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Global Community News “Sharing the Collective Experience”



Trade Show fever in Argentina

March 2003 was “Trade Show Time” in Argentina. We visited *ExpoChacra 2003* and *Feriagro 2003*, both of them in the middle of agricultural fields, 500 km and 350 km respectively from Buenos Aires. Both had more than 250 exhibitors and more than 25,000 visitors per day, and lasted four days. During these trade shows we presented and distributed our new catalogues and visited many of our active End-Users (many of them large End-Users). As in 2002, we maintained a strong focus on the agricultural market and its surrounding industries. This market has been the first to recover from the crisis of 2002.



We participated in the most important trade show for our industry in Argentina: the “*EMAQH 2003*” (see photos). *Emaqh 2003* was visited by 36,000 people, 86% of them were managers, owners, etc.. Foreign visitors in attendance came from Bolivia, Brazil, Colombia, Cuba, Chile, Ecuador, Paraguay, Peru, Mexico, Dominican Republic, Uruguay, Germany, Spain, France, Holland, Italia, U.S.A., Slovakia, Japan, Israel, Czeck Republic, Switzerland and Ukraine. *Emaqh 2003* also had 250 exhibitors, predominantly in machining, tools, wood-working, accessories, robots, measuring instruments, etc.

Our stand measured 50 sq. m. and was located on the main corridor with three demo tables (two for chemicals demos and one for abrasives demos). The stand had three free-standing walls with a private office to take purchase orders from End-Users and Distributors. We documented the needs of over 400 qualified leads at our stand. Many of them placed at least one order before the month was over, thus making March our record month since the devaluation crisis.