

Способы и инструменты поиска зарубежных партнёров на виртуальной выставке на примере United Fresh LIVE 2020

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консультант проекта ITC - Ukraine
24 июля 2020 г.

Вебинар в рамках проекта ITC «Содействие выходу МСП плодоовощного сектора на внешние рынки и включение их в цепочки добавленной стоимости»
<http://tradeproject.com.ua> • <https://www.facebook.com/ITCUkraine> • itcukraine@intracen.org

Актуальность онлайн выставок

1. Низкая стоимость проведения и участия
2. Доход от рекламы и приоритетного размещения
3. Более широкий охват (география, временные зоны)
4. Более продолжительный доступ к выставке

1. Виртуальным выставкам быть?

- а. Дополнение к оффлайн формату
- б. Подстраховка при форс-мажоре

**Кантонская выставка
В Китае**

The 127th Canton Fair
June 15-24, 2020
www.cantonfair.org.cn

THE 127th CANTON FAIR

Canton Fair

► 15th-24th, Jun, 2020

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16 Categories, 50 Exhibition Sections >

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Недостатки онлайн выставок

1. Текущая работа в офисе мешает полноценно участвовать в выставке
2. Нужен более активный подход к работе на стенде
3. Результат растянут во времени, непредсказуем и не виден/понятен руководству
4. Нет составляющей «путешествия» :)
5. Что ещё???

Цели участия в выставке

- Найти покупателей!
- Сравнить себя (ваш старт)
- Понять тренды (продукты, упаковка, маркетинг)
- Получить полезные контакты!

Типы покупателей

- Супермаркеты
- Дистрибьюторы
- Переработчики
- Перекупщики

Источники лидов (контактов)

1. Посетители вашего стенда
2. Посетители конкурентов
3. Список посетителей от организаторов выставки
4. Компании – экспоненты
5. Параллельные мероприятия (семинары, кофе-брейки)

– *Долгое присутствие на стенде партнёра!*

Почему ваш стенд вызывает интерес и лиды (обращения)?

1. Привлекательный вид (видео, графика) См. примеры!
2. Фото, имена и тексты на “бейджах” сотрудников
3. Активный чат на стенде (вопросы - ответы!)
4. Сотрудники онлайн
5. Легкость общения (англоязычный сотрудник)
6. **Организация информации на стенде по принципам продающего сайта:** товар, описание, фото & видео, сопутствующая инфо (сертификаты, логистика, упаковка, и др.), цена, опыт продаж.

Маркетинг и продающий вид стенда (личный vs. коллективный)

1. Список продукции + фото + видео
2. Её преимущества (organic, сроки хранения, размер, цвет)
3. Интересная история (семья, технология, применение)
4. Меньше общих фраз (high quality, excellent, др.)
5. Меньше официоза и лёгкие тексты + Активный чат!
6. Человек, личность + фото (Olga Apple Ukraine, Anna Garlic)
7. Простая навигация
8. Внешние ссылки (соц.сети + осн.сайт + ваш каталог (Оля, Дима))
9. *Примеры на след. слайдах...*

Чили – Привлекательное видео



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FOODS FROM CHILE - SOURCE OF LIFE: DISCOVER (



William Woo
Shine Chile



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Чили – На стенде всего трое в онлайн. Не понятно, кому писать.



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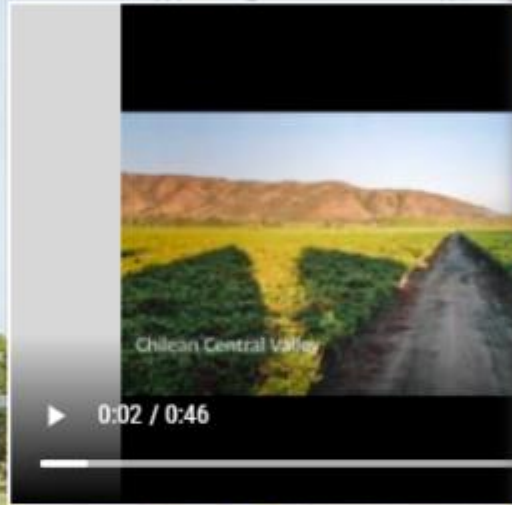
URCE OF LIFE: DISCOVER OUR 30 EXHIBITING COMPANIES



Teresita Gatica
AGP Exportadora y
Comercializadora



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Staff	Guests		
Sort By Online Filter			
ONLINE	NAME	COMPANY	
	Online Vanessa Benavides	AS Global Fresh	
	Online Rafael Bordachar	Chile-ProChile	
	Online Lilian Rodriguez	ProChile	
	Yolanda Pizarro	Chile-ProChile	
	William Woo	Shine Chile	
	Vivian Watkins	Chile-ProChile - Maule	
	Vanessa Benavides	AS Global Fresh	
	Teresita Gatica	AGP Exportadora y Comercializadora	

Коста Рика – Информация о продуктах и о самой стране



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Xenia Cascante
Novellus Breeding



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Banana and Baby Banana

Chayote

Coriander

Flowers and Foliage

Pineapple

Roots and Tubers

More companies information

Discover our country

Let's talk



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Коста Рика – Все онлайн, но кому писать не сразу ясно



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Sebastián Gómez
Grupo Acón



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Staff Guests

Sort By Online Filter

ONLINE	NAME	COMPANY	
	Online Natalia Henao	Costatropic	
	Online Lucía Vargas Lobo	Essential Costa Rica	
	Online Jennifer Salazar	Piñas Cultivadas	
	Online Grettel Zahner Solano	Sura Green	
	Online Fabio Mineo	ITACU	
	Online Diego Aguilar	ITACU	
	Online Beatriz Becerra	Costatropic	
	Online Alberto Bonilla Coto	ByC Exportadores	

Украина – “Бейджи” сотрудников, нет видео, нет чата



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UKRAIИ

NO USERS



Staff	Guests	
	Vasyl Kuz	GADZ Farming enterprise
	Olha Oliinyk	Sadyi Dnepra, UApple
	Maryna Sydorenko	International Trade Centre - Ukraine
	Maksym Buriachenko	FRESH FAMILY
	Ivan Antypenko	International Trade Centre - Ukraine
	Ignat Maistrenko	CRYOVIT
	Hennadii Yudin	Ukrainian Nut Association
	Hanna Popchuk	AGRO PATRIOT
	Georgiy Mikk	VG TRADE

Украина – Добавили “бейджи” сотрудникам



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1 Unread Email(s)

UKRAINE IS OPEN TO THE WORLD MARKET

NO USERS



Staff	Guests	
Sort By	Online	Filter
ONLINE	NAME	COMPANY
	Online Yulia Chernik, Organic-D Farm www.cutt.ly/Muvrbgt	Carrots (2400 t), beets (800 t), onions (400 t). Export to EU & Canada 🍷🍷🍷
	Online Vladimir Rakov, International Trade Centre (ITC) www.cutt.ly/ouvj9X	Support to exporters in buyer-seller talks 📄 Advice on supplies from Ukraine
	Online Maksym Buriachenko	FRESH FAMILY
	Online Liza Olshanskaya	FAMBERRY TM
	Online Dmytro Reznik, Organic Apple Farm www.cutt.ly/duvY2ee	Apple grower & exporter to Sweden, UK, UAE (7000 tons/year). Global G.A.P. + BIO
	zargaryan@intracen.org	
	Yuri Baranov, Wonder Food LLC	More than 40 types fruit and vegetable crisps, no sugar, additive free

Украина – Добавили видео и чат



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1D INTERNATIONAL PARTNERSHIP

NO USERS



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ONLINE	NAME	COMPANY
Online	Vladimir Rakov, International Trade Centre (ITC) www.cutt.ly/fumuHii	Advice on supplies from Ukraine 🇺🇦 Support to exporters in buyer-seller talks
	zargaryan@intracen.org	
	Yuri Baranov, Wonder Food LLC	Fruit and vegetable chips, additive free
	Yulia Chernik, Organic-D Farm www.cutt.ly/Muvrbgt	Carrots (2400 t), beets (800 t), onions (400 t). Export to EU & Canada 🍷🍷🍷
	Yevhen Perepelytsia	LLC ECO-SNACK
	Yanina Holod	AGROSELPROM
	Volodymyr Pechko UKRSADVINPROM Public Association	Export apples, blueberry (fresh and frozen)

Источники лидов (контактов)

1. ~~Посетители вашего стенда~~
2. Посетители конкурентов
3. Список посетителей от организаторов выставки
4. Компании – экспоненты
5. Параллельные мероприятия (семинары, кофе-брейки)
 - *Долгое присутствие на стенде партнёра!*
 - *Письма посетителям выставки!*

Ваши рабочие инструменты на сайте

1. Навигация онлайн (изучите сайт)
2. Встроенная почта и чат (почта – лучше!)
3. Визитная карточка в профиле
4. Ваш профиль!
5. Поля “Name” и “Company”
6. Ваш стенд!
7. Видео, онлайн юзеры, меню, кнопка связи (ответы!)

Источники контактов

1. Список посетителей от организаторов выставки
2. Список экспонентов (брошюра по ссылке https://info.unitedfresh.org/hubfs/United%20Fresh%20Live%20Spring%20Preview_5.28.pdf)
3. Каталог экспонентов на сайте (не работал алф. указатель, но можно листать)
4. Поиск на сайте
5. Справочник контактов в переписке
6. Google поиск (в Google Chrome прав. кн. мыши + VPN?)

Пример 1 - Costco – Встреча на стенде конкурента



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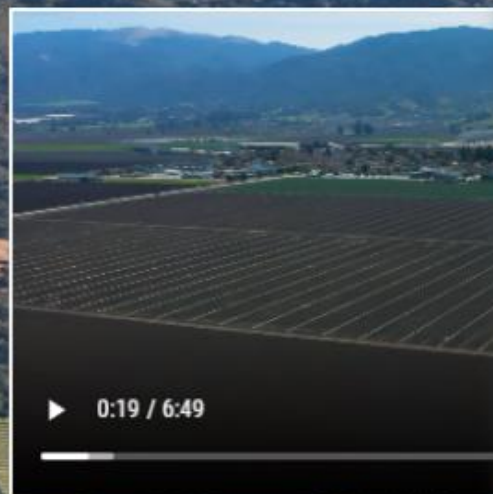
Exit



RVICE | INNOVATION



Matt Roy
Tanimura & Antle



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Staff Guests

Sort By Online Filter

ONLINE	NAME	COMPANY	
	Online Andrew Heavner	AJC International	
	Online Vladimir Rakov, International Trade Centre (ITC) www.cutt.ly/ouvqj9X	Support to exporters in buyer-seller talks Advice on supplies from Ukraine	
	Online Yvette Bedard	Costco Wholesale	

Screenshot_6.png
Тип: Файл "PNG"
Размер: 1,04 МБ
Разрешение: 1283 x 664 пкс

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Пример 1 - Costco – Смотрим данные посетителя

Profile For Yvette Bedard - Google Chrome

onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:1;F:UP!29010&DisplayUserKey=25861277&DisplayUserType=0&Ran




Personal Info Online Now

Name: Yvette Bedard

Company: Costco Wholesale

Job Title: Buyer



Yvette Bedard
Buyer
Costco Wholesale



Пример 1 - Costco – Смотрим компанию в справочнике участников

USER FINDER Enter part of a name, company, or email address and click Search

Search For: type: (all) Online: (any)

User Name	Company	Type	Online
Andrea Vandergrift	Costco Wholesale	Attendee	
Bre Forkner	Costco Wholesale	Attendee	
Brian Grover	Costco Wholesale	Attendee	
Craig Wilson	Costco Wholesale	Attendee	
Demetrius White	Costco Wholesale	Attendee	
Devin Syrovatka	Costco Wholesale	Attendee	
Eric Benolkin	Costco Wholesale	Attendee	
Frank Padilla	Costco Wholesale	Attendee	
Gregory Palmer	Costco Wholesale	Attendee	
Heather Curtis	Costco Wholesale	Attendee	
Jessica Czyzewski	Costco Wholesale	Attendee	
Jessica Payne	Costco	Attendee	
John Haycox	Costco Wholesale	Attendee	
John Higgins	Costco Wholesale	Attendee	
Keith Neal	Costco Wholesale	Attendee	
Magnus Olofsson	Costco Wholesale	Attendee	
Mark DeCosta	Costco Wholesale	Attendee	
Mark Downey	Costco Wholesale	Attendee	
Michael Kiez	Costco Wholesale	Attendee	
Mike Wellnitz	Costco Wholesale	Attendee	

Page 1 of 2 (37 Users Found)

Go To Page

Selected User: George Pitsikoulis

Пример 1 - Costco – Окрываем сайт компании, видим продукты

The screenshot shows the Costco website's 'Shop by Category' section. The browser address bar displays 'costco.com/grocery-household.html'. The page features a grid of 18 categories, each with a representative product image and a label. Two categories, 'Organic' and 'Snacks, Candy & Nuts', are highlighted with red boxes. A red arrow points to the address bar, and another points to the US flag icon in the top right corner.

Shop by Category

- Same-Day Delivery (Powered by Instacart)
- 2-Day Delivery
- Kirkland Signature KITCHEN FLEX-TECH Bags (13 Gallons, 200 BAGS)
- Organic (Kirkland Organic SUGAR)
- Water & Beverages (Fiji Bull)
- Coffee & Sweeteners (Kirkland Pacific Bold)
- Paper Products & Food Storage (Ziploc Quart Freezer, 216 Pieces)
- Cleaning & Laundry Products (Tide Pods, 6 Months Cleaning Power)
- Pantry & Dry Goods (Kirkland Peanut Butter)
- Canned & Packaged Foods (Kirkland Organic Chicken Stock)
- Snacks, Candy & Nuts (Kirkland Mixed Nuts)
- Cakes, Cookies & Desserts
- Gift Baskets
- Gourmet Foods
- Breakfast (Quaker Instant Oatmeal)
- Pet Supplies (Kirkland Nature's Domain)
- Health & Personal Care (Kirkland Advanced Clean)
- Emergency Kits

Sponsored Products

https://www.costco.com/snacks.html


Пример 1 - Costco – Еда быстрого приготовления, сублимированные продукты

Brand +

Dietary Features +









Number of Servings +

Supply Type +

Costco.com **VOLUME SALES**  Maximize your freight savings today! [Learn More >](#)


Sort by: Best Match

Showing 1-15 of 15

 <p>ADVENTURE MEAL KIT</p> <ul style="list-style-type: none">GRANOLA TOSSERSBISCUITS & GRAVYCHILI MAC & CHEESECHICKEN TERIYAKI CUPLASAGNABEEF STROGANOFF <p>\$79.99</p> <p>Mountain House Outdoor Adventure Meal Kit 13 Pouch Assortment</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>	 <p>nutristore</p> <p>\$169.99</p> <p>Nutristore Freeze Dried Cauliflower 120 servings</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>	 <p>Mountain House Granola with Milk and Blueberries 120 Servings</p> <p>\$169.99</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>	 <p>Chef's Banquet Fortified Instant Nonfat Dry Milk 270 servings</p> <p>\$89.99</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>
 <p>Mountain House Lasagna with Meat Sauce 54 Servings</p> <p>\$159.99</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>	 <p>Chef's Banquet Macaroni & Cheese Storage Bucket 180 Servings</p> <p>\$89.99</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>	 <p>Chef's Banquet Food Storage Basics 336 Servings</p> <p>\$59.99</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>	 <p>Chef's Banquet Maple & Brown Sugar Oatmeal 300 Servings</p> <p>\$99.99</p> <p><input type="text" value="1"/> <input type="button" value="Add"/></p>

Пример 2 - Strube – Встреча на стенде конкурента

← → ↻ onlinexperiences.com/scripts/Server.nxp ☆ 🌐 📧 🔒 📱 📺 📷 📹 📺 📷 📹

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ESH LIVE

Stacy Jaffa
The Wonderful Company

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ONLINE	NAME	COMPANY
	Online Vladimir Rakov, International Trade Centre (ITC) www.cutt.ly/fumuHii	Support to exporters in buyer-seller talks Advice on supplies from Ukraine
	Online Jack Holland	BrightFarms
	Online Rob Strube III	Strube Celery & Vegetable Company
	Online Mark Filauri	Grimmway Enterprises Inc.

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Пример 2 - Strube – Встреча на стенде конкурента

onlinexperiences.com/scripts/Server.nxp

Profile For Rob Strube III - Google Chrome

onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:1:F:UPI!29010&DisplayUserKey=25862890&DisplayUserType=0&RandomValue=159249902...

Personal Info Online Now

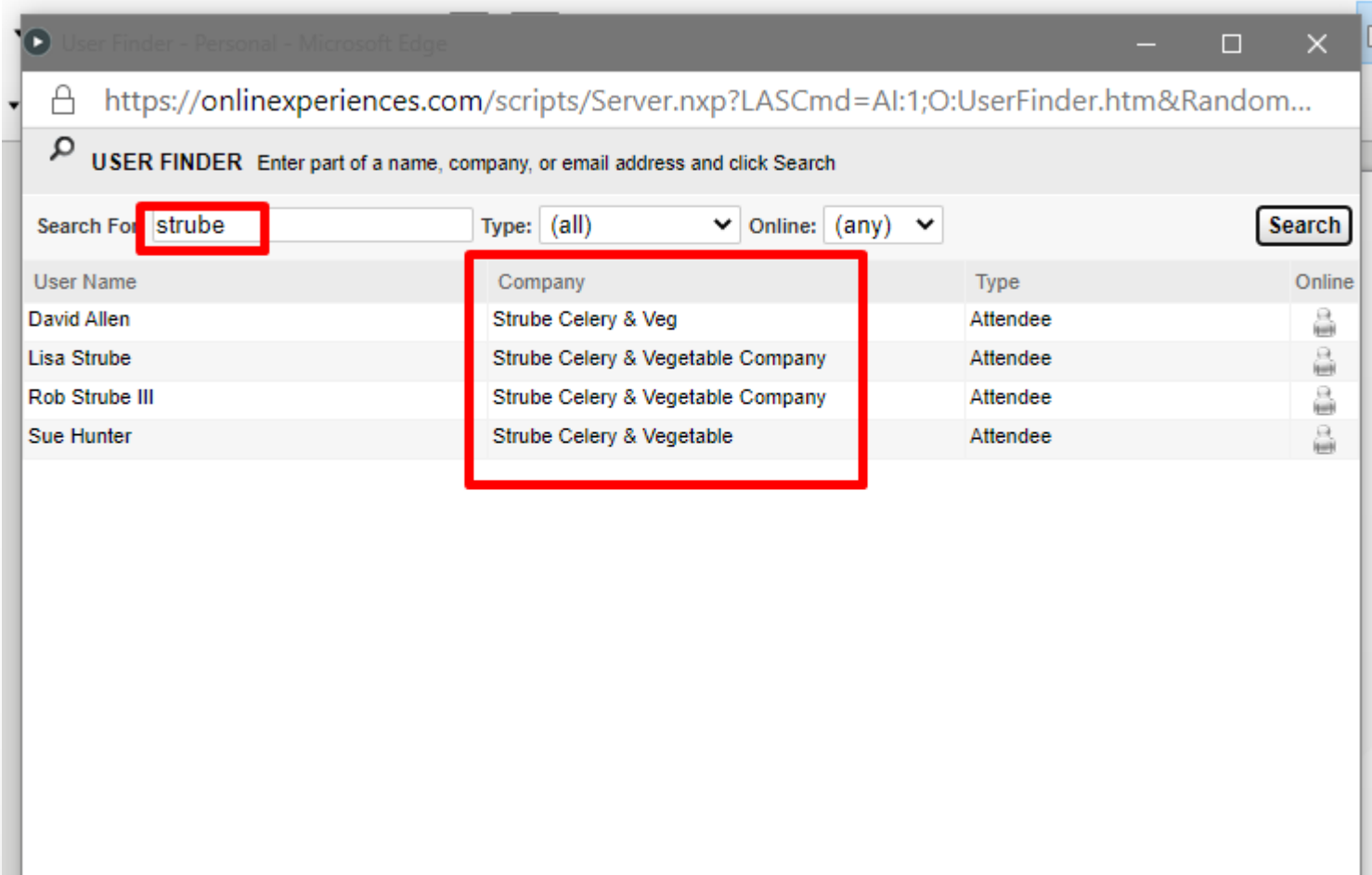
Name: Rob Strube III
Company: Strube Celery & Vegetable Company
Job Title: **President**

Rob Strube III
President
Strube Celery & Vegetable Company

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Special social event tonight - Check it out! powered by Intrado





Пример 2 - Strube – Смотрим компанию в справочнике участников



The screenshot shows a web browser window titled "User Finder - Personal - Microsoft Edge" with the URL <https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:1;O:UserFinder.htm&Random...>. The page header reads "USER FINDER Enter part of a name, company, or email address and click Search".

The search interface includes a text input field containing "strube", a "Type:" dropdown menu set to "(all)", and an "Online:" dropdown menu set to "(any)". A "Search" button is located to the right of the input field.

The search results are displayed in a table with the following columns: User Name, Company, Type, and Online. The "Company" column for the results is highlighted with a red box.

User Name	Company	Type	Online
David Allen	Strube Celery & Veg	Attendee	
Lisa Strube	Strube Celery & Vegetable Company	Attendee	
Rob Strube III	Strube Celery & Vegetable Company	Attendee	
Sue Hunter	Strube Celery & Vegetable	Attendee	

Пример 2 - Strube – Ищем информацию о компании в Google



Strube Celery & Vegetable Company



Все Карты Картинки Покупки Новости Ещё Настройки Инструменты

Безопасный поиск включен

Результатов: примерно 242 000 (1,00 сек.)

www.strube.com ▾ Перевести эту страницу

Strube

Strube is not the best because we are the oldest, **Strube** is the oldest because ... **Strube Celery & Vegetable** | 2404 S. Wolcott (Unit 16-20) | Chicago, IL 60608 ...
[Contact Us](#) · [About Strube](#) · [Produce](#) · [Find Us](#)

www.producemarketguide.com ▾ Перевести эту страницу

Strube Celery & Vegetable Co | Produce Market Guide

9 апр. 2020 г. - About Us. About Us. **Strube Celery & Vegetable Co** is the oldest federally licensed wholesale produce company in the Chicago area. Produce.

www.linkedin.com ▾ Перевести эту страницу

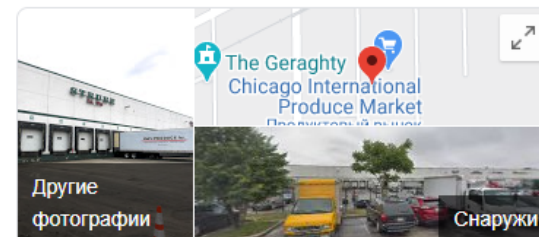
Strube Celery and Vegetable | LinkedIn

Lisa **Strube**. Director of Finance and Administration at **Strube Celery and Vegetable Co**. Lily Jeromin. Lily Jeromin. Office Assistant at **Strube Celery** and ...

www.bloomberg.com ▾ Перевести эту страницу

Strube Celery & Vegetable Co - Company Profile and News ...

The **Company** offers transportation and packaging of fruit and **vegetables**. **Strube Celery & Vegetable** serves customers in the State of Illinois. SECTOR. Consumer ...



Strube Celery & Vegetable Co

Сайт

Маршрут

Сохранить

3,3 ★★★★★ 12 отзывов на Google

Оптовая продажа плодоовощной продукции

Находится в: Chicago International Produce Market

Адрес: 2404 S Wolcott Ave STE 16, Chicago, IL 60608, Соединенные Штаты

Время работы:

Скоро закроется: 12:00 · Откроется в 01:00 (пт) ▾

Телефон: +1 312-226-6888

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Ожидание adservice.google.com...

Пример 2 - Strube – Вот сайт компании и информация о закупках

The screenshot shows the Strube website at the URL strube.com/services/. The navigation menu includes Home, Produce, About, Services, Food Safety, Contact, and Find Us. The 'Services' menu item is highlighted with a red box. Below the navigation, a blue banner features the heading 'Strube's Procurement / Sales Teams' in a red-bordered box. The text below the heading states: 'Our teams know when and where to purchase quality fresh products from around the world and because of that experience they know what specific products will best suit your fresh produce needs.' The phrase 'from around the world' is also highlighted with a red box. To the right of the text is a white silhouette of a person in a suit. Below the blue banner, a white section contains the text: 'Strube offers **CROSS DOCKING SERVICES** to our shippers and our customers so that they have the ability to bring in product that then can be distributed to help them reduce multiple drops and pick-ups.'

Пример 3 - 99 Cent Only Store – Встретил человека “в коридорах” выставки (на стенде плодоовощной компании)



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Stacey Anker
The Wonderful Company



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Online

Vladimir Rakov, International
Trade Centre (ITC)
www.cutt.ly/ouvqj9X

Support to exporters in
buyer-seller talks
Advice on supplies
from Ukraine



Online

skip crane

WGST



Online

Caitlin Tierney

99 Cent Only Stores



Online

David Maisel

Sunrise Logistics Inc.



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TRADE IMPACT FOR GOOD

Пример 3 - 99 Cent Only Store – Пишу по заранее заготовленному шаблону...

The screenshot shows a LinkedIn profile for Vladimir Rakov, an export promotion consultant at the International Trade Centre (ITC). He is wearing glasses and a green sweater. The message is from Caitlin Tierney of 99 Cent Only Stores. The message content is highlighted with a red box.

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Vladimir Rakov,
International Trade Centre (ITC)
www.cutt.ly/fumuHii
Export promotion consultant
Advice on supplies from Ukraine Support to exporters in buyer-seller talks

Caitlin Tierney - 99 Cent Only Stores

The meeting at "the Wonderful Company"
Dear Caitlin Tierney,

I have met you at the virtual space of "the Wonderful Company".

I represent the joint booth of fresh agricultural produce and food from Ukraine. We exhibit producers of berries, fruits & vegetables, nuts & oils, beverages, and ingredients.

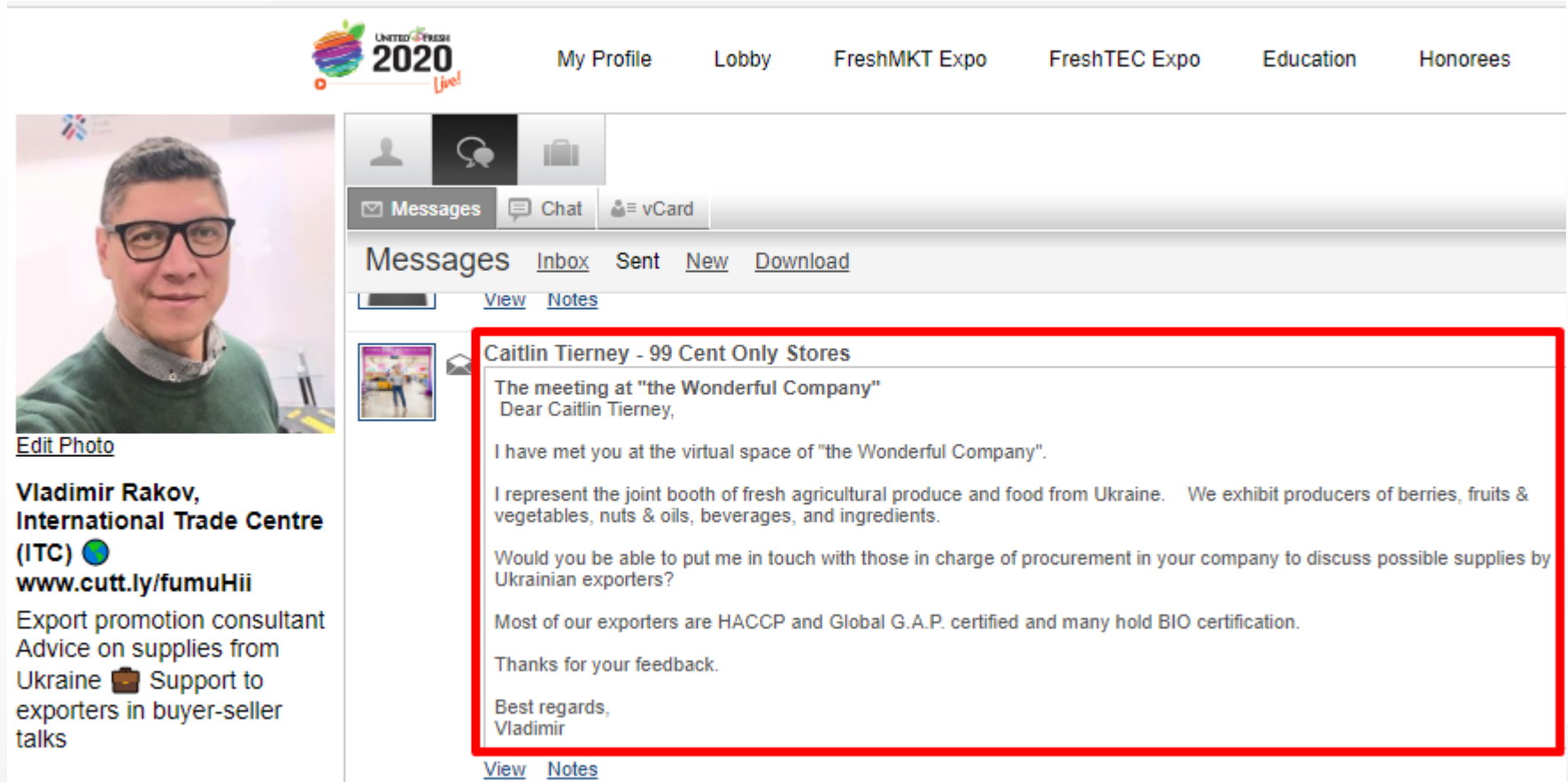
Would you be able to put me in touch with those in charge of procurement in your company to discuss possible supplies by Ukrainian exporters?

Most of our exporters are HACCP and Global G.A.P. certified and many hold BIO certification.

Thanks for your feedback.


Best regards,
Vladimir



Пример 3 - 99 Cent Only Store – Пишу, встретив человека “в коридорах” выставки (на стенде плодоовощной компании)



UNITED FRESH 2020 Live!

My Profile Lobby FreshMKT Expo FreshTEC Expo Education Honorees



[Edit Photo](#)

Vladimir Rakov,
International Trade Centre (ITC) 
www.cutt.ly/fumuHii
Export promotion consultant
Advice on supplies from Ukraine  Support to exporters in buyer-seller talks

Messages Chat vCard

Messages [Inbox](#) [Sent](#) [New](#) [Download](#)

[View](#) [Notes](#)

 **Caitlin Tierney - 99 Cent Only Stores**

The meeting at "the Wonderful Company"
Dear Caitlin Tierney,

I have met you at the virtual space of "the Wonderful Company".

I represent the joint booth of fresh agricultural produce and food from Ukraine. We exhibit producers of berries, fruits & vegetables, nuts & oils, beverages, and ingredients.

Would you be able to put me in touch with those in charge of procurement in your company to discuss possible supplies by Ukrainian exporters?

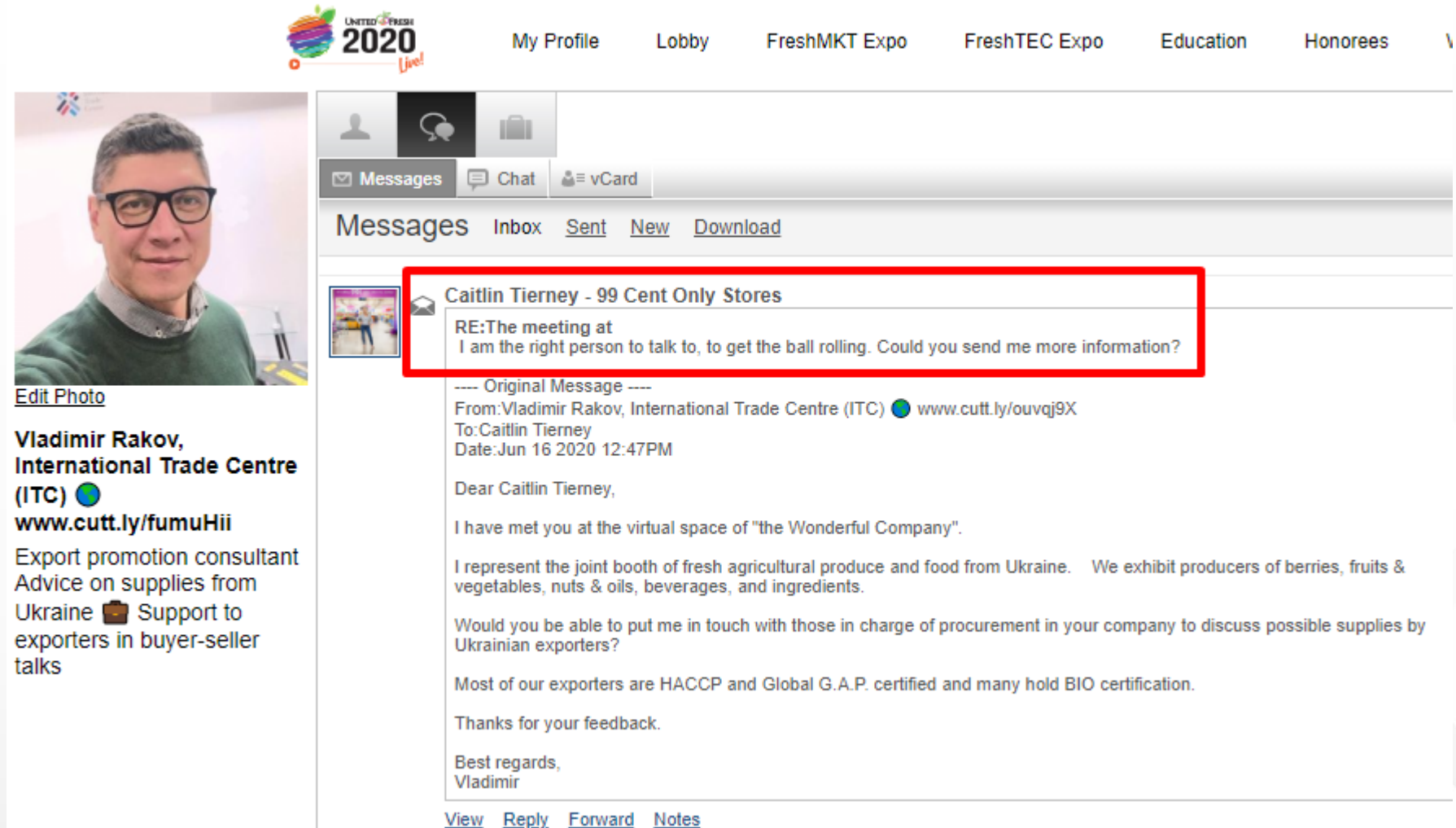
Most of our exporters are HACCP and Global G.A.P. certified and many hold BIO certification.

Thanks for your feedback.

Best regards,
Vladimir

[View](#) [Notes](#)

Пример 3 - 99 Cent Only Store – Получаю ответ, что нас готовы выслушать...



The screenshot shows a LinkedIn profile for Vladimir Rakov, International Trade Centre (ITC). The profile includes a photo, a name, company name, website, and a brief description of his role as an export promotion consultant. To the right, a message thread is visible, with the most recent message from Caitlin Tierney highlighted in a red box. The message asks for more information regarding a meeting. Below the message, the original message from Vladimir Rakov is shown, detailing his representation of a joint booth for fresh agricultural produce and food from Ukraine, and his request for contact with procurement in Caitlin's company.

UNITED FRESH 2020 Live! My Profile Lobby FreshMKT Expo FreshTEC Expo Education Honorees

Vladimir Rakov, International Trade Centre (ITC) www.cutt.ly/fumuHii
Export promotion consultant
Advice on supplies from Ukraine Support to exporters in buyer-seller talks

Caitlin Tierney - 99 Cent Only Stores
RE:The meeting at
I am the right person to talk to, to get the ball rolling. Could you send me more information?

--- Original Message ---
From: Vladimir Rakov, International Trade Centre (ITC) www.cutt.ly/ouvqj9X
To: Caitlin Tierney
Date: Jun 16 2020 12:47PM

Dear Caitlin Tierney,

I have met you at the virtual space of "the Wonderful Company".

I represent the joint booth of fresh agricultural produce and food from Ukraine. We exhibit producers of berries, fruits & vegetables, nuts & oils, beverages, and ingredients.

Would you be able to put me in touch with those in charge of procurement in your company to discuss possible supplies by Ukrainian exporters?

Most of our exporters are HACCP and Global G.A.P. certified and many hold BIO certification.

Thanks for your feedback.

Best regards,
Vladimir

[View](#) [Reply](#) [Forward](#) [Notes](#)

Пример 3 - 99 Cent Only Store – Бинго! Этот человек - главный по торговле свежей плодоовощной продукцией!

United Fresh 2020 My Profile Lobby FreshMKT Expo FreshTEC Expo Education Honorees Win Help Exit

Profile For Caitlin Tierney - Personal - Microsoft Edge

https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:1;F:UP!29010&DisplayUserKey=25860767&DisplayUserType=0&...

Everything 99¢ unless otherwise marked

Personal Info Offline

Name: Caitlin Tierney

Company: 99 Cent Only Stores

Job Title: Sr. Director of Fresh

My Achievements (1)

Platinum Booth Tour

Caitlin Tierney
Sr. Director of Fresh
99 Cent Only Stores

Обратите внимание! Человек – “платиновый путешественник по сайту” (посетила много стендов)!

Пример 4 - Ramon Paz-Vega - Zano SA de CV – Написал посетителю нашего стенда. Он ответил...

The screenshot shows an email client interface. At the top, there are tabs for 'Messages' (with a red notification badge), 'Chat', and 'vCard'. Below the tabs, the word 'Messages' is followed by 'Inbox', 'Sent', 'New', and 'Download'. On the right side, there is a 'Sort by Date' dropdown menu. The main content area displays an email from 'Ramon Paz-Vega - Zano SA de CV' with the subject 'RE:Your visit to Ukraine's booth'. The email body contains the following text:

Hello Vladimir,

Thank you for your message. I visited your booth to know a bit more about the fruit industry of your country. I am from Mexico and work for a company that produces and exports avocados. I am also a Board member of United Fresh.

How is the show going for you? Is it up to your expectations?

Thaks again!

Ramon

----- Original Message -----
From: Vladimir Rakov, International Trade Centre (ITC) www.cutt.ly/fumuHii
To: Ramon Paz-Vega
Date: Jun 16 2020 11:06AM

Hello,

I saw your visit to our "Taste with Ukraine". I represent the joint booth of Ukrainian agricultural and food producers. We export berries, fruits & vegetables, nuts & oils, beverages, and ingredients.

Are you a buyer or a seller? What do you sell or buy? Can I offer you to get in touch with any of our participating companies?

Thanks for your feedback.

Best regards,
Vladimir.

At the bottom of the email, there are links for 'View', 'Reply', 'Forward', and 'Notes'. On the right side of the email, the time '6:20 PM' and date '6/18/2020' are displayed.

Пример 5 - Walmart – Поиск текущих посетителей сайта в онлайн через справочник контактов в письмах

User Finder - Personal - Microsoft Edge
https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:1;O:UserFinder.htm&Random...

USER FINDER Enter part of a name, company, or email address and click Search

Search For: Type: Attendees Online: Online **Search**

User Name	Company	Type	Online
Amanda Wilder	Boar's Head Brand	Attendee	
Astrid VandenBroek	FreshPlaza	Attendee	
Barry Renow	BWIP LLC	Attendee	
Benjamin Piza	Todo Natural	Attendee	
Brian Ricciardo		Attendee	
Bryan Hitchcock	Institute of Food Technologists	Attendee	
Caroline Fillion	DRS, Inc.	Attendee	
craig anderson	export saint lucia	Attendee	
Dania Guzman y Guzman	Walmart Stores Inc.	Attendee	
Daun Longshore	Academy of Nutrition and Dietetics	Attendee	
Dominic Viglione	GD Consulting Services Inc.	Attendee	
Elizabeth GMundoma	VA Tech	Attendee	
Esteban Abad	J.O. ALVAREZ, INC.	Attendee	
Heather Urban	Canadian Produce Marketing Association	Attendee	
Jane Fletcher	After the Harvest	Attendee	
Jeannette Corey	World Food Championships	Attendee	
Jennifer DeEll	Ontario Ministry of Agriculture	Attendee	
Jens Tange	One Vision	Attendee	
Jodi Chemouski	ACBM	Attendee	
Joe Valentino	National Safety Council	Attendee	

Page 1 of 3 (41 Users Found) [Next](#) [Last](#) Go To Page [GO](#)

Selected User: [Select](#) [Close](#)

Пример 5 - Walmart – А это - человек, ответственный за закупки! :)

The screenshot shows a Microsoft Edge browser window displaying a user profile on the website <https://onlinexperiences.com>. The browser's address bar shows the URL: `https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:1;O:UserFinder.htm&Random...`. The search bar contains the text "USER FINDER Enter part of a name, company, or email address and click Search".

The profile page is titled "Profile For Dania Guzman y Guzman - Personal - Microsoft Edge" and has the URL: `https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:1;F:UP!29010&DisplayUserKey=25863274&DisplayUserType=0&...`. The profile information is as follows:

- Name:** Dania Guzman y Guzman
- Company:** Walmart Stores Inc.
- Job Title:** Sr. Sourcing Manager

The "Company" and "Job Title" fields are highlighted with a red rectangular box. To the left of the profile information is a silhouette of a person's head and shoulders. Below the silhouette are icons for chat, email, and social media. Below the icons is the name "Dania Guzman y Guzman" and the text "Sr. Sourcing Manager Walmart Stores Inc." To the right of the profile information is a section titled "My Achievements (0)".

Пример 6 – Параллельные мероприятия: кофе-брейки, семинары, выступления и т.п.

The screenshot shows a Zoom conference interface with a grid of 20 participants. The top bar includes the Zoom logo, the title 'Zoom Конференция', and icons for mute, video, and recording. The bottom bar contains controls for audio, video, participants (95), chat, screen sharing, recording, reactions, and a 'Выйти' (Exit) button. The grid consists of 4 rows and 5 columns. The first two columns of the top row are blacked out with the text 'Vladimir ITC Ukr...' and 'Greenhouse Gro...'. The participants' names and some background details are as follows:

- Row 1: Katie McGowan; [blacked out]; [blacked out]; CindyS; HOST Mary Coppola
- Row 2: Nehemiah W. (Dev...); Gasper LaRocca; Mary Alameda; Mackenzie Wortham (background: 'choose fresh', 'dma'); Camilo
- Row 3: Patrick Kelly; Billy Mitchell; Jennie Thomas, RFG; Jonathan Buettner; Andrew Greenwell
- Row 4: petersteinbrick; Allie Wainer; Pamela R; Gale; Chris Keany
- Row 5: jvena; Rob Mumma; John Pandol; Jonas Alvarez; Melissa De Leon C...

Интересные семинары в записи

1. **Adaptation & Transformation: The Future of Produce Foodservice Distribution**, 06/19/2020 6:00PM - 7:00PM, <https://youtu.be/aPJjSmovBvo>
2. **How International Sourcing Has Changed**, 06/17/2020 6:00PM - 7:00PM, <https://youtu.be/NjdnlK3toIQ>
3. **Specialties and Exotics: What's New From Around the World**, 06/18/2020 6:00PM - 7:00PM, https://youtu.be/jFX_S7UOMjk
4. **How to Turn 3rd Party Audits into More Than Just a Certificate**, 06/15/2020 11:00PM - 06/16/2020 12:00AM, <https://youtu.be/9IGiWM5KRzg>
5. **The Feelings and Habits That Accelerate Fruit and Vegetable Consumption: Delivering on the Desires and Demands of Consumers**, 06/17/2020 6:00PM - 7:00PM, <https://youtu.be/ZI2SEZMSy4U>

Действия после выставки

1. Посмотреть статистику посетителей нашего стенда и написать им.
2. Просмотреть каталог компаний-экспонентов (конкурентов и потенциальных покупателей) и побывать на их стендах. Проверять, что у них в гостях. Написать им.
3. Просмотреть список посетителей выставки (в почте на сайте). Там будут онлайн и офлайн посетители. Написать им.
4. Изучить статистику и тренды целевых рынков

Вам понадобятся...

1. Шаблоны писем на англ.яз. Поможет **Grammarly**,
<https://www.grammarly.com/>
2. **ITC Market Analysis Tools**,
<https://marketanalysis.intracen.org/en> (в т.ч. Trade Map и Global Trade Helpdesk)
3. Аналитика цен, поставщиков, продуктов - **Tridge**,
<https://www.tridge.com/>
4. **Google Market Finder**,
https://marketfinder.thinkwithgoogle.com/intl/en_cee/

Шаблоны писем на англ.яз. Поможет Grammarly, <https://www.grammarly.com/>

← → ↻ 🔒 <https://www.grammarly.com>

☆ ≡ 🗑️ Not syncing



Great Writing, Simplified

Compose bold, clear, mistake-free writing with Grammarly's AI-powered writing assistant.

Add to Microsoft Edge It's free

20 million people use Grammarly to improve their writing



If you had told me a year ago that today I would finish a marathon, I would have laughed. Your support had a tremendous **affect** on me. My hope is to do it again next year!

• CORRECTNESS: SPELLING
effect



ITC Market Analysis Tools, <https://marketanalysis.intracen.org/en> (в т.ч. Trade Map и Global Trade Helpdesk)

← → ↻ 🔒 <https://marketanalysis.intracen.org/en> ☆ ⚙️ 🏠 Not syncing

ITC MARKET ANALYSIS TOOLS PORTAL
Enhancing the transparency of global trade and market access

Home Tools Portals Country Profile Learning Corner Data Availability News

Market Analysis Tools Portal

The International Trade Centre has developed a suite of online tools to make global trade more transparent and to facilitate access to markets. These tools enable business actors to identify export and import opportunities, compare market-access requirements, monitor national trade performance and make well-informed trade decisions.

The Market Analysis Tools suite covers the world's largest databases on trade statistics, tariff data, and rules of origin related to applicable free trade agreements. Additional tools offer export potential estimations, market price information, regional trade and investment data and much more.

Register now for access to our trade and market intelligence.

REGISTER

- Trade Map
- Market Access Map
- Export Potential Map
- Procurement Map
- Investment Map
- Rules Of Origin
- Market Price Information
- E-Ping

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Аналитика цен, поставщиков, продуктов - Tridge, <https://www.tridge.com/>

← → ↻ tridge.com/overview

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Market Overview

Stay up to date with the global market trend of the products you're interested in. You can customize it and increase the accuracy of contents recommendation by following more products.

[Add Products](#)
Displayed products are based on your customized follows


GLOBAL PRICE CHANGES



Apple

Last price updated 12 days ago [View detail →](#)

BIGGEST PRICE DROPS THIS WEEK		BIGGEST PRICE RISES THIS WEEK	
Tunisia	-33.0%	Taiwan	+14.9%
South Korea	-5.4%	Turkey	+7.8%
Thailand	-3.8%	Belgium	+7.1%
Spain	-1.7%	Russia	+4.2%
United Kingdom	-1.4%	Brazil	+1.8%
China	-0.4%	South Africa	+1.6%
United	-0.2%	India	+1.4%



Carrot

Last price updated 12 days ago [View detail →](#)

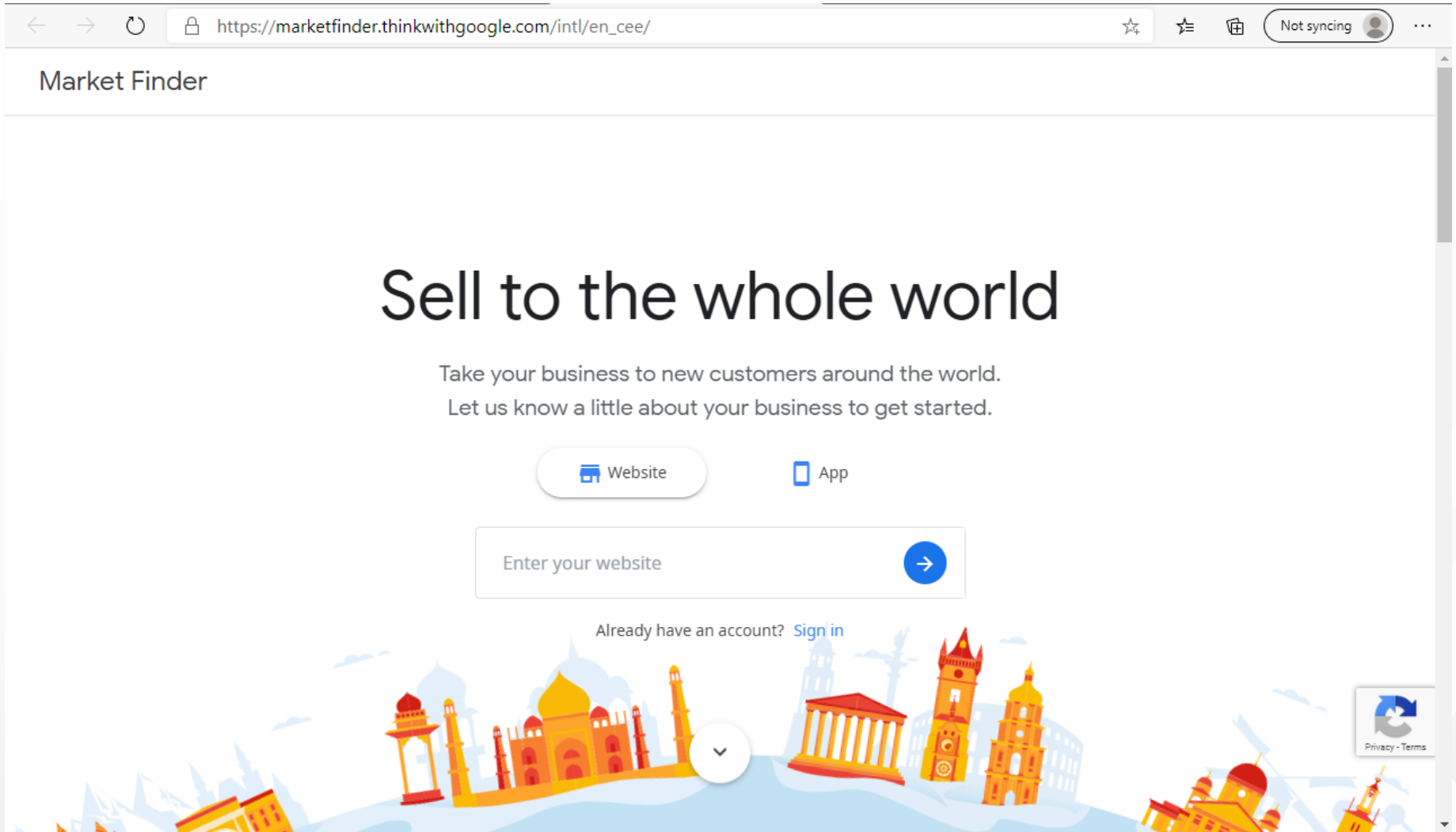
BIGGEST PRICE DROPS THIS WEEK		BIGGEST PRICE RISES THIS WEEK	
Turkey	-15.3%	Ukraine	+12.7%
Russia	-8.6%	India	+4.2%
Brazil	-8.5%	Colombia	+3.1%
Ireland	-6.7%	Argentina	+2.8%
Spain	-6.3%	Poland	+2.4%
Peru	-3.7%	France	+2.1%
Hungary	-3.5%	China	+1.6%

FOLLOWING Apple, Garlic, Carrot

BOOKMARKS You don't have any bookmarks yet.

HISTORY Amaranth Seed

Google Market Finder, https://marketfinder.thinkwithgoogle.com/intl/en_cee/



The screenshot shows a web browser window with the URL https://marketfinder.thinkwithgoogle.com/intl/en_cee/. The page title is "Market Finder". The main heading is "Sell to the whole world". Below the heading, there is a sub-heading: "Take your business to new customers around the world. Let us know a little about your business to get started." There are two buttons: "Website" (with a computer icon) and "App" (with a mobile phone icon). Below these is a text input field labeled "Enter your website" with a blue arrow button to its right. A link "Already have an account? Sign in" is positioned below the input field. At the bottom of the page, there is a colorful illustration of various global landmarks and a "Privacy - Terms" link.

Вам помогут...

1. Поиск и “дожим” возможны с помощью...

2. LinkedIn, Twitter, Facebook

3. WhatsApp, Facebook Messenger

4. Google поиск, поиск в Google картинках & YouTube

5. Инструменты в помощь...

6.* Google Переводчик * VPN

7.* Скриншоты (LightShot) * Google Docs

8.* Google Keep (блокнот)

Вывод

На виртуальной выставке выигрывает самый предприимчивый: хороший стенд, регулярное передвижение по выставке, активная переписка и участие в мероприятиях.

Важные тренды

1. Что поменяется после эпидемии?
2. Ставка на местные продукты
3. Прозрачность цепочек поставок
4. Социальная ответственность и устойчивый подход в выращивании и производстве
5. Органические продукты – фавориты
6. Нишевые продукты – новые возможности роста



Швеція
Sverige



Страница проекта www.tradeproject.com.ua

Страница в Facebook <https://www.facebook.com/ITCUkraine>

Володимир Раков, національний консультант проекту ІТС «Сприяння виходу МСП
плодоовочевого сектору на зовнішні ринки та включення їх у ланцюжки доданої
вартості».

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