

ABSTRACT

After the collapse of Thai economy in 1997, the Thai government became aware that the Small and Medium Enterprises (SMEs) should be supported to join International Trade Exhibition as a basic requirement to improve its economy. The government tries to encourage SMEs and Thai producers to take part in trade exhibition in a temporary forum in which buyers and sellers are able to meet together face to face under the same roof.

This report aims at preparing the guidelines for the SMEs and Thai producers who are interested in taking part in the trade exhibition overseas. The author had collected primary data from different reliable sources, for instance, Department of Export Promotion (DEP), Thai exporters who have been participating the exhibition overseas, textbooks and publications relates to the topic.

The SMEs have less experience in participating in trade fair overseas and it is difficult for SMEs to achieve the exhibition successfully when they participate for the first time. For this reason, this report not only provides the guideline for those who want to participate in trade fair overseas, but also gives some ideas on how to prepare and be ready before attending the trade fair overseas step by step.

Therefore, this report gives SMEs and Thai exporters the guidelines for successful participation in trade fairs. Especially planning and selecting are necessary to get the most out of trade fair at a minimum cost and to be able to participate in trade fair overseas properly and successfully in the future.