

# How to become a national pavilion exhibitor on trade fairs?



As your company strengthens its solid foundation, the next strategic step is international expansion – whether through diversifying your outreach, broadening distribution channels or prospecting new markets.

Supporting internationalisation is one of the core missions of the Chamber of Commerce. With access to a global network and a strong presence on the ground, the Chamber of Commerce facilitates the international growth of its members by organising a wide range of activities in Luxembourg or abroad. Once such initiative is the organisation of National Pavilions at international trade fairs, offering companies a professional and cost-effective way to showcase their products and services on a global stage. Companies can benefit from a turnkey booth, various added value services and assistance from the Trade & Invest team.

Take full advantage of these resources on trade fairs by following our advice to accelerate your business internationally!

## **First of all, select your trade fair!**

Manifest your [interest](#) to exhibit in one of the National pavilions organised by the Trade Fairs service. You can select the fairs by consulting the [programme](#) of trade fairs.

## **Manifest your interest to participate**

You can manifest your interest in one or several of our national pavilions directly on the website or by sending us an email ([tradefairs@cc.lu](mailto:tradefairs@cc.lu)).

## **Prepare your travel and your promotional material**

Once your participation is confirmed, act promptly to secure your travel arrangements. Travel and accommodation tend to fill up quickly and become more expensive over time during trade fairs.

The Trade & Invest team will request your marketing kit to prepare your participation and the turnkey booth (company name, logo, video, keywords).

For large exhibition materials, contact the Trade & Invest team directly to ensure your material fits in the space of the National Pavilion.

## **Focus on your onsite meetings**

Identify potential clients in advance through the networking platform of the trade fair and proactively reach out to them to schedule your onsite meetings.

## **Optimise your visibility**

Promote and announce your participation in the trade fair through your social media or other channels in advance to gain traction and enhance your visibility.

## **Be proactive during the trade fair**

Engage in events and other networking opportunities during the fair while ensuring a presence at your stand.

## **Stay connected**

After the exhibition, follow-up the connections you made during the trade fair proactively. Keep an eye on other sector-related events that could be interesting for your company.

*For more information, contact: [tredefairs@cc.lu](mailto:tredefairs@cc.lu)*