

6.3.2 HANDOUT

INTERNATIONAL TRADE FAIR INSTRUCTIONS, NOTES AND REFLECTION

Directions: You work for a German company in the marketing division. Your job is to attend the next International Trade Fair where you will be in charge of the company's booth. On display will be one of your company's top products exported to the USA. You are to convince the buyers from the USA to continue importing this product.

Over the next few days, you and your partner are to research the product, design the display board, and be prepared to answer questions about the quality of your product and its value to the USA market.

Your display should have pictures and text and possibly sample objects or artifacts. Be creative!

International Trade Fair Notes

Directions: As you listen to each of the booth presentations, complete the following note page.

Product Company	Shade in Location	Include at least 3 interesting facts you learned about this product that would influence your decision to import it to the US.
		
		

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