be stuck, screwed, or nailed to the stand nor may it be painted, modified or damaged. You may mount posters using Powerlock or similar material, which does not leave any sticky residue upon removal.

Shell Scheme including: (12 sqm/booth)

1	System Partition W400xH300xH250cm	1 set	6	Folding Chair	3 set
2	Company name fascia board (white board with black letters) W400,300xH30cm	1 set	7	10W LED Spotlight (Yellow light)	4 set
	Needle punch carpet (light grey)	1 set	8	110V/5A Socket	1 set
4	Lockable Reception Desk W100xH50xH75 cm	1 set	9	Dustbin	1 set
5	Meeting Table Ø 75xH73 cm	1 set			

Booth Type	Unit Price	No. of Booth	Sub Total
<input type="checkbox"/> Raw Space	USD 2,302 /12 sqm	12 sqm x _____ booth(s)	USD _____
<input checked="" type="checkbox"/> Shell Scheme	USD 2,305 /12 sqm	12 sqm x 1.25 booth(s)	USD 2,875
Total			USD 2,875

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Taiwan Int'l Ocean and Fisheries Industry Show 2023

August 31 - September 2, 2023 | TainEX 1

Marine Fishery Zone | Sustainable Aquatic Products Zone | Fish Farming Zone | Eco-friendly Ocean Zone | Aquatic Products Processing and Technology Zone

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a) By signing related application forms, participant agrees to follow all existing regulations and further regulations that might be made to modify them.
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The selection order will be based on the size of the booth, payment and application time. If the company has more booths, the order of selection will be higher.

3. Payment Schedule

Space rental fee is due after booth allocation. A debit note will be sent to the applicant. In the event of cancellation, payment will not be refunded under any circumstances.

4. Cancellation Policy

a) Cancellation within 3 months before the show applicants must pay 50% of the booth fee.
b) Cancellation within 1 month before the show applicants must pay the full payment.

5. Adherence to Copyright Patent Laws

a) It is strictly forbidden to display logos, licenses, or patented items registered by other companies.
b) Violations will result in immediate removal of displays, with one year's suspension from exhibiting at TAINEX Fruit & Vegetable Show. Exhibitors bear the responsibility for all penalties without recourse or indemnity.

6. Space assignment & Unoccupied Space

a) Show Management will determine number and location of booths assigned to each Exhibitor in the manner Show Management deems appropriate.
b) Show Management reserves the right, should any Exhibitor's space remain unoccupied on the opening day without reasonable cause, to assign the said space to another exhibitor, or use the said space in any other manner deemed suitable.

7. Sub-letting of Space

Exhibitor shall not assign, sub-let or apportion the whole or any part of assigned space.

8. Venue & Show Dates Change

The Show Management reserves the right to change the venue and date of the exhibition under certain circumstances. In the event of change of venue and/or date, or cancellation of the Exhibition, Exhibitors shall not be entitled to any claim for compensation.

9. Construction/Decoration of Stand and Removal of Exhibits from Hall

a) All exhibitors must comply with all regulations in the Exhibition Manual and complete their construction and/or dismantle by the date and time stipulated by the Show Management.

b) Exhibitors must remove all exhibits from the Exhibition Hall within the move-out period stipulated by Show Management. The Exhibitor will be held responsible for any loss or damage to the Exhibition Hall due to delayed removal.

10. Insurance

a) In addition to insurance for exhibits in transit between the point of shipment and the fair site, exhibitors are advised to also take out adequate insurance (fire, theft, water, accident, natural disasters and third-party liability, etc.) for exhibits during the exhibition (including build-up and dismantling periods).
b) Exhibitors are advised to hire their own security guards, for valuable exhibits during the exhibition (including build-up and dismantling periods).

11. Exhibit Limitations

a) Exhibitors are not permitted to erect booth partitions of over 250 cm in height.
b) Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 400 cm. Facades or signs that are affixed above the main (2.5 m) structure should be recessed at least 50 cm from the side edge of the lower structure between booths.
c) Any signs or decoration higher than 250 cm in full view must be decorated.

12. Selling from Stand

The sale of exhibited goods on the spot and the soliciting of customers outside stands are strictly forbidden.

13. Breach of contract and Withdrawal by Exhibitor

a) In case of the Exhibitor's refusing the use of whole or a part of the space reserved and allocated or in case of exhibitor default in payment by the stipulated date, the Show Management has the right to terminate the contract forthwith and the part of rental already paid shall not be refunded.
b) In case of Exhibitor withdrawing from participation, rental already paid by the Exhibitor shall not be refunded.

14. Security & Organizer's Liability

a) The Show Management will provide personnel for maintaining order during the show period. Responsibility for guarding stands during the build-up, exhibition hours and dismantling period, shall rest with the exhibitors concerned.
b) During booth erection and dismantling periods and during the show, booths must be staffed by exhibitors at all times.
c) The Show Management shall not be held accountable or liable for any damage, loss, harm, or injury to any person or the property of the Exhibitor or of the exhibitor's officers, and / or employees, agents, and visitors which result from theft, water, fire, flood, natural disasters, or any other cause.
d) Exhibitor should comply with fire control regulations. If any fire occurs due to the improper installation of decorations, construction or use of electric appliances, the exhibitor will be legally responsible for any loss or damage, and pay penalties of up to NT\$100,000 to show management. All exhibitors are requested to turn off the power supply before leaving their exhibition booths. Unless otherwise agreed, the Show Management will disconnect the main power supply at 6:15 p.m. each day.

15. Operation

a) The Exhibitor shall keep his booth(s) staffed at all times during show hours.
b) The Show Management reserves the right to restrict exhibits to a minimum aisle level. Second volume from booths must not exceed 85 CM.
c) The Show Management reserves the right to reject exhibits or to stop the exhibition on the exhibitor's account, if he fails to lower the aisle level or to resolve matters regarding contamination such as dust, smog, unpleasant odors, the emission of stimulating gases, volatile organic chemicals, or other pollutants.

16. Interruptions and / or Disruptions of the Exhibition

Exhibitors shall not cause interruptions and/or disruptions of the exhibition, which result in the protest or cancellations at their booth(s), either inside or outside the showground, during the exhibition or during move-in and move-out. If and when such interruptions and/or disruptions influence the order of the exhibition or public usage of the show, and the exhibitor involved or those concerned are unable to deal effectively with such issues, the exhibitor understands and agrees that the Management can terminate the exhibition agreement and immediately shut down the booth(s) without compensation or liability. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising from such interruptions and/or disruptions thereof.

17. Supplementary Clauses

a) Whenever necessary, the Show Management shall have the right to issue supplementary regulations in addition to those indicated in the Terms and Regulations for Participation to ensure the smooth management of the exhibition.
b) Any additional written regulations shall form part of the Terms and Regulations for Participation and shall be binding on exhibitors.
c) In the event of any occurrences not foreseen in this manual, the decision of the organizer shall be final.
Application shall constitute acceptance by management and a binding agreement between Management and Exhibitor.

出展プランが正しいか確認

自動で加入する保険など

申込書だけでなく別紙も必ず細かく確認をしましょう

目次

1. 展示会の出展申込方法

2. 成功の9割を握る事前準備

【ポイント①】 事務手続き

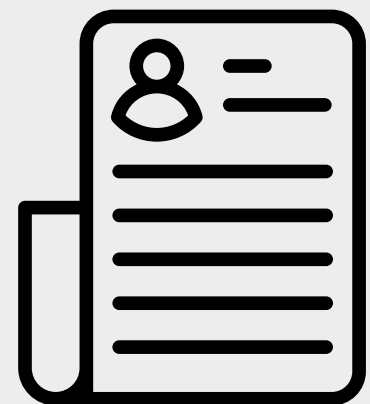
【ポイント②】 商談準備

【ポイント③】 商談

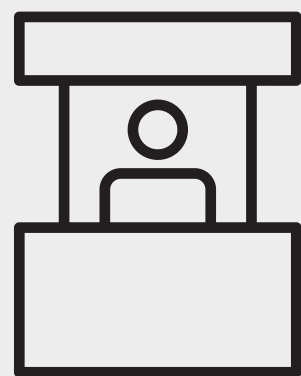
3. アフターフォロー

2. 成功の9割を握る事前準備：【ポイント①】 事務手続き

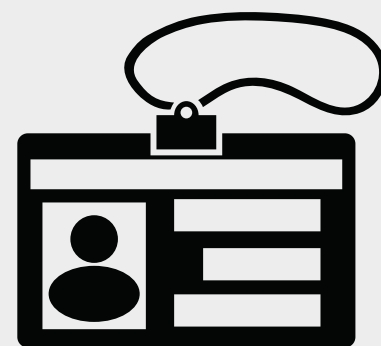
展示会に出展が決まると、様々な提出物とそれに伴う締切があります。



会社・製品情報



ブース装飾
追加備品



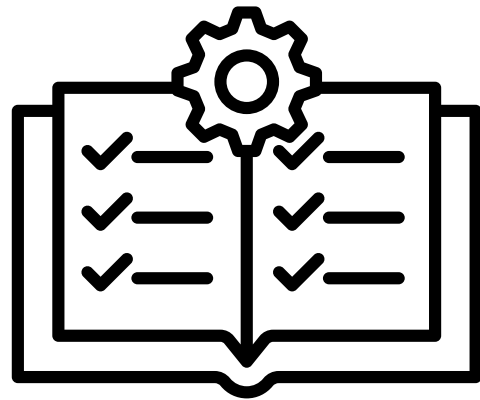
バッジ発行枚数

**提出期限はすべて守りましょう！
締切をすぎると罰金の可能性も**



2. 成功の9割を握る事前準備：【ポイント①】 事務手続き

展示会マニュアルとは？



会期中の搬出入、展示のスケジュールやルール、カタログやWEBに会社情報を掲載するための登録、オプション備品の申込などが事前準備に関連する項目が掲載されているマニュアルのこと。

＜例：オーストラリアのギフト展示会＞

Reed Gift Fairs Sydney 2025 Exhibitor Manual

Welcome! This online exhibitor manual contains all the essential information to ensure your exhibiting experience with Reed Gift Fairs runs smoothly.

Please take the time to read through - complete all relevant tasks by their due dates and do not hesitate to **contact the team** for any additional support.



Event Info

- Key Dates & Times
- Exhibitor Deadlines

Marketing Support

- Standard Promotional Package
- Additional Promotional

Your Stand

- Stand Guidelines & Inclusions
- Exhibitor Standards & Code of

Operations

- Official Contractor List
- Deliveries & Logistics (Move-In &

展示会マニュアルは熟読をしておきましょう



展示会マニュアルの英語が
長すぎて読めない！！

2. 成功の9割を握る事前準備：【ポイント①】 事務手続き

DeepL (<https://www.deepl.com/ja/translator>)



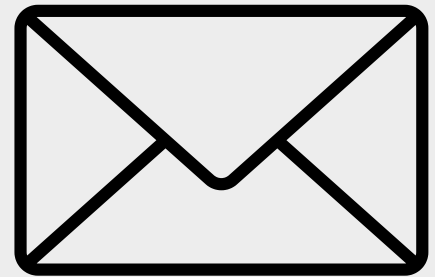
ChatGPT-4o (<https://chatgpt.com/>)



AI翻訳ツールを活用しましょう

2. 成功の9割を握る事前準備：【ポイント①】 事務手続き

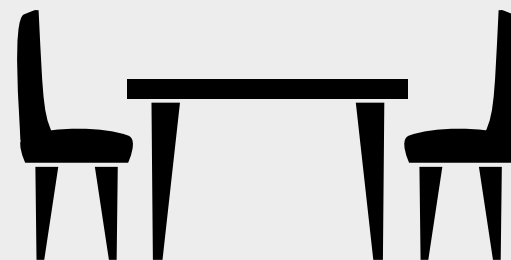
海外の主催者は日本のように説明が丁寧ではなく
不親切なケースも多い



質問の返信が
なかなかこない



請求書の内容が違う



装飾が勝手に変わり追
加請求を求められる

少しでも不安に思うことがあれば
遠慮なく主催者に確認をする



目次

1. 展示会の出展申込方法

2. 成功の9割を握る事前準備

【ポイント①】 事務手続き

【ポイント②】 商談準備

【ポイント③】 商談

3. アフターフォロー



日本と海外の展示会の違い

日本



名刺交換と軽い情報交換という
PRが展示会のゴールとなっている

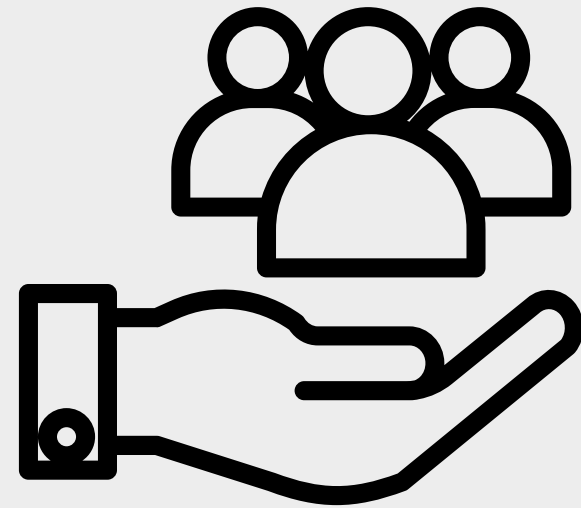
海外



見込み客やクライアントとしっかりと
商談をして、決定権者が決済を行
う場と位置付けている(特に欧米)

2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜出展目標の例＞



現地のディストリビューター
候補を3社見つける



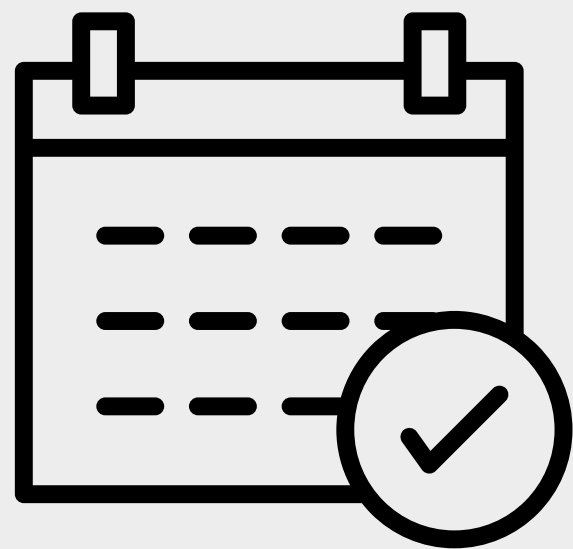
サンプルオーダーを
5社獲得する



現地の協会、地方自治体
2団体と商談をする

出展の目標を明確に持ちましょう

2. 成功の9割を握る事前準備：【ポイント②】 商談準備



スケジュール確保



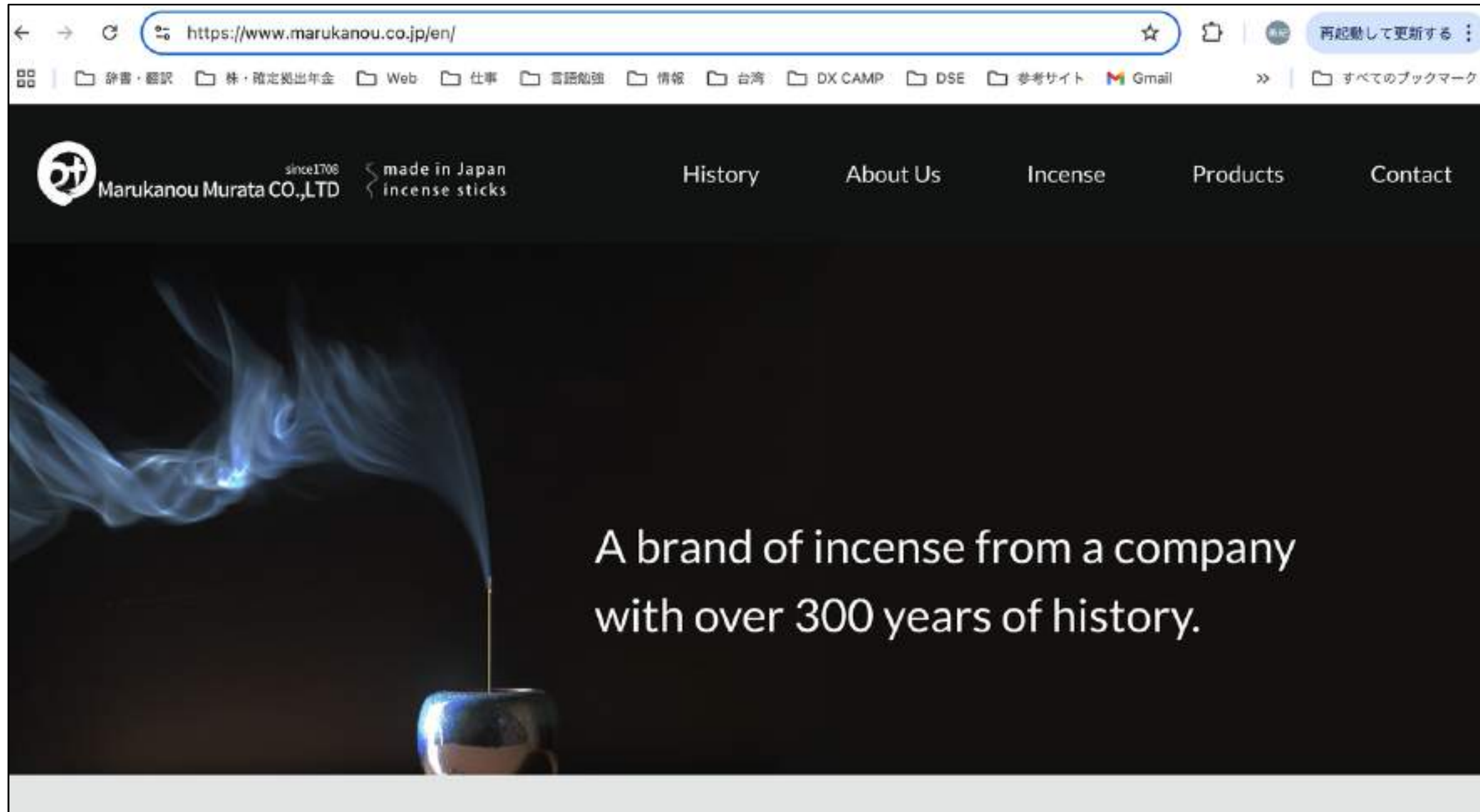
渡航手配

**決済者が展示会の商談に
同席ができるよう準備をする**



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

<例：海外向け英文HP>



<例：海外向け名刺>



海外向けのホームページ、名刺を準備しましょう 25

2. 成功の9割を握る事前準備：【ポイント②】 商談準備

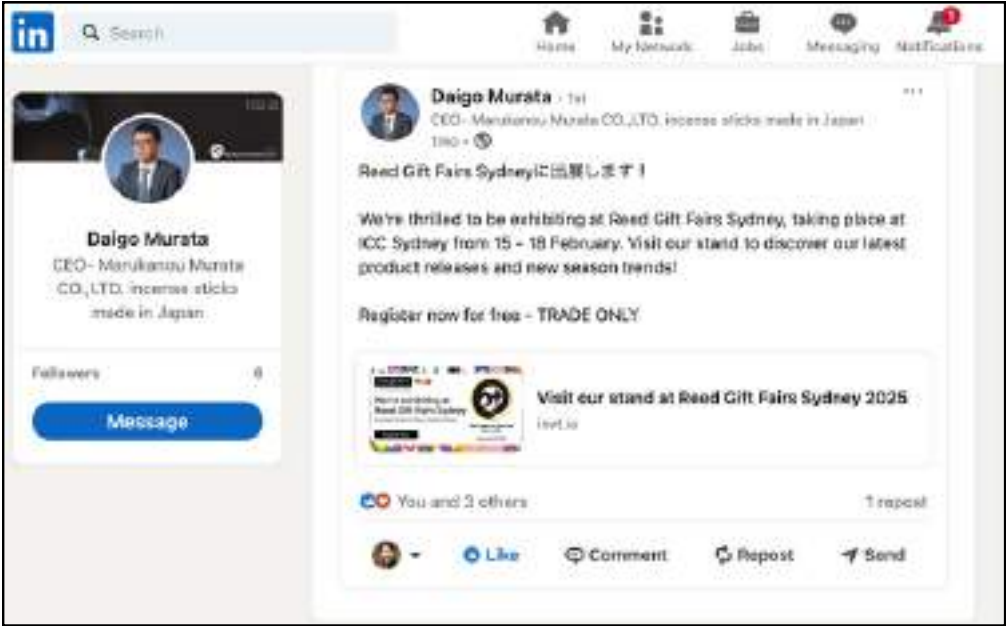


見込み顧客と時間指定の
アポイントを取りましょう



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

Linkedin



メール



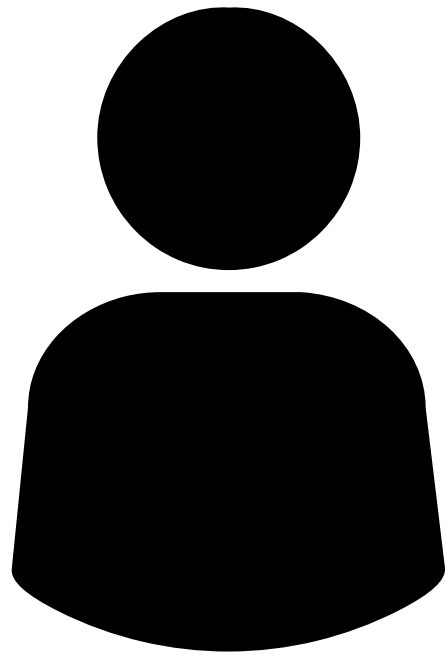
Facebook



SNS、メールなどで出展の告知をしましょう

2. 成功の9割を握る事前準備：【ポイント②】 商談準備

出展社



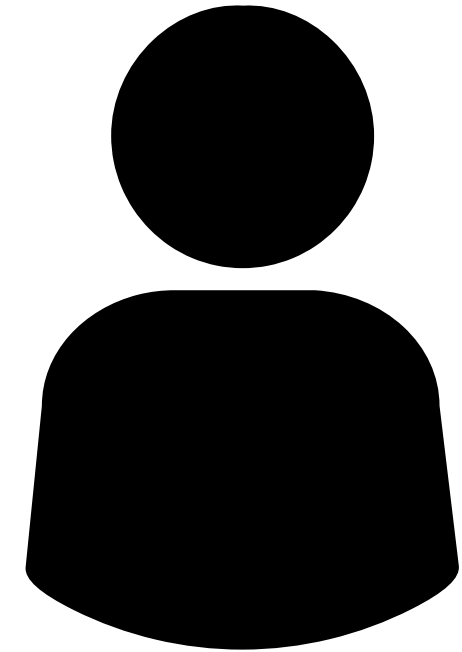
- 代理店を探している
- 専門小売に会いたい
- バイヤーに会いたい



事前アポイントメント
成立



来場者

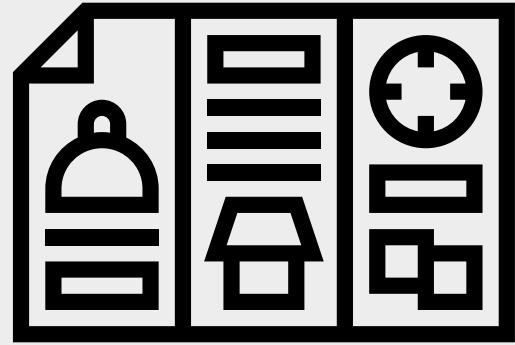


- 日本製を探している
- AIで解決できるサービス
- スウィーツを探している

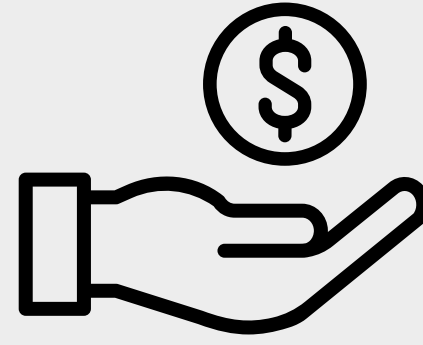
※商談マッチングサービスがない展示会もあります

商談マッチングサービスに申し込みましょう

2. 成功の9割を握る事前準備：【ポイント②】 商談準備



英文・現地語資料



価格表



輸送・納品方法



決済方法



商談記録シート



英文契約書

商談資料の準備は欠かさず行いましょう

2. 成功の9割を握る事前準備：【ポイント②】 商談準備

<ブース装飾について>

× 悪い例

- お金をかけて派手にする
- 商材、サービスがわからない
- 社名、ロゴだけが目立つ
- 製品が後ろにある
- 商談席がない

○ 良い例

- 目を引かせるモニター、キャッチコピーがある
- パッと見て商材がわかる、課題を解決してくれそうかわかる
- 製品が手にとりやすい
- 商談スペースが確保されている
- 会社のブランドイメージに沿ったデザイン

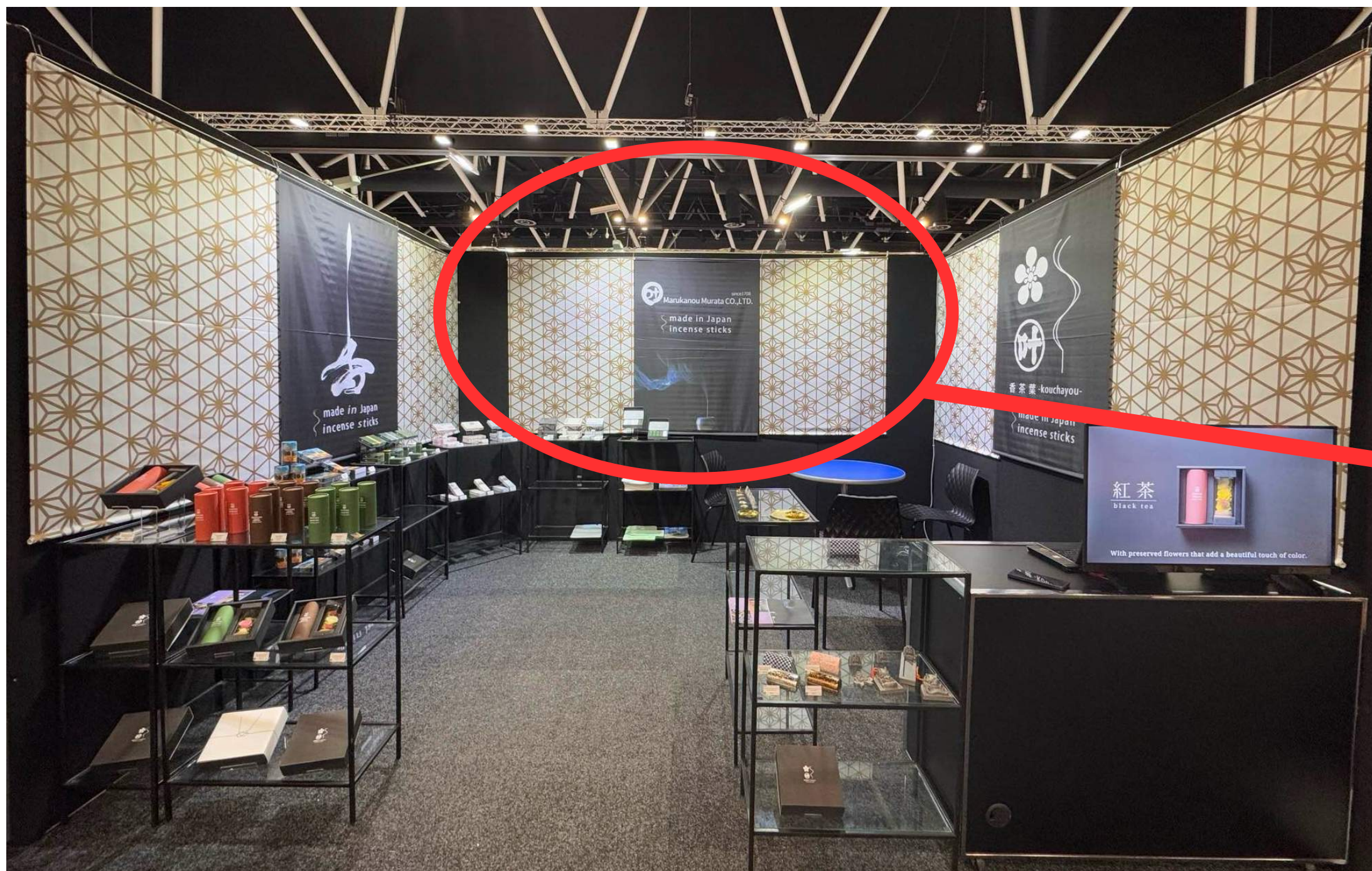
2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜ブース装飾の例＞



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

<ブース装飾の良い例>

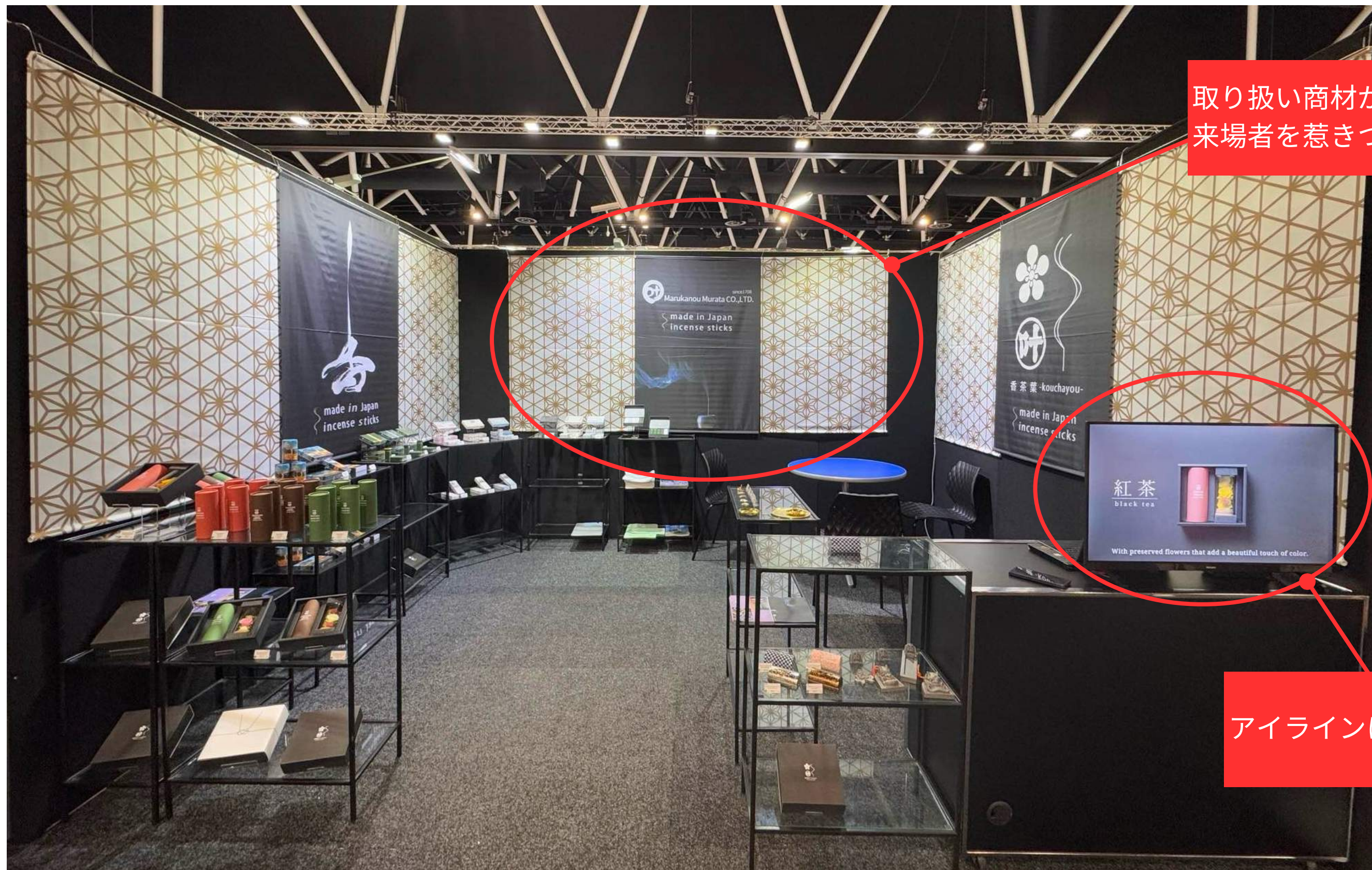


取り扱い商材がパッと見でわかる
来場者を惹きつけるキャッチコピー



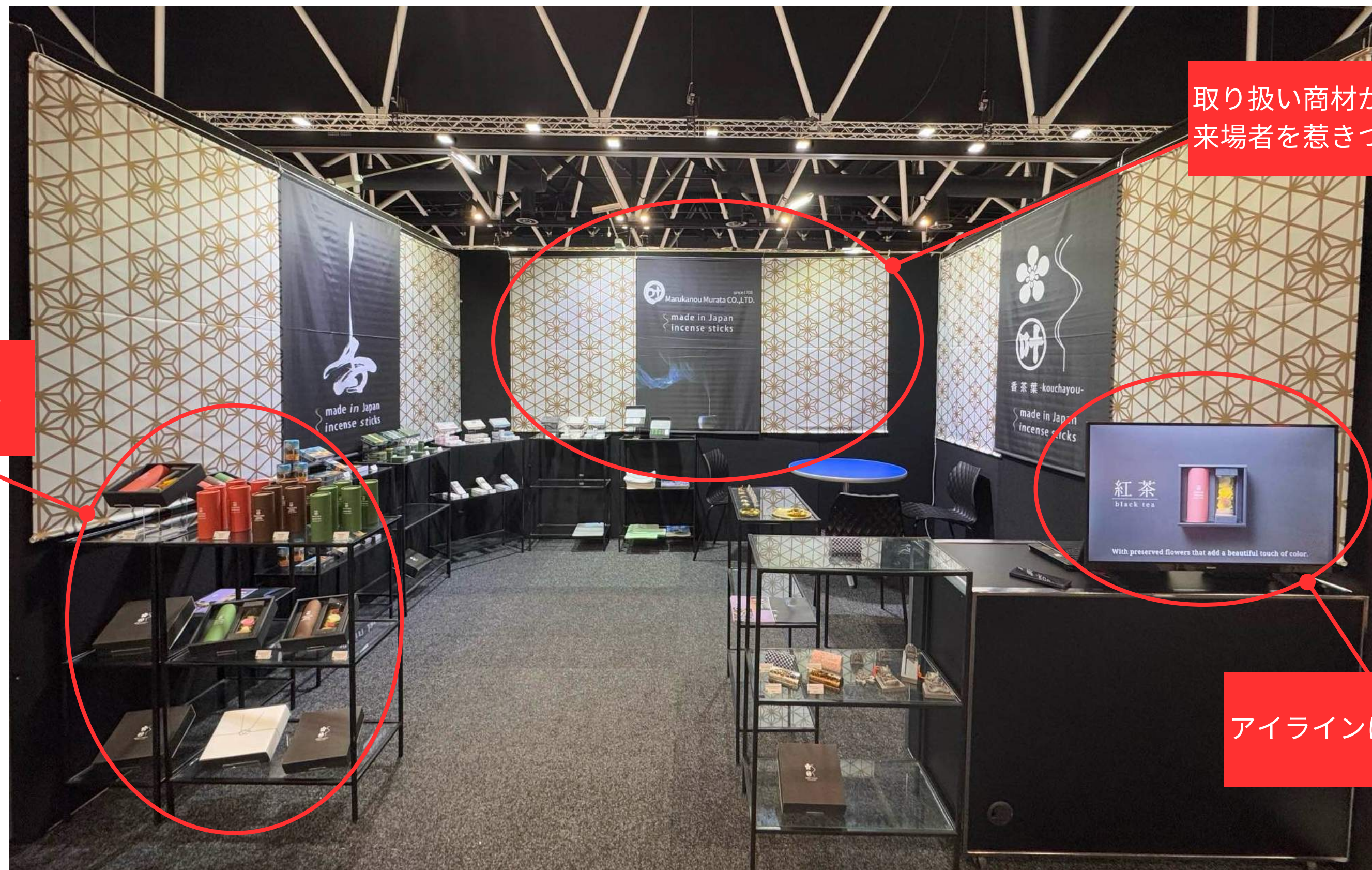
2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜ブース装飾の良い例＞



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜ブース装飾の良い例＞



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜ブース装飾の良い例＞

商談スペースがある

取り扱い商材がパッと見でわかる
来場者を惹きつけるキャッチコピー

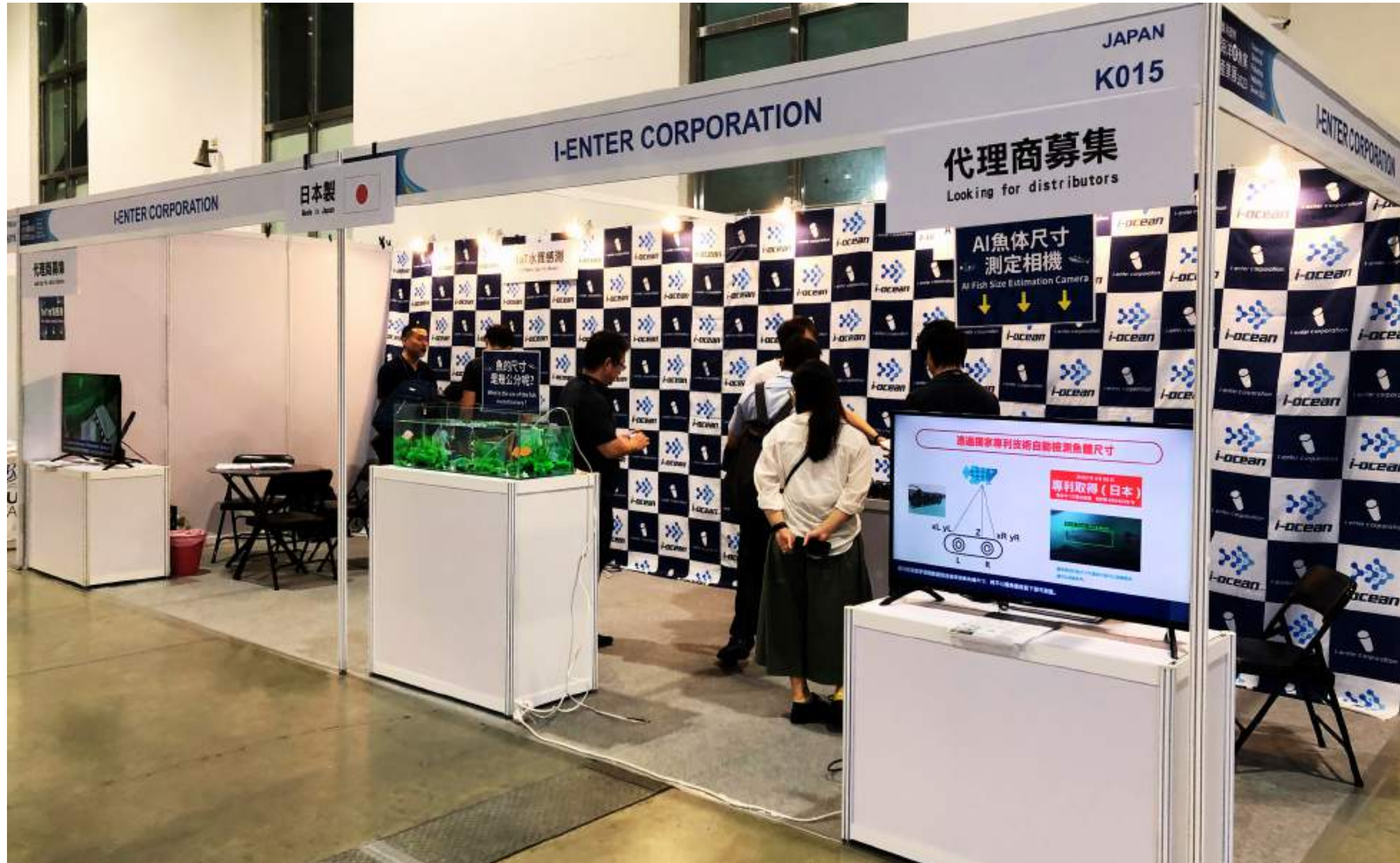
製品が手にとりやすい

アイラインにモニターを設置



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜ブース装飾の良い例＞



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜ブース装飾の良い例＞



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

＜ブース装飾の良い例＞



2. 成功の9割を握る事前準備：【ポイント②】 商談準備

<ブース装飾の良い例>

拡大すると・・・



印象に残るブースにするため
エンターテインメント性を設けることも

2. 成功の9割を握る事前準備：【ポイント②】 商談準備

<通訳について>



事前の資料共有



当日の立ち回り

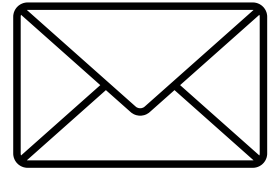


目標の共有

通訳を自社の社員のように動いて
もらえるよう準備をする



2. 成功の9割を握る事前準備：【ポイント②】 商談準備



メール



LINKEDIN



FACEBOOK
メッセージ



LINE



WHAT'SAPP



WECHAT



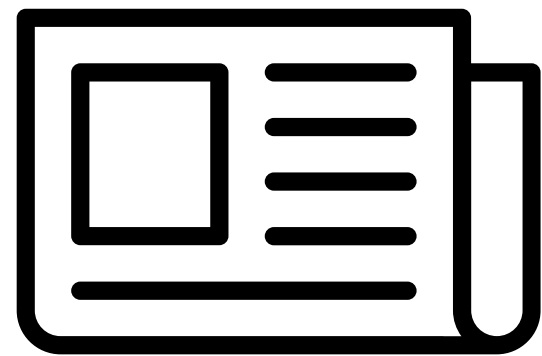
KAKAOTALK

会期後のコミュニケーションツールを想定し
個人や会社のアカウントを事前に作成する

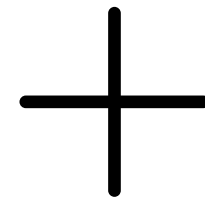
2. 成功の9割を握る事前準備：【ポイント②】 商談準備

プレスキットについて

メディアや記者向けに提供される広報資料をプレスキットと呼びます。展示会場のプレスルームにメディアや記者向けに資料を置ける場合があります。



プレスリリース



ノベルティ

競合よりも目を引くプレスキット
を準備しましょう



目次

1. 展示会の出展申込方法

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【ポイント①】 事務手続き

【ポイント②】 商談準備

【ポイント③】 商談

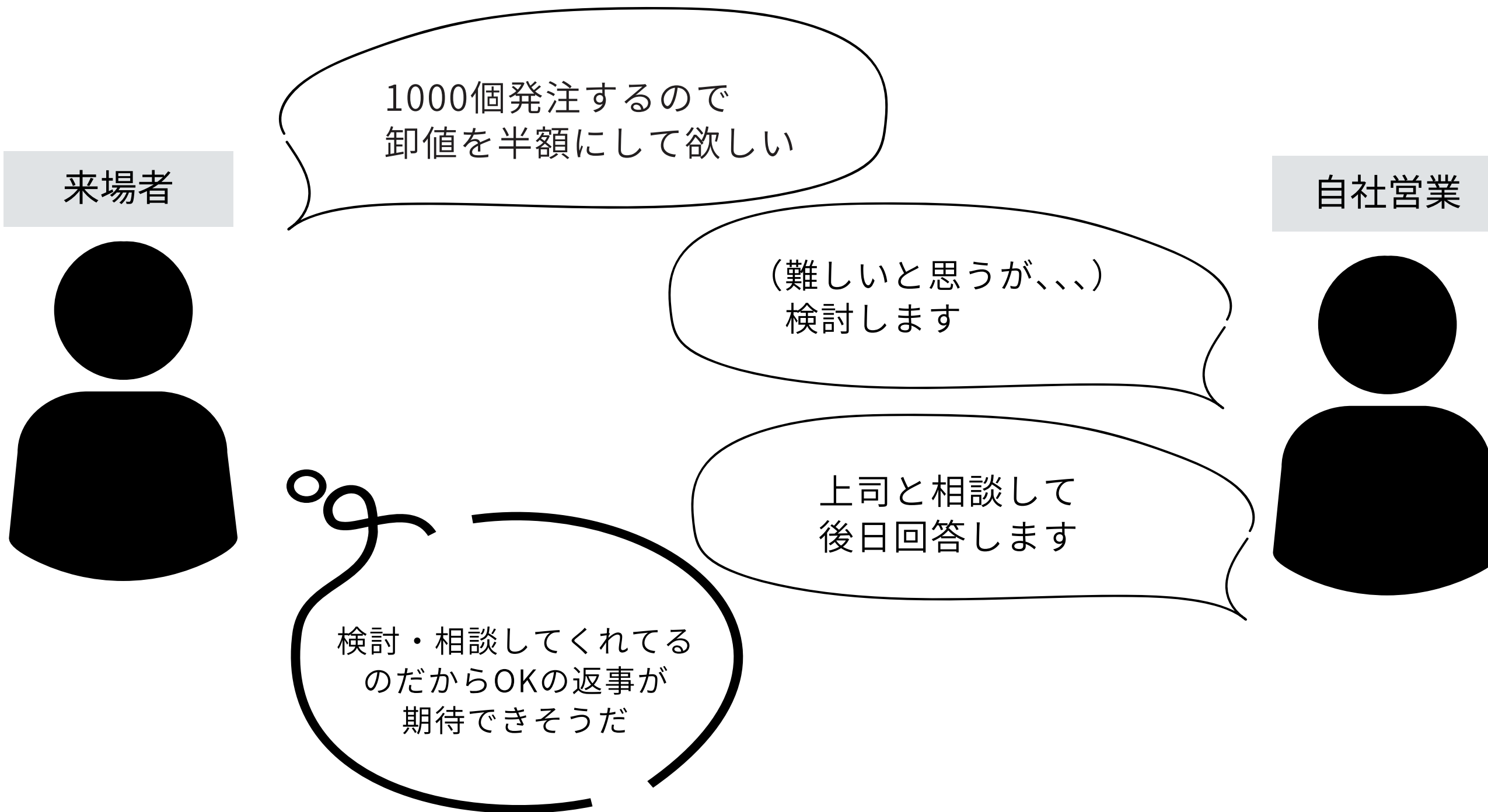
3. アフターフォロー



2. 成功の9割を握る事前準備：【ポイント③】 商談

日本の常識は通用しない！曖昧な返事は避ける

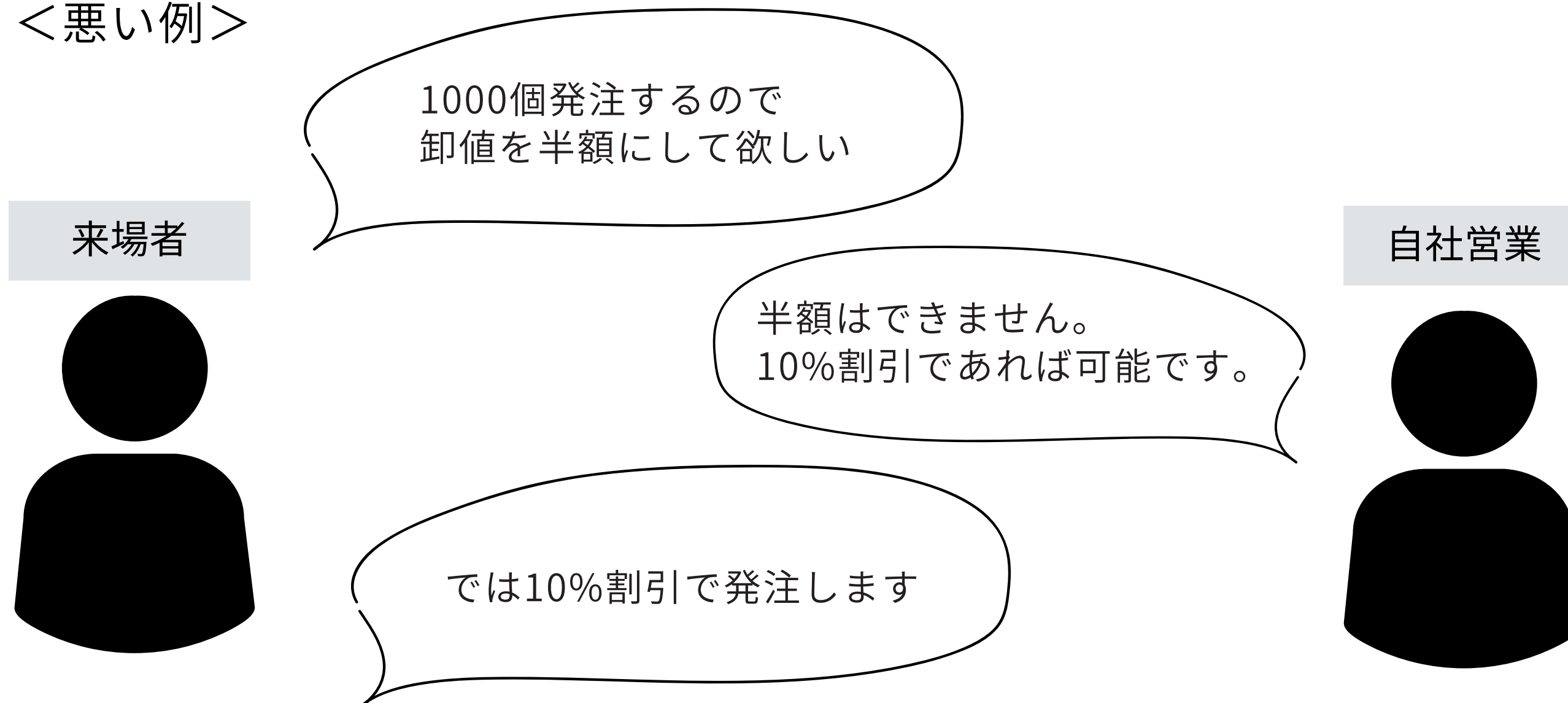
<悪い例>



2. 成功の9割を握る事前準備：【ポイント③】 商談

判断はその場です。商談をとめない

<悪い例>



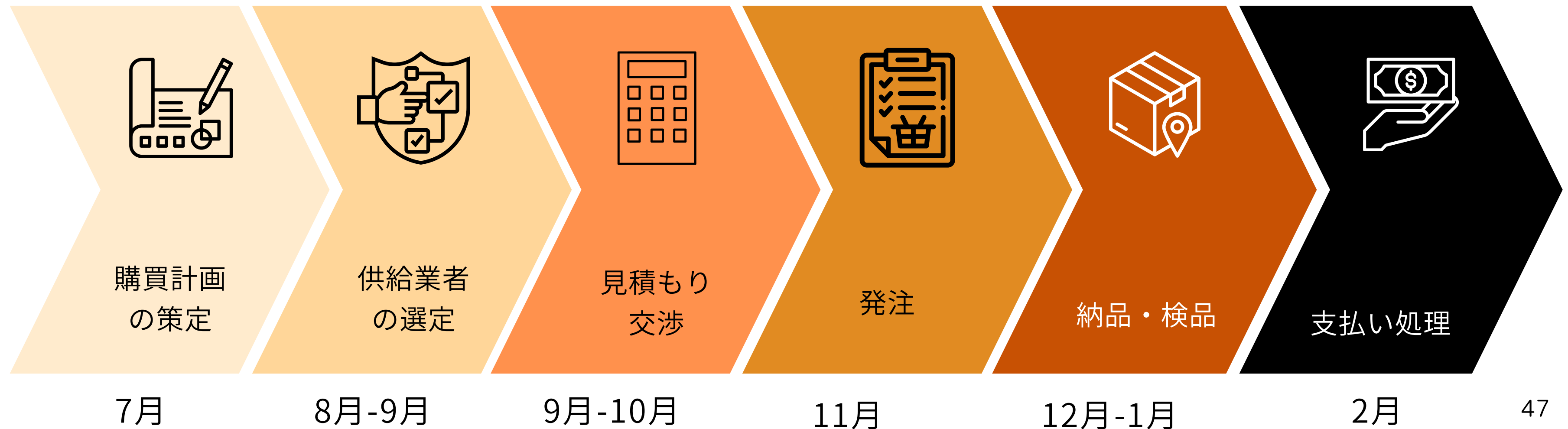
その場で交渉することで成約率があがります



2. 成功の9割を握る事前準備：【ポイント③】 商談

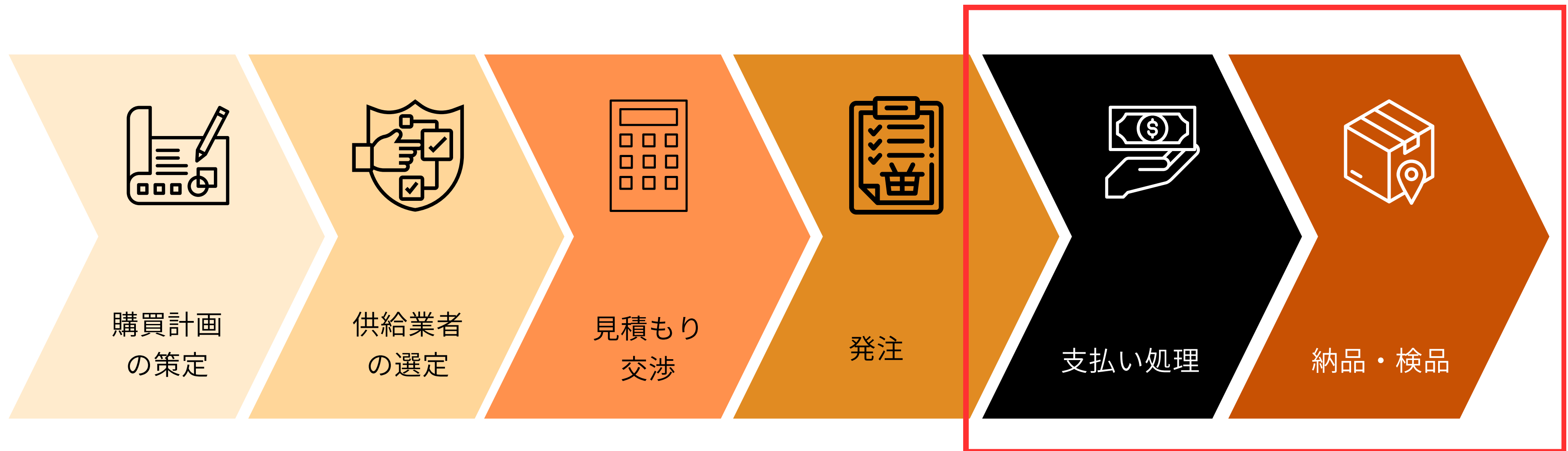
来場者の購買スケジュールと時期をしっかりとヒアリングをする

<例えば・・・>



2. 成功の9割を握る事前準備：【ポイント③】 商談

日本円での代金先払いを交渉しましょう

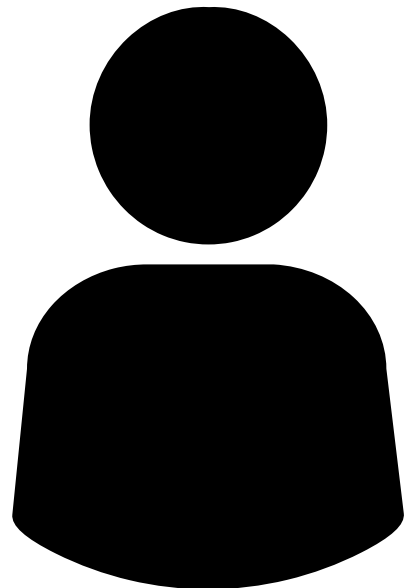


信用ができれば納品→支払いにする

2. 成功の9割を握る事前準備：【ポイント③】 商談

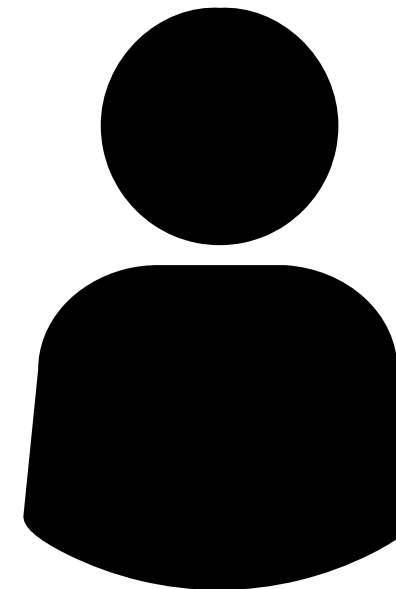
展示会後に連絡がとりやすい コミュニケーションツールを確認する

自社営業



メール以外に連絡がとりやすいSNSなどありますか？

来場者



LINKEDINをやっているので
メッセージを送ってください



2. 成功の9割を握る事前準備：【ポイント③】 商談

商談後にブースの前で写真を撮るのを忘れずに

社名を入れる

商材・サービス名
を入れる



なぜ写真が必要？

来場者は1日で多くのブースを訪問するので、どのブースで何が展示されていたか、誰と話していたか忘れてしまうことがあります。

写真を撮っておいて、後日（直後でもOK）お礼メールに添付をすれば、視覚的に思い出してくれるからです。

※写真の来場者の社名と名前が一致するように、撮影後に名刺の写真撮るかメモをしておきましょう。

2. 成功の9割を握る事前準備：【ポイント③】 商談

商談記録シートには、通訳の所感もヒアリングして含めましょう



言語のちょっとした
ニュアンスの違い

文化的背景

通訳がどのように感じたかは重要です



2. 成功の9割を握る事前準備：【ポイント③】 商談

来場者からできる限り情報を聞き出しましょう

来場者

（仮に購入しなくても）
興味がありそうな知り合いは
いないか？

判断基準はなにか？

どのように工夫したら現地の
マーケットで売れそうか

影響力のあるPR手法は？

2. 成功の9割を握る事前準備：【ポイント③】 商談

同じ展示会に出展している企業を訪問しましょう



出展社がディストリビューターやお客さん候補になることも

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1. 展示会の出展申込方法

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【ポイント①】 事務手続き

【ポイント②】 商談準備

【ポイント③】 商談

3. アフターフォロー

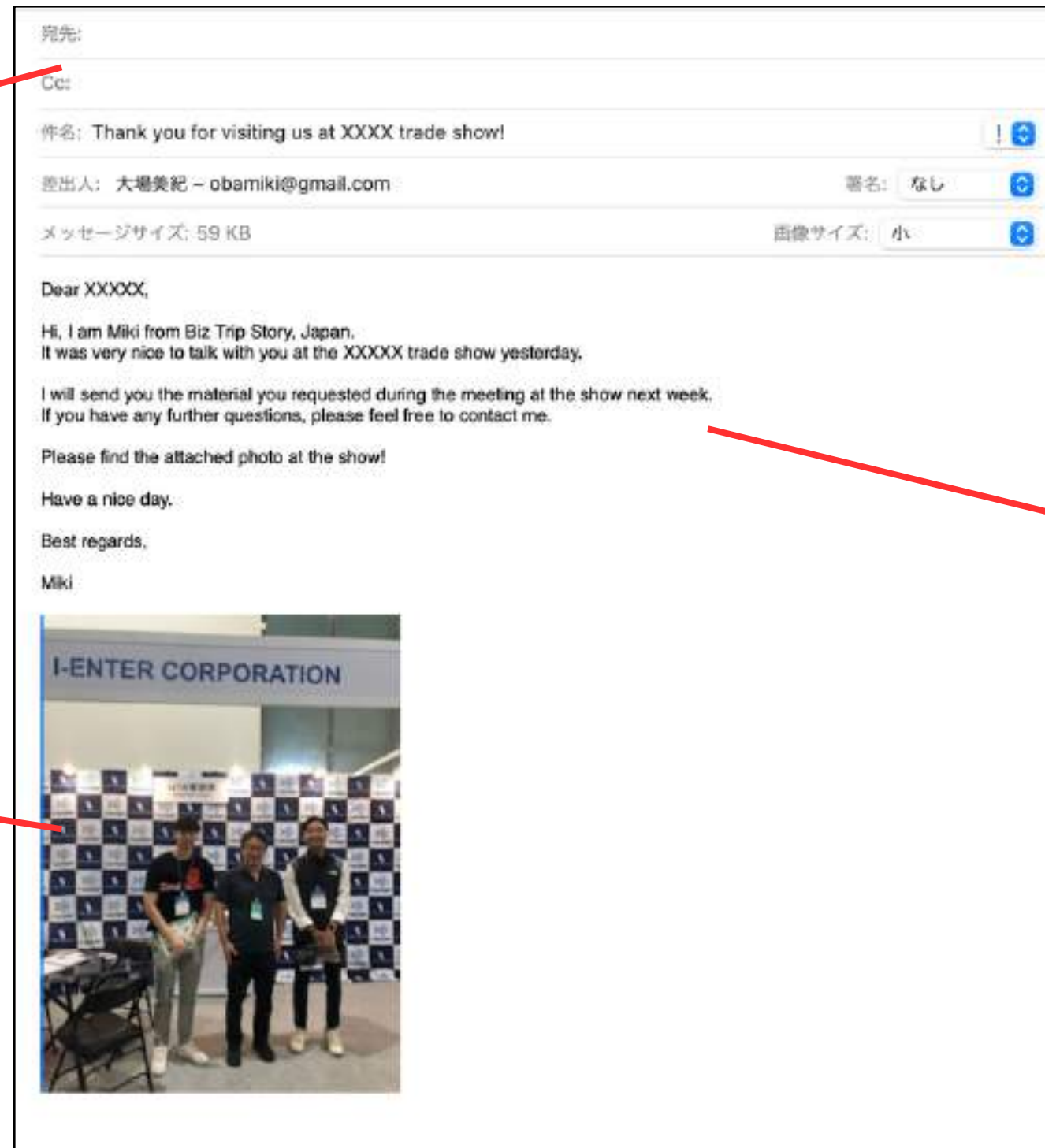


3. アフターフォロー

ブース訪問のお礼メール・SNSはその日か翌営業日中に

一斉メールではなく
個別メールが良い

必ず写真をつける

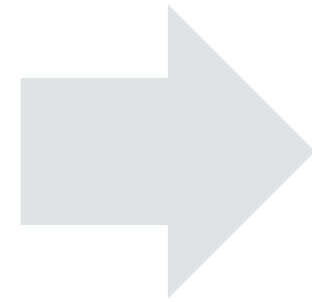
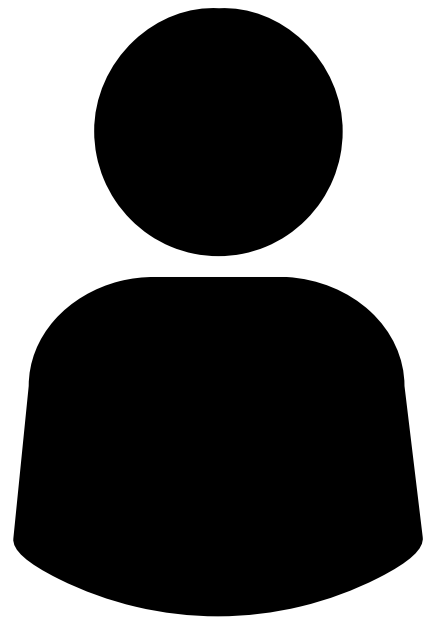


要求された資料などがすぐに準備できなくても、いつまでに連絡します、と伝えましょう

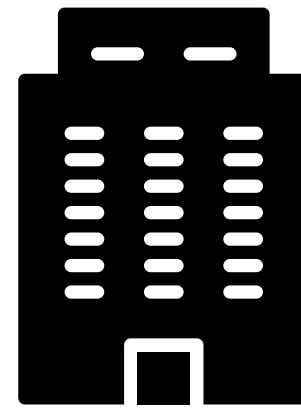
3. アフターフォロー

アポイントで会えなかった会社に連絡をしましょう

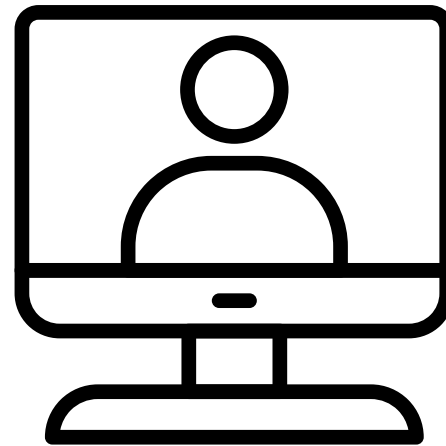
出展者



翌日にオフィス・店舗へ訪問



オンラインのアポイント



1. 展示会の出展申込方法

2. 成功の9割を握る事前準備

【ポイント①】 事務手続き

【ポイント②】 商談準備

【ポイント③】 商談

3. アフターフォロー



はじめての展示会でも成果が残せます！！



海外展示会の準備って
すごく大変そう・・・

Biz Trip Storyの海外展示会出展サポート

海外の展示会へ出展、成果をあげるためのサポート
を一気通貫で提供しています。

展示会前

- 補助金申請
- 展示会リサーチ/選定
- 出展手続きサポート
- 装飾/翻訳手配
- 物流相談
- 事前アポイントメント/
ヒアリング調査
- 交通/宿泊手配
- VISAサポート など

展示会期中

- 現場通訳アテンド手配
- 現地コーディネーター手配
など

展示会后

- バイヤーへの後追い営業
- Webミーティング同時通訳
- 通関資料作成翻訳
など



サポートにご興味があれば、お気軽にご連絡ください

Biz Trip Story株式会社

Tel: 03-6850-7768

<https://biztripstory.com/>

Email: contact@biztripstory.com

A top-down view of a clean, white desk. In the top left, there is a small potted plant with green leaves and a round, dark-colored container divided into sections, holding various small items like pens and paperclips. In the top right, a silver computer keyboard is visible. To its right is a white computer mouse. In the bottom left, a clipboard with a white sheet of paper and a silver pen is partially visible. A person's hand is seen at the bottom center, resting on the desk. A large orange rectangle is centered on the desk, containing white Japanese text.

ありがとうございました。