

The International Year of Natural Fibres 2009

Communication Plan

20 April 2007

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CHALLENGE

Create a strategic communication plan for the International Year of Natural Fibres 2009 by which the objectives of the initiators can be achieved and which can be used beyond 2009 as a basis for further communication of the “Natural Fibres’ Family”. The plan has to include ideas for a common logo and a slogan.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

Background

1. December 20th, 2006, the year 2009 has been declared the International Year of Natural Fibres (IYNF) by the United Nations’ General Assembly;
2. The UN resolution invited FAO to facilitate the observance of the IYNF. The international steering committee, representing the major fibre industries, provides advice to FAO, which chairs the committee.
3. Natural fibres’ (NF) industries have not taken joint action so far.
4. A family brand of NF does not exist.
5. In some cases, single natural fibres compete with each other.
6. A budget for communicating the IYNF has not yet been set.
7. Differentiation between NF and IYNF is not clear

Lessons Learned from former International Years (UN) (Mountains, freshwater, rice, micro credit, desertification)

W- hardly recognized as a global campaign and/or a worldwide (in the sense of world-spanning) initiative of the UN,

- no “central driving force”
- globally communicated logo and website, but hardly any links from/to national sites
- no integrative visual language
- hardly any material of goal-oriented use for the media on the website
- no studies or results of research

Strengths NF

- natural fibres are biodegradable, renewable and sustainable
- consumers emotionally associate natural and pleasant comfort
- NF have superior properties and cost advantages in numerous applications
- NF are an active contribution to protect the atmosphere
- there is a suitable single fibre for almost every application
- natural fibres are produced by farmers, basically on family farms
- natural fibres are mainly processed by small and medium sized enterprises

Weaknesses of NF

- regarded as not usable for all kinds of applications, especially in the high-tech field
- not-up-to-date image among customers
- in some cases, methods of cultivation can harm the environment

- high consumption of limited resources (e. g. water)
- not regarded as innovative
- assumed negative properties of single fibres in many cases costs higher than competing man-made fibres

In addition:

- there is no perception of NF as a family brand
- no international quality standards for single NF
- no perception as a family of products like “synthetics” with made-to-measure specifications for almost any application

Opportunities NF

- new business development in an environmentally sound manner
- basic sympathy of consumers can be addressed
- new applications for natural fibres in high-tech products, upholstery and others
- increasing market share due to changing views on the importance of a clean environment lead to an increasing demand for sustainable resources
- Substituting man-made fibres through natural fibres in order to reduce the industrial use of polluting chemicals

Threats NF

- knowledge deficits of consumers concerning natural fibres and their various applications can not be revised
- supply can not be increased in the same amount as demand (biological, juridical, political, social restrictions)
- the image as being “too ecological” in some cases and countries (jute bag) can not be changed
- “negative properties” of a single fibre may harm the image of all natural fibres
- improving properties and better positioning of synthetic fibres
- natural fibres will not be associated with natural and ecological production
- the environmental awareness among consumers will not increase.

Strengths IYNF

- UN/FAO patronage
- steering committee representing all major NF industries
- for the first time, all natural fibres communicate under a common roof
- right time: Environmental issues gaining more attention in the media, increasing ecological awareness of consumers (e.g. the climate change)
- political and social mission of FAO

Weaknesses IYNF

- ambivalent perception of International Years

- the amount of pressure and target groups may endanger the unitary positioning of NF
- diverging interests of different supporting industries and organizations possible
- uncertain funding
- slow processes of decision making: only the steering committee can decide

Opportunities IYNF

- UN/FAO patronage leads to high media attention
- consumers recognizing the sustainability of the natural fibres' industries
- integrating numerous influential industries and organizations
- to one powerful group
- establishing a family brand NF
- raising awareness and stimulating demand for natural fibres
- supporting development efforts in poor countries

Threats IYNF

- upcoming budget too low to allow targeted communication and promotion
- the communication plan is not globally coordinated and/or not consistently executed
- no conjoint approach due to high number of interest groups
- natural fibre industries focus on individual goals neglecting the opportunities coming from the "family approach"
- no decisions – no actions – no success

VISION, MISSION, VALUES, OBJECTIVES

Vision

To preserve the world, mankind has to act in accordance with nature.

The sustainable use of renewable natural fibres will help to keep the earth worth living and increase the chances for human beings to live in health and welfare.

Mission

Natural fibres are innovative and modern. Being biodegradable and renewable, natural fibres conserve limited resources and do not burden the atmosphere. They can be used in many applications.

Natural fibres are produced, processed and distributed with a continuing commitment to human needs and environmental necessities. They meet in many ways the increasing demand of consumers to acquire sustainable, renewable and healthy goods.

The production of natural fibres creates and strengthens the economic opportunities of less developed countries and supports the economic viability of family farms and rural communities all over the world.

Values

Based on this vision, the following values are essential:

quality-conscious

- to produce, distribute and sell the finest quality natural fibres for consumers and for industrial use.
- to meet human needs by initiating innovative ways to improve the quality of life for producers and consumers of natural fibres.

respectful

- to promote business practices that respect the earth and minimize the negative impact on the environment and the atmosphere. to support sustainable and safe methods of production by reducing the waste of energy and maintaining the productivity of the land over time.

fair

- to operate in a way actively admitting the central role of business in societies and for a worldwide justice in economics by integrating these concerns into every-day business activities.
- to create economic opportunities to support the economic viability of family farms and rural communities.
- to foster new models of economic justice that are sustainable and replicable.

Objectives

- raising awareness and stimulating demand for natural fibres
- establishing the perception of natural fibres as modern and innovative while being sustainable and renewable
- encouraging governments to give appropriate policy responses to the problems faced by natural fibre industries concerning infrastructure and research and development
- fostering an effective and enduring international partnership among the various natural fibre industries for further conjoint actions/campaigns
- creating a family brand / a seal of approval “natural fibres”
- increasing sales and market share of natural fibres and by doing so
- improving agricultural productivity and the living conditions of rural population

Key Messages

- Natural fibres are produced, distributed and sold with a continued commitment to human needs.
- By using Natural fibres’ products the consumption of energy and the environmental degradation is reduced. The atmosphere will be less burdened.
- Natural fibres meet in many ways the requirements of consumers to buy healthy, sustainable and renewable goods.
- By using Natural fibres’ products the exploitation of limited resources is diminished and productivity of the soil is preserved.
- Natural fibres offer substantial benefits to the producer and the consumer.
- The producers of natural fibres seek, initiate and foster innovative ways to improve the quality of life locally, nationally and internationally.
- The quality, durability and versatility of natural fibres and further specific advantages offer a wider range of applications.
- The production of natural fibres creates and strengthens the economic opportunities of less developed countries and secures their participation in global trade.

- By using natural fibres' products the economic viability of family farms and rural communities (in less developed countries) is supported.

TARGET AUDIENCES AND COMMUNICATION GOALS

Goals of Communication

1. Raising targeted awareness for natural fibres
2. Imparting the knowledge about natural fibres
3. Fostering the production and increasing sales of natural fibres by:
4. Establishing the perception of natural fibres as modern, innovative and healthy while being sustainable and renewable
5. Emphasizing the quality, durability and versatility of natural fibres
6. Informing about the economic and social aspects of the natural fibres' production

Audiences

1. Governments

- Natural fibres producing and exporting countries
- Countries processing natural fibres
- Countries consuming natural fibres' products

2. Industries

- Industries producing natural fibres
- Industries processing natural fibres
- Industries trading natural fibres' products
- Industries being perspective users of natural fibres

3. Consumers

4. Media as multipliers

COMMUNICATION STRATEGY

1. Coordinate global communication, cooperate in regional activities

A central communication unit is in charge of

- executing the global communication plan
- agenda setting on the international level
- supervising all parties involved in meeting the standard design guidelines and in communicating the key messages
- maintaining the global website
- media relations: international and certain national "flagship" media
- supporting national/regional/local activities

2. International beacon projects supported by numerous local activities

Centrally organized activities with an international impact raise the awareness of the international and leading national media and the target audiences, e.g.

- kick-off conference or opening ceremony
- international photo competition
- international media-day

- Guinness book of records competition

Numerous national/regional/local/ activities will benefit from the “beacons” and will address national/regional/local audiences and topics

3. Combination of a rational and an emotional approach:

- Rational: create, widen and deepen the knowledge about the advantages and many applications of natural fibres, combine lessons learned with surprising new lessons
- Emotional: tell success stories of natural fibres and demonstrate successful efforts concerning the improvement of welfare in some of the countries of origin, combine faces and figures; present unexpected applications of natural fibers

4. Starting to “penetrate” the idea of NF-family as early as possible in 2008

- to raise awareness at an early stage in order to have response communicating the IYNF from the beginning of 2009
- to prepare and inspire the media with the IYNF and the upcoming activities
- to start an active dialogue with the target audiences
- to attract additional sponsors to learn about the arguments of possible opponents

5. Multi-channel communication

- to reach as many members of target audiences as possible
- to communicate “state of the art”
- to have the instruments suitable for an emotional and rational approach
- to demonstrate the versatility of natural fibres in corresponding ways of communication

CORPORATE DESIGN

Corporate Design

Basis of the family-brand identity of NF

- setting the stage for a consistent visual identity
- maintaining the unambiguous perception of the brand
- supporting to raise awareness
- underlining the emotional positioning

In order to secure a worldwide consistent appearance, corporate design guidelines are needed.

Logo for the International Year of Natural Fibres

Should include:

- International
- Worldwide
- Fibres
- Natural
- Environmentally- friendly
- Time

Slogan

Should be:

- understandable
- international
- recognizable
- concise
- ambiguous
- emotional
- must work in various languages

The logo and slogan could be combined; possibility of adapting them for continued promotion of natural fibres beyond 2009.

Visual Language

A professional visual language leads to steered impressions evoking certain associations and attitudes. It can stir up feelings and also create suspense or relaxation and can visualize facts. It increases the recall value and generates a clear correlation with a company or product. In order to promote natural fibres as a brand, a globally recognizable visual language is needed.

The professional visual language will be implemented by:

1. identifying typical subjects for photos which illustrate the inimitability of NF
2. building up a web based “picture pool”
3. using these photos worldwide (website, brochures, advertisements)

ACTIVITIES

Website, Brochures, Audio-visuals, Events, Media Relations, Key Contacts

Website

The website is the general access point to information about the International Year and natural fibres and is the central platform of internal communication for the parties involved

- collection of recent information
- online press room
- downloadable photos (picture pool)
- downloadable newsletter
- overview of all activities (timetable of events)
- virtual fair of natural fibres
- links to national and institutional websites concerning IYNF and NF

Virtual Fair

The virtual trade show on the IYNF-website should offer “House of Natural Fibres”[®], where all natural fibres’ industries have their own booth. This virtual booth will

- display natural fibres’ goods
- show the different applications of NF
- inform about the different kinds of production
- show the many advantages of NF (in comparison to synthetics)
- inform about economic and social effects in the countries of production.

By this, all natural fibres – neglecting market share and financial potential – have the opportunity to convince a worldwide community and to raise awareness. The single fibre’s website could be linked to the virtual trade show to underline the family approach.

Brochures

Explanatory handout, explaining the IYNF’s objectives and planned activities, listing the benefits for sponsors

Image brochure: giving an emotional impression of the beauty and variety of NF, of the social advantages for small farmers, of environmental responsible consumption etc, by using photographs from the picture pool,

Flyer (Leaflet): give-away to spread basic information about the IYNF, NF and the IYNFURL

Pocket-guide: explaining the technical and operational strengths of natural fibres, showing the opportunities and the range of applications

Publishing of scientific studies to underline the innovative power of natural fibres to the industries and the scientific community

Picture book for children designed by renowned graphic-artists from different countries to raise the awareness of the upcoming generation

Audiovisuals

Image clip, three minutes (CD/DVD)

- communicating vision, mission and values of NF following the corporate design and the visual language
- giving general facts on NF and the IYNF
- used as give-away for members of target audiences

Documentary film, 45 minutes (DVD)

- forming a positive emotional impression of NF
- informing in an emotional manner about the methods of production, and consumption
- telling success stories
- used as media footage, schools, libraries, interest groups

Action Tool-Kit

Following the communication strategy, regional/local activities will be supported by an action tool-kit. This will provide

- ideas and hints for regional/local bodies encouraging them to initiate and to execute corresponding activities
- master prints for leaflets, bill-boards, information booth,

- guidelines for regional/local media relations
- ideas how to use regional/local events for the IYNF (open house, jubilees, village fairs, memorial days etc.)
- proposals for gaining local sponsors
- arguments pro NF
- links for further information

CONFERENCES

International Conference in 2008

(internal “kick-off” for the parties involved, external “attention getter”)

- Starting to penetrate the idea of IYNF
- Establishing the “family approach” of NF
- “Big bang” for the international media to raise awareness for NF
- Attracting members of target audiences

Conferences in 2009

- Parties involved “brand” their conferences as part of the IYNF
- International Meeting of NF industries in combination with one of the “beacon projects”

Opening ceremony

Symbolic “opening-act” at the end of 2008 either in New York (UN-headquarter) or in Rome (FAO headquarter), involving a celebrity as godfather of the IYNF (Leonardo DiCaprio) a well-known politician and/or entrepreneur (Al Gore, Yvon Chouinard)

government representatives (members of UN/FAO)

the media

selected guests

The ceremony shall deliver worldwide seen pictures in order to get immediate awareness.

A similar ceremony in December 2009 finishes the IYNF and delivers first results of the IYNF to the media.

Special events

International Photograph Competition, intending to show the variety, worldwide sources, positive social impacts and countless applications of NF World-championship of rope pulling (biggest group, highest place, under water, man against animal etc), intended to actively involve many people all over the world;

Prominent building wrapped with a patchwork of several rags of different natural fibres; (artist e.g. Christo), intend to spread the “family idea” of NF Longest rope spun of natural fibers, intend to be listed in the Guinness-book of records);

Show-trucks, touring worldwide (one in Europe, Africa, Asia, The Americas) into cities to enlighten about natural fibers, targeting end-consumers, addressing emotions to initiate a change in buying patterns;
International Media Day "NF"; on a single specific day, media all over the world put NF into the centre of their broadcasts. Cooperation with other partners (retailers, car makers and so on) will improve the results;
Presentation of car models showing the amount of NF used for producing cars on international motor show;
Presentation of prêt-à-porter-collection completely made of NF at international renowned fashion shows.

Fairs

Exhibitions and trade fairs form an important part within the communication plan to raise awareness among target audiences and to show the many applications of natural fibres:

Regarding the great amount of relevant exhibitions and trade fairs worldwide – the presence of the natural fibre industries can only be limited. Therefore, a joint booth of the NF industries should be presented at a maximum of 20 occasions of the most important trade fairs all over the world.

See appendix for an overview of suggested fairs.

Research and studies

1. First study in 2007/2008 about the perception of natural fibres in the industrialized countries and the buying patterns of consumers
2. Second study in 2010 about changes in the perception of natural fibres and the buying patterns of consumers
3. Assembling a “reader” of existing studies under the IYNF- and NF-family-roof (technical, marketing, market research, scientific etc.) to get worldwide awareness.
4. Study about the potential of innovation concerning technological, economic and social issues.

Media relations

Agenda Setting

1. The press and the media do not reflect reality, they filter and shape it.
2. The media concentrate on a few issues and subjects: the public perceives those issues as more important than others.

Chances for a PR campaign:

- Select topics or stories that bring out certain strengths of natural fibres
- Provide journalists with success stories
- Get media coverage on the many success stories of natural fibres.

The following instruments will be used:

- press folders for press kits
- footage material about the IYNF, the single fibres, international activities

- success stories
- international press conferences
- international press releases
- background talks with editors, correspondents, free-lancing journalists
- visits to editors of special interest magazines etc.
- cooperation with single media
- clipping service.

Advertising

Advertising campaign in international magazines and newspapers in 2009

- with testimonials standing for different aspects of NF
- communicating the objectives and advantages of natural fibres
- along the lines: “I use natural fibres, because ...”
- testimonials possible:
 - Al Gore (former US Vice-President)
 - Ingvar Kamrad (founder of ikea)
 - Bill Gates (founder of Microsoft)
 - Leonardo DiCaprio (actor)
 - Naomi Campbell (model)
 - Tiger Woods (golf professional)
 - Company representatives (H&M, Zara, Benetton and others)

Key contacts

For a successful and targeted approach of the audiences a list of key contacts has to be assembled.

This list will include the opinion leaders and decision makers of the following groups:

1. Governments

- 1) Countries producing and exporting natural fibres
 - approach on relevant ministry in each country
 - distinctive responsibilities of national ministries
- 2) Countries with industries processing natural fibres
- 3) Countries consuming products made of natural fibres (major markets)
 - awake sense of responsibility on a political level
 - come to partnerships with ministries of consumer protection etc.

2. Industries

- 1) Industries producing natural fibres
 - win representative organizations to support the campaigning to mobilize each of their members
- 2) Industries processing natural fibres
 - most industries are well organized in national or even international associations
- 3) Industries trading natural fibres' products
 - clothing (H&M, Zara ...), upholstery etc.
- 4) Industries prospectively using natural fibres

3. NGOs / International organizations

- 1) Supra-national organizations/institutions (UN, development banks etc.)

- 2) Environmental organizations
- 3) Non-profit organizations for sustainable development
- 4) International economic organizations
- 5) International political organizations
- 6) Consumers' organisations

4. Media

- 1) Printed
- 2) Newspapers, national/international
- 3) Trade press, professional journals, magazines
- 4) Yellow press
- 5) Free papers
- 6) Broadcasted (TV, Radio)
- 7) Documentations, reports
- 8) News
- 9) Magazine programs
- 10) Internet
- 11) Portals
- 12) News sites
- 13) Forums

TIMELINE

Timeline: 2007

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Advertisements												
Press/Public Relations				Decision on CI/CD-handbook	Production of manual			Presentation of manual	Prod. of virtual press handout	First press release		Second press release
Conferences/Events				Decision on Kick-off-conference	Preparation of Kick-off-conf.							
Internet				Decision on project room	Saving URL		Launch of IYNF-website		Launch of news room	Launch of first Success stories		Launch of add. Success stories
CD/DVD					Collection of success stories		Collection of success stories		Decision on CD/DVD	Production of CD/DVD		
Campaigns/Actions									Decision on action toolkit	Production of action toolkit		
Brochures									Decision on set of brochures		Production of picture pool	
Exhibitions/Fairs				Decision on joint trade show booth					Decision on virt. trade show	Preparation of virtual trade show		
Studies/Books				Decision on studies	Start of Study							

Timeline: 2008

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Advertisements			Start of ad production	Decision on mediaplan	Start of media bookings		Media bookings cntd.					→
Press/Public Relations	Virtual handout	third press release	Fourth press release	Fifth press release	Sixth press release	Seventh press release			Eight press release	Ninth press release	Opening press conference	Tenth press release
Conferences/Events	Preparation of Opening Event	Kick-off Conference				→	Preparation of opening event					Opening ceremony
Internet	Virtual press room	Launch of add. Success stories	Study summary	Virtual picture pool	Virtual toolkit	CD/DVD-trailer	Launch of add. Success stories	Launch of virtual trade show	Overview national activities			→
CD/DVD	Production of CD/DVD				→	Presentation of CD/DVD	Distribution of CD/DVD					→
Campaign/Actions	Production of action toolkit			→	Presentation of action toolkit		Preparation of intrn. actions					→
Brochures	Production of picture pool	→	Production of set of brochures			→	Production of set of brochures			Presentation of brochures	Distribution of brochures	→
Exhibitions/Fairs	Decision on exhib. particip.	Prep. of exhib. participation		→	Presentation of virtual trade show	→	Preparation of opening exhib.					→
Studies/Books		→	Presentation of study	Prod. of study results/book			→	Production of book			→	Presentation of book

Timeline: 2009

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Advertisements	Placement of ads						Placement of Ads					
Press/Public Relations	Press conference	Press releases	Press releases	Press releases	Press releases	Press conference	Press release	Press release	Press release	Press release	Press release	Final press conference
Conferences/Events												Closing ceremony
Internet	Ongoing activities						Ongoing activities					
CD/DVD	Distribution cntd.						Distribution Continued					
Campaign/ Actions	Action on Motor show Detroit		Action on Fashion shows Milano			Action on Motor show Buenos Aires			Action on Motor show Frankfurt	Action on Fashion show Shanghai		
Brochures	Distribution cntd.						Distribution continued					
Exhibitions/Fairs	Houseware Frankfurt Building Munich	Building Orlando Textile, Mexico	Gen. Exhib. P. Harcourt/NIG Textile Chicago	Auto. Guangzhou Building Shanghai Packaging, D-dorf	Houseware Hongkong	Building Cairo	Auto Parts Sao Paulo		Automotive Frankfurt	Packag. Chicago Auto Parts L. Vegas Textile Shanghai	Gen.Exhib. Delhi Packaging , Building Paris	
Studies/ Books	Distribution of book						Distribution continued					

DECISIONS

The following decisions should be taken as soon as possible:

1. Organisational structure
2. Logo /design, slogan (CD-manual)
3. Fundraising strategy and explanatory handout
4. Kick-off event
5. Contracting studies/research
6. Website

APPENDIX: SUGGESTED SELECTED FAIRS

Possible exhibitions and trade fairs for an IYNF-booth are:

I. Packaging:

1. International Fair for Packing Machinery, Packaging Materials and Confectionery,

Time and Place: April 2009, Dusseldorf/Germany

Total number of exhibitors (last trade fair): 2654

Main industry sector: Transportation, Logistics, Packaging / Packaging (Materials, Machinery & Equipment)

Exhibit: Packaging Machines and Appliances, Packaging Material and Means, Packaging Aids

2. PACK EXPO – The world of Packaging Technology,

Time and Place: October 2009, Chicago

Total number of exhibitors (last trade fair): 2007

Main industry sector: Transportation, Logistics, Packaging / Packaging (Materials, Machinery & Equipment)

Machinery, Industrial Technology / Manufacturing Technology & Engineering

Machinery, Industrial Technology / Electric & Electronics (Products, Machinery)

Exhibit: Packaging Machinery, Packaging Materials, Converting Machinery, Packages and Converting Goods

3. World Packaging Exhibition.

Time and Place: November 2009, Paris/France

Total number of exhibitors (last trade fair): 2680

Main industry sector: Transportation, Logistics, Packaging / Packaging (Materials, Machinery & Equipment)

Exhibit: Packaging and Containers, Basic Materials, Packaging Machines, Shipping and Storage

II. Automotive and Auto parts:

1. International Trade Fair for the Automotive Industry, in combination with Nr. 2

Time and Place: September 2009, Frankfurt/Germany

Total number of exhibitors (last trade fair): 4505

Main industry sector: Transportation, Logistics, Packaging / Equipment & Supply for Automotive Services

Exhibit: Equipment for Petrol Station, Garage and Working Place, Vehicle Care, Maintenance

2. International Motor Show Passenger Cars/Motorcycles,

Time and Place: September 2009, Frankfurt/Germany

Total number of exhibitors (last trade fair): 1071

Main industry sector: Transportation, Logistics, Packaging / Automobiles (incl. Parts, Machinery), Equipment & Supply

for Automotive Services, Bicycles, Motorcycles (incl. Parts)

Exhibit: Passenger Cars, Motorcycles, Parts & Accessories

3. China Automotive Aftermarket International Trade Fair and Global Auto -Spare parts & Accessories Import & Export Fair

Time and place: April 2009, Guangzhou/China
Total number of exhibitors (last trade fair): 1500
Main industry sector Transportation, Logistics, Packaging/Automobiles (incl. Parts, Machinery),
Packaging Equipment
& Supply for Automotive Services , Industrial Technology / Electric & Electronics (Products,
Machinery)
Exhibit: Automotive aftermarket products, including auto accessories, auto tools & equipment,
spare parts and
accessories

4. International Auto Parts, Equipment and Services Trade Fair,

Time and Place: July 2009, San Paulo, Brazil
Total number of exhibitors (last trade fair):1304
Main industry sector Transportation, Logistics, Packaging / Automobiles (incl. Parts, Machinery),
Equipment & Supply for
Automotive Services
Exhibit: Auto parts, Tools, Accessories /Dealers, Repair, Shops, Engine
Rebuilding/Painting/Welding

5. Specialty Equipment Market Association Show (SEMA), in combination with Nr. 6

Time and Place: October 2009, Las Vegas, USA
Total number of exhibitors (last trade fair): 1978
Main industry sector: Transportation, Logistics, Packaging / Automobiles (incl. Parts,
Machinery), Equipment & Supply
for Automotive Services, Chemistry, Rubber, Plastics, Materials
Exhibit: Automotive Aftermarket Specialty Parts and Accessories in 11 categories

6. Automotive Aftermarket Products Expo (AAPEX)

Time and Place: October/November 2009, Las Vegas, USA
Total number of exhibitors (last trade fair): 1972
Main industry sector: Transportation, Logistics, Packaging / Automobiles (incl. Parts,
Machinery), Equipment & Supply
for Automotive Services, Hobby, Education / Hobby, Do-It-Yourself, Collector's Items
Exhibit: Automotive replacement parts, rebuilt parts, service equipment, garage and repair

III. Building

1. NAHB 2009 International Builders Show,

Time and Place: February 2009, Orlando, USA
Total number of exhibitors (last trade fair): 1600
Main industry sector: Building, Construction / Building & Construction, Real Estate, Sanitation,
Air-conditioning,
Plumbing, Lighting, Information, Telecommunication, Data Processing, Computer
Exhibit: The latest and most advanced building products and services.

2. Expo Build China 2009,

Time and Place: April 2009, Shanghai, China
Total number of exhibitors (last trade fair): 1472
Main industry sector: Building, Construction, Real Estate Building, Sanitation, Air-conditioning,
Plumbing, Lighting,

Building Maintenance, Repair, Cleaning, Equipment for Public Facility, Urban Development
Exhibit: Ceramics, Tiles & Sanitary Ware, Doors, Windows & Structures, Wooden Products

3. International Exhibition and Conference for Building & Construction

Time and Place: June 2009, Cairo, Egypt

Total number of exhibitors (last trade fair): 788

Main industry sector: Machinery, Metals, Metal Products, Hardware, Tools, Building & Construction, Real Estate

Building, Sanitation, Air-conditioning, Plumbing, Lighting, Equipment for Public Facility, Urban Development

Exhibit: Building Machinery, Equipment and Tools, Heavy Machinery and Earth Moving Equipment

4. International Trade Fair for Building Materials, Building Systems, Building Renovation

Time and Place: January 2009, Munich, Germany

Total number of exhibitors (last trade fair): 1913

Main industry sector: Building, Construction, Real Estate Building, Sanitation, Air-conditioning, Plumbing, Lighting

Exhibit: Building Materials for Construction, Civil Engineering and Road Building

5. International Building Exhibition 2007 (Salon International de la Construction)

Time and Place: November 2009, Paris, France

Total number of exhibitors (last trade fair): 2710

Main industry sector: Building, Construction, Real Estate Building, Sanitation, Air-conditioning, Plumbing, Lighting

Exhibit: Structures and Materials, Joinery and Fenestration, Interior, Equipment, Finishing

IV. House ware and textile

1. International Trade Fair for Home and Household Textiles

Time and Place: January 2009, Frankfurt, Germany

Total number of exhibitors (last trade fair): 3070

Main industry sector: Living / Textiles & Apparel (Materials, Products & Machinery), Building, Construction, Real Estate

Estate

Exhibit: Window Treatment; Sun Blind and Decoration Techniques, Curtain, Textiles for Furniture

2. Hong Kong House ware Fair

Time and Place: April/May 2009, Hong Kong, China

Total number of exhibitors (last trade fair): 2302

Main industry sector: Living / House ware, Tableware, Porcelain, Glassware, Furniture & Furnishings, Parts, Hobby,

Education / Hobby, Do-It-Yourself, Collector's Items, Textiles & Apparel (Materials, Products & Machinery)

Sanitation, Air-conditioning, Plumbing, Lighting, Industrial Technology / Metals, Metal Products, Hardware, Tools

Exhibit: Household products, handicrafts, home decorations, kitchenware, small electrical

3. International Home & House wares Show

Time and Place: March 2009, Chicago, USA

Total number of exhibitors (last trade fair): 2221

Main industry sector Living / House ware, Tableware, Porcelain, Glassware, Furniture & Furnishings, Parts, Gifts,

Handicrafts, Premiums & Incentives, Building, Construction, Sanitation, Air-conditioning, Plumbing, Lighting, Building

Maintenance, Repair, Cleaning

Exhibits: Machinery, Industrial Technology / Electric & Electronics (Products, Machinery)

4. EXINTEX - International Textile Exhibition,

Time and Place: February/March 2009, Puebla, Mexico

Total number of exhibitors (last trade fair) 700

Main industry sector: Living / Textiles & Apparel (Materials, Products & Machinery), Chemistry, Rubber, Plastics,

Materials, House ware, Tableware, Porcelain, Glassware

Exhibit: Weaves & Threads, natural and artificial fibres, Flat, knit and finished weaves

V. General trade fairs

1. South-South Fair - Exhibition and Investment Promotion Forum

Time and Place: March 2009, Port-Harcourt, Nigeria

Total number of exhibitors (last trade fair): 15000

Main industry sector: General Exhibition, fundamental Industries / Mining, Energy, Services / Hotel, Restaurant &

Catering Business, Agriculture, Forestry, Fishery

Exhibit: Oil and Gas, Agricultural Machinery, Hotel/Tourism, Food Processing/Packaging

2. India International Trade Fair

Time and Place: November 2009, New Delhi, India

Total number of exhibitors (last trade fair): 7500

Main industry sector: General Exhibition, Living / Textiles & Apparel (Materials, Products & Machinery), Machinery,

Industrial Technology / Material Handling, Pneumatics, Building, Construction / Sanitation, Air-conditioning,

Plumbing, Lighting

Exhibit: All Consumer Goods and Engineering Products