

Latin American Markets & Exhibitions 2015 / 2016



Bogota, Colombia

Key Facts:

- Format: 216 x 140 mm (landscape)
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- Language: English
- Print run: 1000 copies

Target Groups:

- German and multinational companies looking for access to the markets of Latin America
- Latin American companies
- International trade fair organizers, multipliers

Distribution:

- In Latin America by AFIDA
- In Europe by local global GmbH

www.latamexhibitions.com





São Paulo, Brazil

Content

- **Economic Development as Basis of the Exhibition Business**
Key facts & economic trends, key data, development of important sectors, sourcing in Latin America, economical & entrepreneurial risks
- **Exhibition Business in Latin America**
Facts & figures, portraits of selected trade fair organizers in Latin America, trade fair locations & the most important events
- **Efficient Trade Fair Participation in Latin America**
Market entry, Human Resourcing, information research, customs and logistics
- **Best Practice Examples**
Reports of selected companies about their experiences on Latin American trade fairs
- **Intercultural issues**
Crosscultural awareness and behaviour, Do's and Dont's
- **Trade Fair Schedule of most important trade fairs 2015 - 2016**

Concept

Trade fairs and exhibitors are a proven way to enter new country markets. For German and multinational as well as Latin American companies, the “Latin American Markets & Exhibitions” gives an insight into the range of the Latin American exhibitors along with the most important venues. Furthermore, the publication gives practical advice for an efficient trade fair and overviews the political and economic development of selected Latin American countries.

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Content

Print:

- Advertising in format 216 x 140 mm, landscape (with 3 mm bleed)

Print & Web:

- Editorial content: statements, interviews, presentation of your events, etc. (800 Words or 5000 characters with spaces)

Web:

- Exhibition of your content on the official website e.g.: text, PowerPoint, PDF, banner size: 125 x 125px, 120 x 240px or 160 x 200px and video
- Presenting the gallery of your event and/or venue

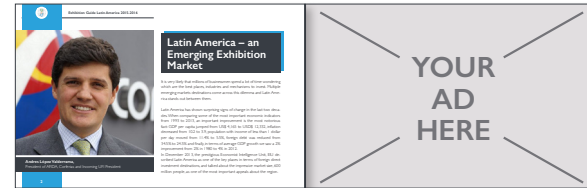
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