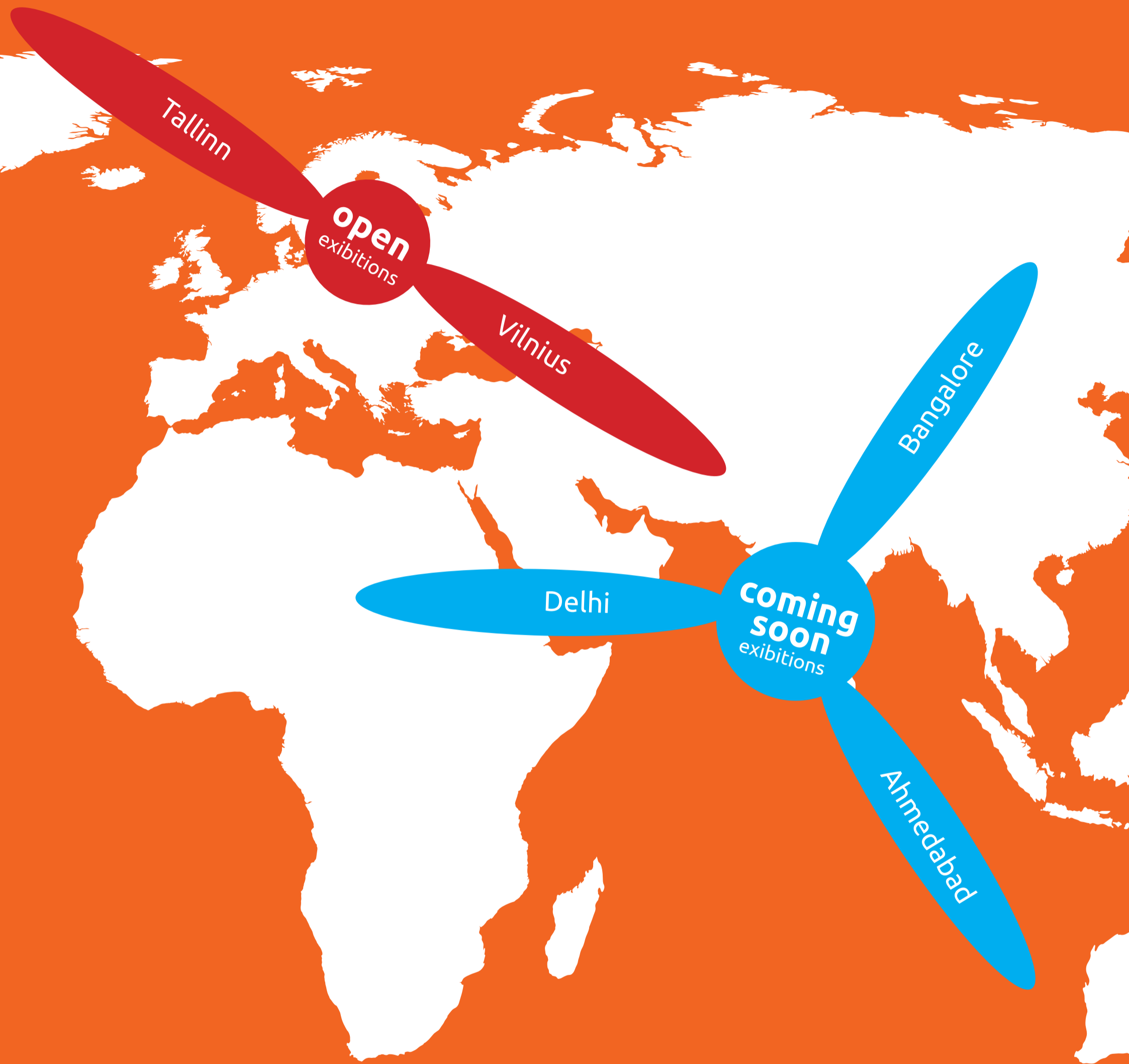


EURASIA TRADE HUB PLATFORM



EXIBITIONS IN AIRPORTS

www.expo-eurasia.com

FRONT OFFICE

BACK OFFICE

CALL CENTRE



FOR MORE INFORMATION
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PROPOSAL BACKGROUND

Expo-Eurasia together with the business partners run the airports exhibition facilities on Vilnius International Airport (Lithuania) and Tallinn International Airport (Estonia).

During one year a stream of ~6 mln. travelers goes thru those airports. According to the international surveys at the international airports 46% of travelers are businessmen's. Around 2,8 mln. businessmen's as possible customers spend 30 to 60 minutes spare time on airport visiting shops, cafes and Expo-Eurasia exhibition facilities in Vilnius and Tallinn airports.

60% OF THE VISITORS ARE THE DECISION MAKERS IN THEIR COMPANIES

TOP 9 COUNTRIES OF VISITORS ON EXPO-EURASIA EXHIBITIONS IN AIRPORTS ARE:

1. Sweden- 20%
2. United Kingdom 19.9%
3. Norway- 15%
4. Germany- 14.75%
5. Italy-12%
6. Denmark- 11.67%
7. Finland- 10%
8. France- 9.45%
9. Netherlands- 9.25%

THE TOP 11 INDUSTRIAL SECTORS REPRESENTED BY VISITORS ON EXPO-EURASIA EXHIBITIONS IN AIRPORTS ARE:

1. Log and wooden houses
2. Medicines and health care
3. Furniture and fixtures
4. Metal and iron
5. Building industry
6. Clothing industry
7. Advertising industry
8. Machines
9. Woodworking industry
10. Food industry
11. Mass media industry

THE AIM OF CO-OPERATION PROPOSAL

EXPO-EURASIA IS LOOKING IN 2 KINDS OF CO-OPERATION PARTNERS:

- 1 Partners helping to motivate India service providers (tourism companies, IT companies, medical service providers) and producers from different industrial sectors to expose their products and service in Expo-Eurasia airports facilities to European and CIS countries (more about airport facilities services see attachment).
- 2 Partners helping create exhibition facilities on India airports to expose the European and CIS countries companies for India and South – East Asia travelers going to India airports.

WHAT IS NEEDED TO SET UP AIRPORT EXHIBITION FACILITY ON INDIA AIRPORTS

1. Exhibition space of 200-300 sqm equipped with furniture and office equipment.

2. 3-5 trained persons working on exhibition facility.

- A) Invite the travelers to the exhibition from the waiting places on airport
- B) Collect data about business interest of visitors, visitors company product, services information, export – import interests, raw material needs, services needs
- C) Provide collected data to the back office of airport exhibition facility to be inserted in the exhibition facility network main data base
- D) Present according to the visitors business interest the products and services exhibited in the facility
- E) Offer the drinks and snacks for visitor during the presentation
- F) Get a permission of visitors to supply him with offers, news coming from the target markets and maybe matching this business interest (e-mail, news letter, sms sendings)

3. Back office of exhibition facility

THE DUTIES OF BACK OFFICE:

- A) Maintain the data base of visitors of facility and prepare the individual matching proposals
- B) Provide the data collected by the front office of airport exhibition facility to the call center

4. Back office of exhibition facility

THE DUTIES OF BACK OFFICE:

- A) To invite companies staff during their routine business trip to visit airport exhibition facility
- B) To invite companies to expose their products and services within airport exhibition facility
- C) To contact companies which product and services may match the business interest of exhibitor on facility

IT IS PLANNED THAT:

1. After expanding the network of airport exhibitions to India airports the network will run under the brand name of “ Eurasia trade hub platform” with the clone on Internet as a virtual exhibition.
2. The owner of airports exhibitions will be the Eastern Europe India Consortium (EEIC).
4. The boxes of exhibited goods and services exposed in one airport will be transferred to other airport not later as after 3 month
5. The number of exhibitors on each airport facility must reach at least 200-300 companies during 2013