How to prepare for your participation in a trade mission?



To offer companies a unique opportunity to acquire invaluable market insights and participate in a plethora of networking events, the International Affairs department of the Chamber of Commerce organise trade missions.

Designed to promote international cooperation and further economic interests, the trade missions organised by the Chamber of Commerce span a wide array of networking opportunities, including business forums, official receptions and company visits. They also tend to encompass special visits of innovation hubs and research centers.

Preparing for a Successful Trade Mission

- Define your objectives
- Research the market
- Engage with the Chamber of Commerce’s offers such as requesting a call with the respective market advisor
- Prepare business materials

- Familiarise yourself with Swapcard* and plan meetings in advance
- Understand local culture & business etiquette
- Perfect your pitch and prepare a short presentation about your current activities
- Plan your budget & logistics
- Check travel documents and visas
- Be flexible & adaptable

Insider tip:

A big part of a trade mission is what happens in between the organised events and meetings. The contacts and peer-to-peer learning you get from others on a trip are invaluable.

Agenda

Find out more about the next trade missions organised by the Chamber of Commerce

* Swapcard is an event platform used by the International Affairs Department of the Chamber of Commerce for all its missions abroad to showcase the profiles of the Luxembourg delegation, foster networking and matchmaking with companies in the targeted country.