



**Let's get  
BUSINESS!**



**Potential**  
Association Meetings

- 3,627 meetings NOT held in Costa Rica
- 1,914 with over 250 delegates
- 132 with key contact in Costa Rica

**Costa Rica : 64 in world**



**Association Headquarters**

	1997	2007	%	Market Share
• Europe	1880	3121	(66)	60%
• North América	672	1291	(92)	24 %
• Asia /Middle East	280	547	(95)	11%
• Latin America	102	240	(135)	5%



**Let's get  
DYNAMIC!**

- Building the relationship
- Working the tradeshow
- Familiarisation Sales Visits
- The Political angle
- Closing the Deal!



**imex<sup>09</sup>**  
26-28 May / Frankfurt



**Quality in numbers.**

- Hosted buyers: 3,684 from 58 countries
- Total buyers & visitors: 8,751 from 97 countries
- Total exhibitors: 3,500 from over 150 countries

*"Back to back appointments all day every day."*  
Sandra Chipchase, CEO Melbourne CVB



**Familiarisation Sales Visit**

**Closing the deal!**

**Understanding the Culture!**

**British Coded Speech**

What is said	What is meant
Hm....interesting idea	What a stupid suggestion
We must have a meeting about your idea	Forget it
We shall certainly consider it	We won't do it
I'm not quite with you on that one	That is totally unacceptable
I agree, up to a point	I disagree
He's our best golfer	We keep him out of the office

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**Act NOW!**

**Get the rewards**