

Business development abroad
AFFAIRS AT THE FAIR

Customer: SRL (Italy)
 Activity: PRODUCTION AND TRADING
 Products: MACHINERY FOR FISHERIES
 Sector: **MECHANICS**

Assignment: **SEARCH AND CREATE NEW CONTACTS**
 Market target: **SPAIN**

Description	Participation at a sector event in Spain (September 2009) to create, develop and consolidate business contacts
Objectives	Create and consolidate new contacts with commercial partners Finding new customers Collect market information and industry Check the competition
Results	DISTRIBUTORS from Spain (negotiations in progress): 5 DISTRIBUTORS from other countries (negotiations in progress): 2 PARTNERS met (involved): 3 SUPPLIERS met (already acquired): 1 COMPETITORS visited (analysis completed): 5