TRADE FAIRS AND EXHIBITIONS AS PROMOTIONAL TOOLS FOR BUSINESS ORGANIZATIONS IN NIGERIA.

(A CASE STUDY OF KADUNA CHAMBER OF COMMERCE, INDUSTRY AND AGRICULTURE)

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- QUOTATION -

"Thus saith the Lord, thy Redeemer

The Holy one of Israel; I am the Lord Thy God

which Teacheth thee to profit, which leadeth

thee by the way that thou shouldest go"

Isaiah 48:17 (KJV)

DIGITIZED

CERTIFICATION

This project entitled "TRADE FAIRS AND EXHIBITION AS PROMOTIONAL TOOLS FOR BUSINESS ORGANIZATIONS (A CASE STUDY OF KADUNA CHAMBERS OF COMMERCE, INDUSTRY AND AGRICULTURE) BY DADA OLUBUKONLA OMOWUNMI meets the regulations governing the award of degree of Masters of Business Administration of Ahmadu Bello University and is approved for its contribution to knowledge and literacy presentation.

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DEAN POST GRADUATE SCHOOL	18/13/02 DATE

DECLARATION

I hereby declare that this project has been written by me and under the supervision of Mr A.J.C. ONU. That before now no other similar work has been done, or was being carried out as at the time this research was conducted. That all information not original to this research have been duly acknowledged in my list of footnotes.

STUDENT: DADA OLUBUKONLA, O — DATE: 27-3-2000

The above declaration is confirmed by

SUPERVISOR: MR. A. J. C. ONU — DATE

DEDICATION

This work is dedicated to the King of Glory, my Redeemer and Helper.

Thank you Lord for making this a reality.

ACKNOWLEDGEMENT

Fulfilment in every aspect of human endeavor is profoundly beyond the reach of any single individual without first and foremost an approval from God the creator of all and then assistance in any form and guide from other human beings on this planet.

With reverence and awe I acknowledge God's goodness and favor toward me in all my endeavors in life and unto Him alone I dedicated my future. Knowing God as a source of all good things does not however blind me against recognizing the network of men and women around me who serve as His divine couriers and channels of the blessing, chiefly amongst who are the member of my immediate family, THE DADAS. How can I ever show enough appreciation to my parents Mr. Sunday Olufunmilayo Dada and Mrs. Kate Ibidunni Dada, who brought me forth into this world and gave me all the privileges of getting this far in pursuit of academic relevance; my sisters and brothers have all been wonderfully and ever supportive.

The contributions, corrections and constructive criticism of Mr. A. J. C. Onu, my supervisor, cannot be underestimated in the success of this work. Every other lecturer in department is duly acknowledge for their various assistance during the course of my studies, they all contributed in making me the efficient manager I am today.

I can not fail to recognize the support of Pastors and my associate family members, Rev. and Rev. (Mrs.) David Bakare, all other Pastors in JAWOM, Shola Bamigboye, Prof. and Mrs. T. S. B. Tegbe and a host of other children of God who were ceaselessly at the front of the spiritual war fare for my success. Not forgetting the efforts of the staff of Kaduna Chambers of Commerce, Industry and Agriculture ,I appreciate thank you.

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What more shall I say, for space will fail me to mention individuals , friends and colleague too numerous to mention and impossible to select amongst without being unfair to some who allowed themselves to be used by God to bring smiles and success my way to you all I say a big thank you.

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LIST OF ABBREVIATIONS

KCCIA	-	Kaduna Chamber of Commerce Industry and Agriculture
C.K.D	-	Completely knocked down
NACCIMA	-	Nigerian Association of Chamber of Commerce, Industry, Mines and Agriculture
FWCCI	-	Federation of West African Chambers of Commerce and Industry.
U.F.I	-	Union des faires International i.e. the Headquarter of all trade exhibition in the world based in France.
KITF	-	Kaduna International trade fairs.
LITF	-	Lagos international trade fairs.
EEC	-	European Economic Community.

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ABSTRACT

Promotion is an important aspect of any business organization. It determines the proper means of communicating availability and benefits of the product to the customer through various methods of promotion. It also creates awareness and stimulates interest in the product or service.

This research is an attempt to appraise trade fairs and exhibitions as promotional tools for business organizations in Nigeria.

The staging of International trade fairs in Nigeria has assumed great importance in recent times. Though they are mainly commercial ventures they could also be looked at as avenues for technological development since they provide opportunities for a preview of the latest technology, product and or process development.

It is to this effec that the researcher has deemed it fit to investigate and appraise the role international trade fairs play in promoting business organizations in Nigeria. In other words this study is on trade fairs and exhibition as promotional tools for business organization in Nigeria with special reference to Kaduna International Trade Fair.

Amply discussed in this research are the evolution of trade fairs in general and in Nigeria in particular, trade fairs and exhibition as instrument of industrial development, the role of KCCIA in trade fairs and exhibitions, trade fairs and exhibition as promotional tools for business organizations.

In obtaining information, questionnaires were administered to various business organizations who participate in the Kaduna International trade fairs and also to officials of Kaduna Chamber Commerce Industry and Agriculture.

Date collected from questionnaires administered were analyzed and interpreted. A test of hypothesis was also conducted on most of the questions.

Finally some recommendations were made and were poised directly to the Federal Government and the Kaduna Chamber of Commerce Industry and Agriculture in their efforts to improve the organization of trade fairs for economic development of the Country.

CHAPTER ONE

1.0. INTRODUCTION

It is the function of marketing within a business to move the product from the producer or manufacturers to the customer. To effectively accomplish this purpose, four elements of marketing have to be properly combined by the business manager for effective results. These elements are product, price, place and promotion. The combination of these is known as marketing mix.

First, the marketer must know who his potential customers are and what are their needs and wants. He then develops or produces products and services which satisfy their needs and wants.

Secondly the marketer offers such products and services at prices which are equal to the value which the customer will receive from the product.

The marketer now thinks of how the goods and services produced will get to the customer when and where needed using the appropriate means of distribution.

The final step in the marketing mix is the determination of the proper means of communicating the availability and benefits of the product to the customer through the various methods of promotion.

The most important element of all the four is promotion. This is because it is one thing to know the customers, products and services, their tastes, fix prices and getting these products and services to the place where needed and it is another thing to persuade them to buy the products.

The importance of promotion to any Business organization cannot be over emphasized because it creates awareness and stimulates interest in the product or services. It persuades the people and finally sells the product. It can also be said to be the dissemination of information from an organization to the buyer creating awareness, persuading them to buy the products.

There are various forms of promotion available to the marketer. Among the more common ones are Trade fairs and Exhibition, Advertising, public relations, sales promotion and personal selling.

For the purpose of this research, more attention will be focused on Trade fairs and Exhibitions as promotional tools for business organizations in Nigeria.

The importance of trade fairs and exhibition cannot be over emphasized because they play important roles in the overall economic, social and industrial development of any nation. In recent times, trade fairs and exhibitions organized internationally, have been the greatest means of promoting businesses as competition between firms are becoming more emphasized. This view is shared by Jr Kun Stenaar who summarized it as - "Trade fairs are the oldest promotional instrument known to man"[1].

Trade fairs and exhibitions do not only promote Nigerian Export trade by establishing new markets and widening existing ones, they also attract foreign investors to the areas of potential development and create awareness of tourism potential in Nigeria[2].

Whether trade fairs and exhibitions are effective promotional tools for business organization and whether the Kaduna Chamber of Commerce, Industry and Agriculture

has helped in promoting activities of business organizations in Kaduna and Nigeria will be critically examined in this study.

During the course of this research, attempt will be made to determine whether trade fairs and exhibition have positively or negatively helped in promoting the activities of business organizations who participate in them (trade fairs).

1.1. HISTORICAL BACKGROUND

The evolution of trade fairs in general can be seen as a modern concept. It came into being following the Industrial Revolution in 1776 and subsequent increase in goods offered for sale.

"Trade fairs are today staged by industrial Countries to display and advertise their modern and sophisticated technologies while industrializing Countries stage such fairs either to show off their potentials or display their own stride in technology"[3].

The first fairs was held in Brook field, England in the 18th Century during the reign of Charles 1[4]. It was revealed that prior to this fair there was something like it between 1133-1855 called the Bartholomew fair. This was the main cloth markets of England held annually in West Smithfield on the feast of St. Bartholomew in England. It usually last for fourteen (14) days in each of the periods. British merchant also took their wares to the great fairs at Briges (Europe), the Easter fair at Cologne, the annual fairs at Bruses, Antwerp, Champagne, Milan, Frankfurt, Hanover among many others that have attracted the producers of wares and their buyers.

Chuma Ifedi in his write up, "promoting meaningful trade fairs"[5], traced the origin of trade fairs as far back as 1851 when Britain had the LONDON GREAT EXHIBITION at the Crystal Palace Hyde Park London. Victorian businessmen grasped the opportunity to exhibit industrial goods to the world in the wake of her industrial revolution fairs are dispensable instruments of Commercial publicity and trade Expansions.

As contained in The Reporter, the idea of trade fairs has its origin in Europe where a number of reputable International trade fairs left their marks on the sand of posterity. Some of these fairs include Togo International trade fairs, Zagrets International trade fairs, Milan fair, Italy, Pakistan International fair, the International Leizig fair East Germany, Swiss Industries fair, Berlin fair and so many others that are yearly event. Also included are the specialized kind of fairs such as International Textile and clothing Industry Exhibition (Ghent), the Canadian Chemical and Equipment Exhibitions, (Toronto) and the International furniture fair (Collogue).

Invariably, it can be said that trade fairs evolved within a span of seven century, that is from the eleventh to the eighteenth Century and also traceable to Britain[6].

The main objective of most of these International trade fairs is to draw the attention of other nations through out the world to the progress of the host Country and also to attract buyers of goods and services. This foster International trade relation between Countries.

1.2 STATEMENT OF THE PROBLEM

Trade fairs and exhibitions are used by business organizations to forge business relationships, launch products, locate dealers and distributors. It is also an avenue for

creating awareness of product and service. International and domestic trade fairs are organized particularly for the interest of industrial and commercial needs of participating countries and their teaming populace. But unfortunately the above aim or purpose of trade fair is being defected today because participants come to the trade fairs to sell their products to the public rather than create awareness of their products to the public. This causes great constraints to the participating companies with regards to achieving their objectives.

The activities of trade fairs which started as far back as 1953 is surrounded with lots of controversies. The first Nigerian International trade fair which took place between October and November 1962 was said to have had considerable success. Even then, people are still skeptical about the value of trade fairs and exhibitions in general and international trade fairs in particular to the Nigerian economy. What have we gained by hosting them over the years?[7]

If the trade fairs have created any changes, they are merely cosmetic. Most of the product normally exhibited at trade fairs are either completely made outside the country or foreign made completely knocked down parts (C.K.D) or at best are assembled in Nigeria, involving little, if any, transfer of technology, without which industrialization can hardly occur.

In fact most business organizations including manufacturing companies depend on foreign imports for their machinery, spare parts and also for a significant proportion of their raw materials. This is bad planning and implementation of industrial policy on the part of the government and over reliance on oil, misapplication of oil revenue,

embezzlement of national funds and a serious neglect of Agriculture. The critiques do not see how the products and services exhibited at our trade fairs can be regarded as off shoots of our industrial mobilization.

To this effect, the Reporter newspaper" of February 24th, 1990 P.G. 1 on the "Trade fairs Special" reported that Nigeria still depend on Spain for the supply of Crude Salt which the National Salt Company refines at Otta. This is unfortunate for a Country which has an estimated two million tonnes of salt dome in Okposi Ohazara local Government Council Imo State" [8].

Following the controversies arising from the activities of trade fairs in the Country, the research strongly desires to appraise their contributions to business organizations and to the overall development of the Nigerian economy. In other words. How can trade fairs and exhibition promote business organizations in Nigeria?

1.3 HYPOTHESIS

This is the statement of relationship between variables. It is put forward and tested for validity. If valid, then it becomes a fact otherwise, it is a fallacy. For the purpose of this research, the hypothesis is given below.

HO : (Null Hypothesis): Trade fairs and exhibitions are not effective promotional tools for business organizations.

HI: (Alternative Hypothesis) Trade fairs and Exhibitions are effective promotional tools for business organizations.

1.4 AIMS AND OBJECTIVES

With the statement of the problem as well as the hypothesis advanced above, the researcher wishes to:

1. To identify and analyze the relationship between trade fairs and exhibitions and business organizations.
2. To identify the benefits attached to trade fairs and exhibitions.
3. To broaden our knowledge on trade fair and exhibitions as promotional tools for business organization.
4. To appraise the Kaduna Chamber of Commerce, Industry and Agriculture's effort in promoting Business Organizations through the use of trade fairs and exhibitions.

1.5 SIGNIFICANCE OF THE STUDY

The study will go a long way to enlighten exhibitors, government and the general public on the benefits of participating in trade fairs and exhibitions.

Participating firms will be provided with a forum for self evaluation for the act of patronizing them or not is in itself and indication of the acceptance or otherwise of their job. This study will also help in stimulating the interest of Business organizations on trade fairs and exhibition by highlighting the importance of trade fairs and exhibitions to them.

Through this study, the Kaduna Chamber of Commerce, Industry and Agriculture would identify better ways of organizing trade fairs and exhibitions as well as note areas that need improvements in the organization of trade fairs.

It would also enlighten other students on the activities, organization, benefits and understanding of the rudiments of International trade fairs.

While to future researchers, it would serve as one of their secondary sources.

1.6 SCOPE OF THE STUDY

The focus of this study is how trade fairs and exhibition can be used as promotional tools to enhance business organization in Nigeria. The study will also consider the importance of trade fairs and exhibitions, their concepts and achievements with reference to Kaduna Chamber of Commerce, Industry and Agriculture.

1.7 LIMITATIONS OF THE STUDY

In conducting this research, the researcher ran into the following problem.

1. Time factor:- The available time for the study was not enough to afford the researcher much time to exploit many areas.
2. Finance: Due to the high cost of transportation and standard of living generally, the researcher had problems financing the trips to the area of study, stationary and also other related expenses
3. Availability of information. Though this was not a big problem we could however not obtain all the information we needed.

1.8. DEFINITION OF TERMS

1. Exhibitors : These are various business organizations that participate in trade fairs and exhibitors by displaying their wares, goods and services for the purpose of

bringing such goods, products and services to the awareness of the public. They are also called participants[9].

2. Pavilion- Building on a sport ground for the use of players or tents used for an exhibition. It is also called a stand[10].

3. Trade fair: This is buying and selling of goods and services in a market held periodically in a particular place often with entertainments[11].

4. Promotional Mix : This is defined as the way a marketer combines the common forms of promotional tools of personal selling, advertising, display, public relation and sales promotion. Each of these tools communicate to the buyer[12].

5. Business organizations : This refer to various companies including manufacturing companies involved in the transaction of goods and services[13].

6. Exhibitions: Exhibitions refer to a forum whereby business organizations at both national and international levels come together to display their goods and services in order to create an awareness[14].

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CHAPTER TWO

2.0 LITERATURE REVIEW

In this Chapter, an effort will be made to review literatures and write ups written by scholars and Businessmen on trade fairs and exhibitions as promotional tools for Business organizations in Nigeria. Specifically, trade fairs and exhibition will be defined, A brief origin of Kaduna Chamber of Commerce, Industry and Agriculture, its impact on trade fairs, how it promotes business in Nigeria and other vital topics will be discussed in this Chapter.

2.1 THE CONCEPT OF TRADE FAIRS AND EXHIBITIONS

Trade fairs and Exhibitions provide the appropriate forum for businessmen, industrialists of all kinds and other interested members of the public to meet together and exchange ideas not only on matters of their immediate concern and interest (namely the promotion of industrial and consumer goods of various business organization) but also and perhaps more fundamentally on the state of our national economy in particular and of the international economic system in general, which together, ultimately determine the nature of the environment within which trade fairs operate[1].

In an essay presented by Kayode O. B. on " the economics of International trade fairs for developing Countries" defined trade fairs as a "place where producers can, in a minimum of time, show their lines to hundreds or even thousands of prospects, many of whom they would never have thought of contacting by the conventional or formal sale outlets"[2].

Albrecht, V. C. also defined trade fair as exhibitions of goods which are themselves not sold. In other words, goods or products and services of various business organizations are displayed publicly so as to inform the general public of their existence and also to stimulate their purchase of such products [3].

According to Alhaji Lawal A. T. K., Director General, Kaduna International Trade fair in his paper presented at the NACCIMA Seminar for Chambers executives, also defined trade fair as "a temporary market created for the interaction of buyers and sellers together to transact business" [4].

Mr Isaiah C. Balat, a one time President of KCCIA, also said "trade fairs are useful for promoting existing and new products, processes and services as well as generating useful technological information. They are effective ways of reaching consumers and knowing consumer's reaction to products and ideas"[5].

As far back as the early 70s' the then Lagos State Commissioner for Environment, Mr. Alabi Masha describe a fair as "An avenue for creating general awareness about goods and services of business organizations no more no less"[6].

One time Governor of Oyo State, Colonel Tunji Olurin also described tradefair as "a vehicle to advertise the potentials of region, state or nation for prospective investors to see"[7]. He is of the opinion that such a vehicle would bring about industrial development. Some also believe that the responsibility lies mainly on Nigerian industrialists to initiate fresh efforts towards the goal of utilizing the Country's mineral and agricultural resources for the Country's economic development.

In summary, trade fairs and exhibitions involve the bringing together of business

men and women from all works of life to exhibit their products and services, share common ideas and learn new ideas from each other. By so doing the immediate environment (their businesses) in particular and the society in general derive some benefits which go a long way to aid economic growth and industrial development of the nation.

2.2 EVOLUTION OF TRADE FAIRS AND EXHIBITIONS IN NIGERIA

Nigerian had the first fair, made in Nigeria goods exhibitions, in 1953[8]. The success of this fair encouraged the Federal Government in co-operation with its regional counter parts to organize a more elaborate exhibition after the independence celebration in 1960. The first Nigerian International Trade fair came up between 27th October and 18th November, 1962 [9].

Before the 90s there were only two fairs at International level in Nigeria staged at Lagos and Kaduna while the others are most of made in Nigeria goods.

(a) THE LAGOS INTERNATIONAL TRADE FAIR

The Federal Ministry of Trade in Lagos was vested with the power to organize Lagos International trade fair.

In 1980, the Lagos Chamber of Commerce and Industry founded in 1888 set up a trade fair committee to undertake the planning and organization of trade fairs. Between 1980-1983, the trade fair Committee met a number of times to consider the viability and modalities of organizing result oriented trade fairs. The opportunity to organize the first

trade fair came during the commissioning of commerce house, the Chambers headquarters building on Victoria Island Lagos.

To commemorate that auspicious and historical occasion, the Chamber organized a trade exhibition tagged " Nigerian trade 84". By 1986, the Lagos Chamber of Commerce and Industry had succeeded in acquiring the right to organize the annual Lagos International Trade fair from the Federal Ministry of Trade. On 8th of November 1986, the Chamber organized its first International trade fair"[10].

b. <u>THE KADUNA INTERNATIONAL TRADE FAIR</u>

"The famous Kaduna Trade fair started as a domestic fair in 1974 when a total of 20 Nigerian Companies booked 25 stands. Subsequent ones were held in 1976 and 1978.

By the time the last domestic fair was staged in 1978, the fair had recorded 255 stands with 69 participants. The fair turned International in 1979 under the Presidency of Alhaji M.B.G. Dogon-Yaro. Britain, U.S.A. and West Germany were the first to encourage their firms to participate. West Germany was the principal participant with about 84 firms from various cities. The total number of participants was 125 and about 612 stands were built"[11].

The organization of the trade fair is the sole responsibility of the Kaduna Chamber of Commerce, Industry and Agriculture which however receives support both from the Federal and the State Government. Detailed organization is handled by a sub-committee of the Chamber under the leadership of Director General.

KADUNA CHAMBER OF COMMERCE INDUSTRY AND AGRICULTURE (KCCIA)

The Kaduna Chamber of Commerce, Industry and Agriculture was launched in January 1973 by the late Chief Henry Fajemirokun, the then President of Nigerian Association of Chamber of Commerce, Industry, Mines and Agriculture, NACCIMA.

Alhaji M. O. Atta was the first President of the Chamber and the Secretariat was temporarily accommodated at his office. The Chamber later moved to No 2A Junction Road Kaduna, Alhaji M. O. Attach resigned in 1978 and Alhaji M.B.G. Dogon Yaro was elected to take over. He also resigned in 1983.

The most important event in the Chambers calendar is the annual Kaduna International trade fair, which started as a domestic fair in 1974, has contributed immensely to the development of the Chamber as well as its fame and recognition within the international circles [12].

"The Chamber is basically a service organization providing services to members, the local community and the nation in general. Some of the salient services rendered are as follows:-

1. To collect, prepare and disseminate statistical and other information relating to Industry, Commerce, Agriculture and finance, relevant to the Country's economic activities.
2. Promote, support or oppose legislative or other measures affecting the aforesaid interest in Nigeria and overseas
3. To promote and improve Commerce, finance, Industry and Agriculture in the Country by acting independently and by working closely with federal and states Government and other Chambers.

4. Organize national and International trade missions, exhibition and seminars on behalf of members.

5. To find markets for national products and do anything within its power to see to the development of a healthy export trade.

6. To prepare Commercial journals, directories and reports on business for Commerce, agriculture and economy in general"[13].

The Chamber is administered by an elected Executive Council of fifteen from which a President, five vice President (Commerce, Industry, Agriculture, Finance and Membership) Director General and his Deputy (Kaduna International trade fair) and a legal Adviser are elected.

The term of office of the Presidency and that of Council members is two calendar years. Election takes place on alternate years. All these officers serve on a voluntary basis and are not paid any remuneration. The Chambers Secretariat is headed by an Executive Secretary. These are three Deputy Secretaries (i.e. Administration, Public Relation/Liason and Operations) with other staff. There is also an accounts department that keeps the financial records of the Chambers in order. The KCCIA is currently situated on its permanent site Sani Abacha. International Trade and Investment Centre KM 4 Kaduna - Zaria Road Rigachukun Kaduna - Nigeria [14].

2.3 TRADE FAIRS AND EXHIBITIONS AS INSTRUMENTS OF INDUSTRIAL DEVELOPMENT

Trade fairs attract enthusiastic entrepreneurs from far and near. They expose consumers to new products and services and also provide vital information to participants.

Trade fairs and exhibitions are one of the most popular means of promoting sales on local or foreign markets. They are places for ideas. They provide forum through which ideas are taped for fresh, exciting marketing concepts and profit making trends, as well as the latest sales promotion, point of purchase, advertizing and sale aids. The resultant effect of visit and or participation in trade fairs and exhibitions is to make business contacts and exchange thoughts and opinions with the best and brightest minds from across the Country and around the world.

According to Jacques Kunstenaar, " trade fairs and exhibitions are the oldest trade promotion instruments known to man"[15]. The main features responsible for the success of the fairs throughout the Centuries have remained more or less the same regardless of whether the fairs took place hundreds years ago or now.

A fair is a place where producers can, in a minimum of time, show their lines of trade to hundreds or even thousands of prospective purchasers, many of whom they would never have thought of contacting. Often they can do this at far less expense than would be incurred by representatives visiting even a small percentage of the group of interested parties assembled. Participation of various Business organizations in trade fairs and exhibition affords exhibitors the opportunity of observing what their competitors, both local and international, do, see what new lines of business they have and what price they are charging [16].

Exhibitors are also given the opportunity to determine, first and foremost, whether there is need to further test market their products and services in order to identify weakness that may exist and consequently rectify the situation.

Trade fairs and exhibitions also help business organizations determine what marketing strategies to use in promoting their products and services and also identifies weaknesses in certain strategies used and makes decisions to drop a particular product completely before further promotion commences.

Generally, all trade fairs and exhibitions serves as "a common meeting place for four vital groups in the Society. They are

i. The consuming public

ii. Small Scale business organizations (manufacturing firms inclusive)

iii. Large Scale business organizations (manufacturing firms inclusive) and lastly

iv. Government, also known as policy makers.

The interaction of these four groups of people in the trade fairs and exhibitions under ideal conditions, is expected to generate information and ideas which may create the necessary climate for industrial development.

i <u>The Consuming Public and Trade fairs and exhibitions</u>:

This avenue is a ventable paradise for manufacturers and various business organizations in consumer goods and services industry as they can promote their existing and new products to a vast audience at a comparatively low cost. They thus succeed through this forum by easily getting the attention of the customers, hold their desires,

arouse interest and consequently obtain their reaction by probing into the genuiness or otherwise of the strategies adopted by the exhibitor and may then buy such items. These take the form of demonstration aids such as documentaries, product samples, movies etc.

The consumer is also offered an opportunity to weigh the advantages and disadvantages of a whole series of competitive product and to discuss prices and terms. He could also talk over any necessary alterations to adjust the product to his own particular needs. He can see the product, watch it in motion, handle it or taste it. When trade fairs and exhibitions gain reputation for attracting enterprising participants from a wide range of industries, commercial houses, agricultural establishment, research institutions, government agencies and the consuming public (particularly those from the high income level cadre) attendance usually increases and ushers in more reputable participants in subsequent years.

This would help manufacturers decide whether to "modify their product or go into larger scale production to cope with any eventual surge in demand.

Furthermore, a favorable consumer reaction towards a new product or idea is a signal to other entrepreneurs visiting the trade fair to take up the manufacturing of the particular product so that the demand can be fulfilled. This leads to a healthy competition among business organizations which may eventually result in better products and services to the overall benefit of consumers and the economy at large.

The information gained by a consumer in the fair(s) about product not produced in their Country at present will produce dividends later when the manufacturer introduces the same product in that Country. A knowledgeable customer is an asset to a manufacturer

or any business organization. The amount of interest stimulated in the consuming public is an indicator for indigenous manufacturers and business organizations, both local and foreign to explore ways and means of making them in the Country. This may lead to setting up of new ventures, collaboration agreements with foreign participants, thereby promoting industrial development [17].

ii **Large Scale business organizations and trade fairs and exhibitors.**

These include both local and foreign business organizations and manufacturing firms who participate in the fair to exhibit their products and services and who have investment of ₦100 million naira and above. For home based business organizations, trade fairs and exhibition are ideal places to meet with their counter-parts from abroad, exchange ideas and establish contact with them. Consequently, this produces an awareness of its existence and a desire to acquire the same technology either through research inside ones own enterprise or through a collaboration agreement for manufacturing the product in the Country. It also opens an avenue for export of indigenous products.

It would enable foreign manufacturers and business organization to identify a Nigerian Supplier who can supply at reduced prices to his market.

Foreign business organizations will also gain a lot from trade fairs and exhibitors if they are interested in the industrial development of their Country. Through participation, they are able to obtain first hand information about the Country. Such information include; its governmental and bureaucratic setup, its economic and industrial potentialities and the level of its political stability. The knowledge of these factors enable

them to estimate the possible risks in making an investment in that country, the essential level of investment required and the protective legal and financial regulations to be met before embarking on the investment [18].

iii. Small Scale Business Organizations and Trade Fairs Exhibition:

Small scale entrepreneurs also have a comparative advantage to gain at trade fairs and exhibitions as they mingle with both the medium and large scale ones as well as interact with their fellow businessmen. Trade fairs may be able to promote the growth of small scale industries in an economy, more s o if the small scale industries are manufacturing intermediate goods which go into a number of end products made by large scale manufacturers. They also get an opportunity to exhibit their products to a large audience at a low cost. The trade fairs are ideal places for the small scale business organizations to market their product and gauge the reaction of the consuming public at an economical cost.

These entrepreneurs also get ideas about the products that are manufactured by other small scale enterprises and decide on additions to their own product range. They can also decide on which new products to make by assessing the reactions to ideas and product by the consuming public. If the new product ideas comes from a foreign firm, the small scale business organization may get the chance to strike a deal for collaboration and be the first one to introduce the same product in the local market. Contract established with large scale business organizations creates an awareness and understanding of the problems and solution existing in the industry in terms of manufacturing, marketing, labor and other official regulations and requirements.

Thus, trade fairs and exhibitions create an opportunity for the rapid development of a strong small scale industries sector in the economy. This is very important for industrial development of any society [19].

iv. <u>The Government and Trade fairs and exhibitions</u>

The successful and regular running of trade fairs and exhibitions, and the products displayed, reflected in a way, the level of economic achievement and the industrial potential of a country. The inflow of technology can be maximized through successful running of trade fairs and exhibitions. Hence Government has a large stake in trade fair and exhibitions and their success.

The Government can also use the trade fairs and exhibitions as an opportunity to promote and in fact market its industrial policy as was done during the staging of various trade fair in the Kaduna State. It also uses such a forum to publicized its incentives and concessions in order to attract prospective investors (both local and foreign) to invest in the preferred sectors of the economy.

The Government can also use trade fairs and exhibitions to promote even development throughout the Country. This can be done by encouraging organizations such as the various Chambers of Commerce and other agricultural association to hold trade fairs and exhibition in different geographical areas of the Country so that attention of small and large scale business organizations could be drawn to the potentialities that exist in these areas for agriculture and industrial investment.

Officials of the ministry of trade and industry could use the trade fairs to obtain useful information on appropriate and relevant technology and this could be utilized in

designing and articulating appropriate industrial policies for the Federal and State Governments [20].

THE ROLE OF INTERNATIONAL TRADE FAIRS AND EXHIBITIONS IN THE INDUSTRIALIZATION OF A DEVELOPING COUNTRY

Organization of International trade fairs have created the following opportunities;

a Trade fairs and exhibitions have remained to be notable places where results accomplished in economic branch can be compared and judged.

b. They have also kept their position as business forum very important for open business dialogue, realization of programmes in the line

c. Manufacturers - trade consumers talk and agree without prejudice, amongst citizens of various nations

d. Trade fairs do affect the role of ambassadors in bringing people together in promoting economic, commercial and other relation between people and nations

e. Revenue generated during International trade fairs helps to boost the national economy and thereby leads to industrial development.

Trade fairs are unique business forum for foreign business organizations to get acquainted with the possibilities and economic potentials of a country in which they are held. They also speed up exports and imports in an organized manner through the concentration of a great number of products by various domestic and foreign companies enabling a very large insight into the choice of products that would suit export.

In Nigeria today, as a developing nation, trade fairs are now an integral part of the Country's economic structure and they are now attaining a very clearly define objectives:

"i. To contribute Revenue to the national economy and industry.

ii. Contribute to the International Commercial Production and technological cooperation

iii It has also played a distinctive role as one of the instruments of export - import trade promotion, exchange of goods and services and as marketing points

iv. To have joint ventures in production and sales of goods. Therefore trade fairs have shown by their activities, to meet a part of the requirement of the national economy.

Other benefits from International fairs are:

i. Obtain information on technical and technological novelties and innovation

ii. Give insight into technical and technological levels achieved up to the time of fair.

iii. Provide avenues for the display of new ideas and initiatives

iv. Offer supplies the choice of varied products and services.

v. Tenders and offers for one or several products and services are secured.

vi. Business deals are made and contract signed.

In the current phase of industrialization of Nigeria, trade fairs shall extend the activities to new fields that have not been developed or have just been introduced into the national economy.

International trade fairs therefore further contributes to the industrialization of developing Countries in the following ways:-

1. establishing contact and connecting business partners
2. organizes meetings among expert and commercial groups
3. performs special activities for national and foreign customers
4. Assist in transaction by introducing partners to partners"[21].

Also worth mentioning are the objectives of trade fairs and their significance to the economy.

OBJECTIVES OF TRADE FAIRS AND EXHIBITIONS

According to the Lagos Chamber of Commerce and Industry, the general objectives of trade fairs and exhibitions (both local and international) are

1. Promote revitalization and diversification of country or Countries economy.
2. Promote certain exports, in Nigeria for example the promotion of Nigeria's non-oil export.
3. Promote accelerated development of commerce and industry of the country in question.
4. Promote made in that country or Countries product
5. Promote agricultural and agro-based industry
6. Spot light the evolution of a country's trade with the outside world
7. Direct attention to the role of private sector in the Country's economy.
8. Indicate prospects for foreign and local private investment in strategic areas"[22].

SIGNIFICANCE OF TRADE FAIRS AND EXHIBITIONS

Trade fairs and exhibitions provide

"1. A forum for the buyers and sellers to have a direct dealing thereby reversing the normal buyer or seller situation.

2. At the micro-level, a trade fair or exhibition to the producer is a trade promotional tool employed either to develop or establish a new market, explore one or penetrate one.

3. At the macro-level it serves as a means of stimulating business and economic activities and highlighting the economic potentialities of a country and prospects for promoting rapid and sustained development.

4. International trade fair for example have the tendency to promote mutually beneficial trade and co-operation among the diverse participating firms and Countries" [5].

Other benefits according to Isaiah C. Balat, President KCCIA are:

"1. Trade fairs are useful for promoting existing and new products, processes and services as well as generating useful technological information.

2. They are cost-effective ways of reaching consumers and for testing consumer reactions to products and ideas.

3. Trade fairs foster greater economic cooperation and enhances better profiles.

4. They assist small scale industries to achieve better knowledge of market environment and the realities associated with their scale.

5. Government stand to gain a lot by using trade fairs to highlight their industrial policies so as to achieve their objectives.

6. That Government can also use them to promote even development of urban and rural areas nation-wide"[24].

S.A.O Akinrombi, gave the following to be some of the importance of trade fairs and exhibition.

"1. It brings together large number of buyers in one place and provides the opportunity to present a sales message to them face to face and to answer questions

2. Trade fairs offer opportunity for immediate feedback from buyers or other members of trade

3. An important advantage of trade fairs and exhibitions is that they enable exhibitors to meet person whom it would otherwise be difficult to identify.

4. It provides participants the opportunity of studying some of the marketing techniques of Companies that have succeeded on the market"[25].

Also in another book written by S.A.O. Akinrombi titled "The Chambers of Commerce and Industries, he gave other advantages as:

"1. Concentration - The most effective way to sell or to promote a product is face to face. However, as buyers may be scattered over a wide area even over several countries, visiting each of them personally can be too expensive. Advertising is one way of reaching great numbers of people, but it is not as effective as personal selling. A good trade fair combines the advantages of personal selling and advertising. It brings together large numbers of buyers in one place, and provide the opportunity to present a scale message face to face and to answer questions.

2. Product preservation- trade fairs are often the most practical way for companies

actually to know buy about the products, which can be essential for closing a sale.

3. Assessment of buyers reaction - Trade fairs offer the opportunity for immediate feed back from buyers or other members of the trade. The exhibitor can often find out immediately if his product is right. It is also possible to obtain reactions to a product from consumers, but as a trade fair does not necessarily attract representative cross section of the public, such creation may not be very meaningful;

4. Audience interest - Businessmen visit fairs and exhibitors because they are interested in seeing what is being offered. They tend to be in "buying frame of mind " more receptive to approaches from prospective new suppliers than they often are when they sit in their officers, pressed for time.

5. Reaching the unknown - One of the problems in marketing, particularly in export, marketing is identifying prospective buyers, importers, or other who can help sell the product. An important advantage of trade fairs is that they enable an exhibitor to meet persons who would otherwise be difficult to identify.

6. Viewing the competition - Major trade fairs count among their exhibitors most of the important companies in their respective fields. Therefore participating in fairs offers the advantage of being able to study the products and some of the market techniques of companies that have succeeded on the market.

7. Group support - Companies usually, participate in foreign trade fairs as part of a group of companies, under the auspices of the State/Federal Government,

Chambers of Commerce or trade associations like Export's association which take care of such arrangements. Companies new to export, or to a particular export market, often feel more secured as part of such a group than they would venture into strange territory on their own. Often, trade fairs, along side with trade mission are the primary roles of governments in sponsoring group marketing activity, since many companies find them a particular attractive way to being selling abroad.

8. Financial Assistance - Cost of participation in International trade fairs is very enormous, hence hosting government /organizers normally tend financial support to participants such as rebate on the participation fee, assisting in the local transportation and other assistance to ensure successful participation of foreign companies.

International organizations that offer such financial/assistance include

- The European Economic Community (EEC)
- International organization of the governments of the countries hosting the fairs"[26].

2.4 THE ROLE OF KCCIA IN TRADE FAIRS AND EXHIBITIONS

The Chamber's aim is to encourage greater understanding, cohesion and unified sense of cooperation among business and business organization. The chamber has for a long time realized the usefulness of trade fairs in promoting business interest of its members in particular and the national economy in general.

The organization of the trade fair is the sole responsibility of the Kaduna Chamber of Commerce, Industry and Agriculture and it uses trade fairs to foster business relations among business organizations both locally and internationally.

The Chamber organizes trade fairs and exhibition annually inviting various business organization from within and internationally , to exhibit their products and services. Such products and services includes industrial and Agricultural products.

Through the international trade fair foreigners are aware of the agricultural potentials of the State as well as those of other States who came to exhibit their products. Business contacts are made and established.

After each trade fairs, all business concluded attain the phase of realization. The fair is still in motion even though it is concluded by maintaining action within groups for direct contacts between the suppliers, manufacturers and consumers.

Also technological ideas and innovations are exchanged during the fairs and more insight is given into the technical and technological levels for the various participants. The Chamber also publishes a catalogue containing all the participants present at the fair with their contact address, so that at any point in time when a business organization wishes to contract, it is easier for him.

Occasionally, the chamber also organizes "Seminars during the International trade fairs on some very important topic that are of vital importance to the Kaduna State and the Country as a whole and also to the International economy.

Through the International trade fairs, various business organizations (both small scale and large scale) are given opportunity to exhibit their product s which are new to the

market and also helps in the expansion of sales of established goods and services. It is an essential market media for products and services [27].

2.5 PROMOTIONAL STRATEGIES

The Chamber (KCCIA) uses some promotional strategies to promote the various business organization that participate in the trade fairs. Some of the tools are highlighted below

1. Seminars and Conferences - Through various seminars and conferences, participants are aware of various economic and technological potentials of the state and areas where research should be embarked upon in order to tap the resources in such areas to its fullest.
2. Development of internal communication system journals are used to disseminate useful information to participants on services rendered by the Chamber of Commerce. Also to give opportunities to participants to advertise their products and services.
3. The Chamber of Commerce (KCCIA) also helps in establishing business contacts for business organizations who are interested. It also helps in locating potential area of investment for business organizations that are interested in international markets. This it does by liaising with various international chambers of commerce and industry and making contracts on behalf of Nigerian counterparts. The International business organizations are assured of the genuiness of local business organizations and so all trade transactions could be easily facilitated [28].

2.6 TRADE FAIRS AND EXHIBITIONS AS PROMOTIONAL TOOL FOR BUSINESS ORGANIZATION IN NIGERIA

Participation in trade fairs and organizations help business organizations to achieve market penetration, market development, market exploration, sales promotion and public relations. Business organizations are able to bring the products closer to the consumers at a lower cost. Consumers make their views known to the business organizations whether favorable or unfavorable. These views helps the participant to adjust to the customers taste and also make necessary improvements where necessary.

Business organizations, by participating in trade fairs and exhibitions can keep up with the latest technological development in their various fields and are able to utilize such technologies in their various business activities as well as production of goods and services.

Trade fairs and exhibitions are a very vital part of the marketing promotional mix. Trade association, Professional bodies, societies and government departments and other business organization may use exhibitions as a mean of telling their story, offering their services and creating understanding and goodwill. Similarly foreign governments and industrial development agencies and even smaller firms may use their medium for public relation purpose. Examples of such organizations are First Bank of Nigeria PLC and Nigerian Institute for trypanosomiasis research.

Trade fairs and exhibitions offer first hand information and knowledge of the methods and materials employed in the manufacture of the various products we use daily. This give consumers more confidence in the products with regards to its usage.

Exhibitions also creates the necessary climate for industrial, rural and national development as well as agricultural developments in Nigeria. This it does by inviting various industrialist and agriculturalist from all parts of the Country. By so doing the agricultural sector is promoted and brought into lime light.

Trade fairs and exhibitions is viewed by business organizations and manufacturers and also consumers as practical vehicles for marketing goods and services and translating the Nation's economic programmes and policies into practical realities.

They are also the most effective method of popularizing native and home made products (that is products manufactured in Nigeria, using local raw materials) especially in Nigeria today where there is a great need to encourage manufacturers and sales of home made products so that we can make some head way in the industrial field.

Kayode in his write up "The economics of International Trade fairs for developing Countries was of the view that trade fairs have got a vital role to play in the economic development of Nigeria. He stressed that small scale business organizations are the only factor that will rescue Nigeria from its present economic imbalance. He also said that our problem is that of raw material economy which perpetually sits on a Shaky foundation. The solution to the problem lies in industrialization which can come about through the exhibition and display of our own goods made in Nigeria with local raw materials [29].

FOOTNOTES

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2. KAYODE, O. B. "The Economics of International Trade Fairs for Developing Countries" Unpublished Essay, Lagos Trade Fair Oct. 1987. Pg. 1.

3. ALBRECHT, V.G. Fairs in Hadnworter Buchete Betrie Wirischaft 3rd Ed Stu Ghat, Vol Iii Col 395 1960 Pg. 5.

4. ALHAJI LAWAL, A. T. K "Planning. Organization and Management of Trade Fair" (Seminar Paper Presented Ogere-remo Ogun Stated) 1989 Pg. 1.

5. ISAIAH, C.B "The Relevance of Trade Fairs to Business and the Nigerian Economy" Kaduna Chamber of News June 1, 1989 Pg. 5.

6. NJOKU, G. "Symbolic Importance of Trade Fair" the Report Newspaper Feb 20, 1988 Pg. 10.

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12. Kaduna Chamber of Commerce Industry, and Agriculture Hand Book Pg. 2-3

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15. JACQUES, K. Going into Trade Fair. Samokin Nigeria Ltd, Abeokuta 1st Edition (Nd) Pg. 9.

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18 ALIYU, A.Y. Op cit Pg. 7 - 8.

19. IBID Pg. 8.

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22. ALHAJI LAWAL A.T.K. Op cit P. 2.

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25. AKINROMBI S.A.O "Going into Trade Fair Published by Samokin Nig. Ltd Abeokuta. 1st Ed Sept. 27 1988 Pg 10-11

26. AKINROMBI S.A.O. The Chambers of Commerce and Industries. Published by Samokin Nig. Ltd Abeokuta 1st Ed Dec 1993 Pg 25 - 26.

27. Kaduna Chamber of Commerce Industry and Agriculture Hand Book Pg 3-6

28. AKINROMBI, S.A.O Op cit Pg. 13 - 14.

29. KAYODE, O.B. Op cit Pg. 4.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter attempt would be made to discuss the methods we would adopt in carrying out the research. The study will consider the research design, sources of data, method of data collection, population and sample size and also data analysis techniques.

3.2 RESEARCH DESIGN

This implies the structure, outline, scheme or guide which would be used to generate data, collect, data gather information relevant to the research. In other words it means the structuring of investigation aimed at identifying variables and their relationships to one another. This is done by identifying relevant data which would help in undertaking the research. This is used for the purpose of obtaining data to enable the researcher test hypothesis or answer research questions. It is an outline or a scheme that serves as a useful guide to the researcher in his/her efforts to generate data for his/her study. By the nature of this research study we have decided to use survey[1].

3.3 SOURCES OF DATA

Data are classified as either primary or secondary. This classification is based on the two sources of data. Primary source and secondary source.

Primary Source of data

This includes those data that were collected or generated through personal observation or eye witness. The primary sources used in this study were mainly through interviews, questionnaires and observation. They were carried out by way of distributing questionnaires to senior management staff of Kaduna Chamber of Commerce, Industry and Agriculture and also through personal interviews with them. While on the other hand only questionnaire were used on the participating companies.

Two reasons for this Primary Source are;

i. The exact information needed were obtained

ii. The correct companies were carefully used[2].

Secondary Source of data

They are those which have been recorded by someone who obtained the data directly. In other words, it is data which have been collected by other researchers for a purpose other than for this study, which the present researcher has found relevant and decided to make use of. These data were got from previous related literature from text books, journals, articles in newspapers, seminar presentation conferences, public lectures, printed materials (published and unpublished), manuscripts of papers such as letters and had written documents.

The reasons for using this source are

- it was less costly to obtain
- it was less time consuming and
- it showed accepted views or opinions[3].

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3.4 METHODS OF DATA COLLECTION

There are several techniques that can be used in the study of this nature. The following method listed below will be used in collecting data that are needed.

a. Questionnaire

b. Interview

c. Observation

d. Desk research

Questionnaire

This takes the form of a list of questions mostly typed and issued to respondents to answer, the result which are used to answer research questions and for test of hypothesis[4].

Interview

This is the oral face to face question and answer session between the respondent and the researcher. The research was conducted by personal interview to supplement the information obtained through the questionnaire issued in order to satisfy all the demands of this study[5].

Observation

This was the method used by the researcher to obtain data without the questionnaires or interviews. It was based purely on what the research saw at the trade fair complex.

Desk research

This is a research method in which the researcher makes use of library materials either published or unpublished. For this research study, the desk research was conducted by using materials from the library of the Kaduna Chamber of Commerce, Industry and Agriculture[6].

Reasons for the method Used

In a research work of this nature, there are alternative techniques of data collection available to the researcher. The four methods used in this study were preferred over other techniques for a number of reasons apart from ones already mentioned.

In the first place, they provided reliable and relevant information to this research work. Secondly, they were cheaper than other techniques of data collection in terms of cost and time. Thirdly, they facilitated the analysis and presentation of the result. Again the methods allow for adequate representation of the whole sector of the participating companies. Besides these techniques enabled the researcher to satisfy all the demands of this study by providing a wide range of information[7].

3.5 POPULATION AND SAMPLE SIZE

The population of study is a census of all items or subjects that possess the characteristics, or that have knowledge of the phenomenon, being studied. The population could be finite or infinite. It is finite when all items or subjects that constitute it can be counted and infinite, if items or subjects cannot be counted[8].

The sample on the other hand, is a part of the a population. The procedure for drawing samples from a population is known as sampling. The sampling technique used in this study is the Random sampling technique[9]. In order to ease the work load, the researcher has decided to divide the population into strata. The strata are business organizations and Kaduna chamber of commerce, industry and agriculture.

The overall population or staff strength of Kaduna Chamber of Commerce, Industry and Agriculture is 35 and due to the confidential nature of activities of the Chamber only the librarian and the Manager could provide answers to the questions raised during the course of the research.

The total number of exhibitors for the trade fairs this year was 143 out of which 20 have their head offices in Kaduna . So the sample size for business organization is 20 while that of the KCCIA is 2 bringing the total sample size for the research to 22.

3.6 DATA ANALYSIS TECHNIQUES

This is defined as the refinement and manipulation of data in order to prepare them for the application of local inference.

In this study, amongst the varying statistical techniques that will be used, descriptive, narrative and quantitative techniques were used. Prominent among the quantitative technique used are pie-chart, bar-chart and chi-square which will be used for test of hypothesis.

FOOTNOTES

1. NNAMDI ASIK Research Methodology in Behavioural Sciences Longman Nigeria 1990 Pg 27
2. IBID Pg. 27 - 28.
3. IBID Pg. 28.
4. IBID Pg. 75.
5. IBID Pg. 15.
6. IBID Pg. 17.
7. IBID Pg. 15 - 18.
8. IBID Pg. 39.
9. IBID Pg. 118.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

The objective of this Chapter is to present and analyze, in a clear form, all the data collected from the research conducted. We shall also test the hypothesis to determine which is null and which is alternative. The testing of hypothesis shall be based on the questionnaires distributed to some of the participating companies and staff of Kaduna Chamber of Commerce, Industry and Agriculture.

This chapter is divided into four parts. They are

- Data presentation
- Data Analysis
- Test of hypothesis
- Findings.

4.1 DATA PRESENTATION

In this study a total number of 20 Companies were administered questionnaires out of 143 exhibitors that have being participating for the past five to six years. While the staff strength of Kaduna Chamber of Commerce, Industry and Agriculture is 35, the researcher was only allowed to interview and also administered questionnaires to the Manager and the Librarian.

The table below shows a summary of the distribution of questionnaires.

TABLE 4.1: **ADMINISTRATION OF QUESTIONNAIRES TO THE SAMPLE SIZE.**

Sample Area	Distribution	Percentage
EXHIBITORS	20	90.9%
KCCIA	2	9.1%
Total	**22**	**100%**

A total number of 22 questionnaires were administered. The exhibitors were 20 representing 90.9% while the number of respondents from KCCIA is 2 representing 9.1% of the total population.

PRESENTATION OF QUESTIONNAIRE RESPONSE FROM KCCIA STAFF

Question 1. When was the Kaduna Chamber of Commerce, Industry and Agriculture established ?.

Answer It was established in January 1973. By the late Chief Henry Fajemirokun.

Question 2. Is it true that the Chambers of Commerce usually champions the organization and running of trade fairs?. Yes or No

Table 4.2 : **RESPONSE TO ORGANIZATION AND RUNNING OF TRADE FAIRS.**

Response Variable	No. of Response	Percentage
Yes	2	100%
No	0	0%
Total	**2**	**100%**

Question 3. Could you say that trade fairs and exhibitions can increase the popularization of any participating organization's product?.

Table 4.3 : **RESPONSE TO POPULARIZATION OF PARTICIPANT'S PRODUCTS.**

Response Variable	No. of Response	Percentage
Quite well	2	100%
Not at all	0	0%
It cannot be determine	0	0%
Total	**2**	**100%**

Question 4. Can you say that trade fairs and exhibitions are effective tools for promoting both domestic and foreign organization?

Table 4.4 : **RESPONSE TO PROMOTION OF DOMESTIC AND FOREIGN BUSINESS ORGANIZATIONS.**

Response Variable	No. of Response	Percentage
Yes	2	100%
No	0	0%
Not quite	0	0%
Total	**2**	**100%**

Question 5. Give the statistical figures of participants for the year below

Table 4.5: **STATISTICS OF PARTICIPANTS IN THE KADUNA INTERNATIONAL TRADE FAIRS DURING THE PERIOD 1991 - 1996.**

Years	Nigerian Firms	Foreign Firms	Total
1991	501	102	603
1992	411	39	450
1993	407	43	450
1994	378	22	400
1995	437	13	450
1996	237	10	247

Question 6. State the figures of your financial return after each year for the period 1991 - 1996.

Table 4.6: **STATISTICS OF FINANCIAL RETURN FOR EACH YEAR FOR THE THE PERIOD 1991 - 1996.**

Years	No. of Participants	Total Revenue Generated(₦)
1991	603	2,643,688
1992	450	5,066,316
1993	450	7,589,371
1994	400	9,961,465
1995	450	8,397,695
1996	247	13,184,173

Question 7. Are the amount of revenue generated from the participants in the International trade for the six years under review increasing, decreasing or constant ?.

Table 4.7: **STATISTICS OF PARTICIPANTS AND REVENUE GENERATED IN KADUNA INTERNATIONAL TRADE FAIRS FOR PERIOD 1991 - 1996.**

Years	No. of Participants	Total Revenue Generated(₦)	Increase or Decreased in Revenue(₦)
1991	603	2,643,688	0
1992	450	5,066,316	2,422,628
1993	450	7,589,371	2,523,055
1994	400	9,961,465	2,372,085
1995	450	8,397,695	(1,563,761)
1996	247	13,184,173	4,786,478

Question 8: Can you say that Kaduna International trade fair activities for the years under review have helped in influencing business organizations to patronize local raw materials ?

Table 4.8 : **RESPONSE TO LOCAL RAW MATERIALS PATRONAGE.**

Response Variable	No. of Response	Percentage
Yes	2	100%
No	0	0%
Not quite	0	0%
Total	**2**	**100%**

Question 9. Trade fairs and exhibitions have so far been beneficial to business organizations and the nations economic sector through:

Table 4.9 : **RESPONSE TO BENEFITS TO BUSINESS ORGANIZATIONS AND THE NATION'S ECONOMY.**

Response Variable	No. of Response	Percentage
The creation/promotion of company's product	2	100%
Through public relations	0	0%
Through publicity	0	0%
Total	**2**	**100%**

Question10: When did the Kaduna International trade fair turn International?.

Answer: The fair turned International in 1979 under the presidency of Alhaji M.B.G. Dogon Yaro.

PRESENTATION OF QUESTIONNAIRE RESPONSE FROM BUSINESS ORGANIZATIONS

Question 1. How many times has your Companies participated in Kaduna International Trade fair ?

Table 4.10: **RESPONSE TO FREQUENCY OF PARTICIPATION IN KITF.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
2 Times	1	18	5
5 Times	2	36	10
10 Times	2	36	10
15 Times	3	54	15
As many times as possible	12	216	60
Total	20	360	100

Question 2: Why does your Company participate in the trade fairs?

Table 4.11: **RESPONSE TO PURPOSE OF PARTICIPATION IN KITF**

Response Variable	No. of Response	Degree (°)	Percentage (%)
To sale	1	18	5
As a means to promote goods and services	13	234	65
For public relations reasons	0	0	0
To maintain market share	2	36	10
Because your competitors also participate	4	72	20
Total	20	360	100

Question 3. Can you say whether your Company's volume of sale has increased as a result of participating in the trade fair?

Table 4.12: **RESPONSE TO INCREASE IN VOLUME OF SALES.**

Response Variable(₦)	No. of Response	Degree (°)	Percentage (%)
20,000 - 50,000	0	0	0
50,001 - 100,000	2	36	10
100,001 - 500,000	7	126	35
500,001 - 999,999	10	180	50
1,000,000 and above	1	18	5
Total	20	360	100

Question 4. If your Company has participated in the Kaduna International trade fair more than once, how has this helped in your Company's share of the market?.

Table 4.13: **RESPONSE TO INFLUENCE OF KITF TO COMPANY'S MARKET SHARE**

Response Variable	No. of Response	Degree (°)	Percentage (%)
A very large market share	15	270	75
Reduced market share	0	0	0
Constant market share	5	90	25
No effect at all on market share	0	0	0
Total	20	360	100

KASHIM IBRAHIM

Question 5. Why is the Kaduna International trade fair and exhibition relevant to your Company?.

Table 4.14: **RESPONSE TO RELEVANCE OF TRADE FAIRS TO COMPANIES**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Creation of foreign and local market	5	90	25
Promotion of made in Nigeria goods	12	216	60
Promotion of agriculture and agro based industries	13	54	15
Any other	0	0	0
Total	20	360	100

Question 6. As a result of your Company's participation in Kaduna International trade fair, how many technical and Commercial agreements have you entered into with the local or International Companies ?.

Table 4.15: **RESPONSE TO NUMBER OF TECHNICAL AND COMMERCIAL AGREEMENTS ENTERED INTO.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
One	1	18	5
Three	4	72	20
Five and above	15	270	75
None	0	0	0
Total	20	360	100

Question 7. Apart from the impact on sales volume what other areas are affected by your participation in trade fairs?

Table 4.16: **RESPONSE TO OTHER AREAS AFFECTED BY PARTICIPATION IN TRADE FAIRS.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Improved results of advertizing at a lower cost	2	36	10
A very good promotional medium	18	324	90
No effect at all	0	0	0
Total	20	360	100

Question 8. On a general note can you say trade fairs and exhibitions have contributed to the sales of your organization since it has been taking part in such trade fairs and exhibition ?

Table 4.17: **RESPONSE TO TRADE FAIRS CONTRIBUTION TO SALES.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
The contribution keeps increasing	20	360	100
Decreasing	0	0	0
It has no effect on sales	0	0	0
Total	20	360	100

Question 9. What benefits does your organization derive from participating in trade fairs and exhibitions?

Table 4.18: **RESPONSE TO BENEFITS OF PARTICIPATING IN TRADE FAIRS AND EXHIBITION.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Popularizing of company's trade	12	216	60
Exchange of commercial ideas	6	108	30
Inducing consumer to make a trial purchase	2	36	10
Total	20	360	100

Question10. What is your view on the general organization of trade fairs and exhibitions by the Kaduna Chamber of Commerce, Industry and Agriculture?.

Table 4.19: **RESPONSE TO ORGANIZATION OF TRADE FAIRS AND EXHIBITION BY KCCIA.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Very efficient	0	0	0
Not very efficient, need improvement	17	306	85
Inefficient, needs complete overhaul	3	54	15
Total	20	360	100

4.2 DATA ANALYSIS

In this section, a thorough analysis of the questions presented above will be made, using Pie Charts and Bar charts.

Analysis of Questionnaires Response From KCCIA Staff

Question 1. In response to this question, the two officials interviewed responded that KCCIA was established in 1973 by the late Chief Henry Fajemirokun, the then President of Nigerian Association of Chamber of Commerce, Industry, Mine and Agriculture, NACCIMA.

Question 2. With reference to table 4.2 in section 4.1 above, it is confirmed that the chambers of Commerce and Industry usually champions the organization and running of trade fairs. The most important event in the Kaduna Chamber of Commerce, Industry and Agriculture is the Kaduna International trade fair which started as a domestic fair in 1974. This trade fair has contributed immensely to the development of the Chamber as well as its fame and recognition within the International circles. This fair has also aided the economic development of Kaduna State as well as the nation's economy. The trade fair turned international in 1979.

Question 3. Table 4.2 in section 4.1. above shows that trade fairs and exhibitions does increase the popularization of any participating organization's product. This represents a 100% response from the KCCIA officials. This is as a result of the large turnout of consumers who attend the trade fairs and exhibition and through these fairs and exhibitions the consumers are now aware of the existence of such products, have the opportunity of interacting with the producers and dealers of such products and are intimated on the uses of such products. Even after such fairs they (consumers) still want to get such products especially those that are effective so they stay in touch with producers and dealers.

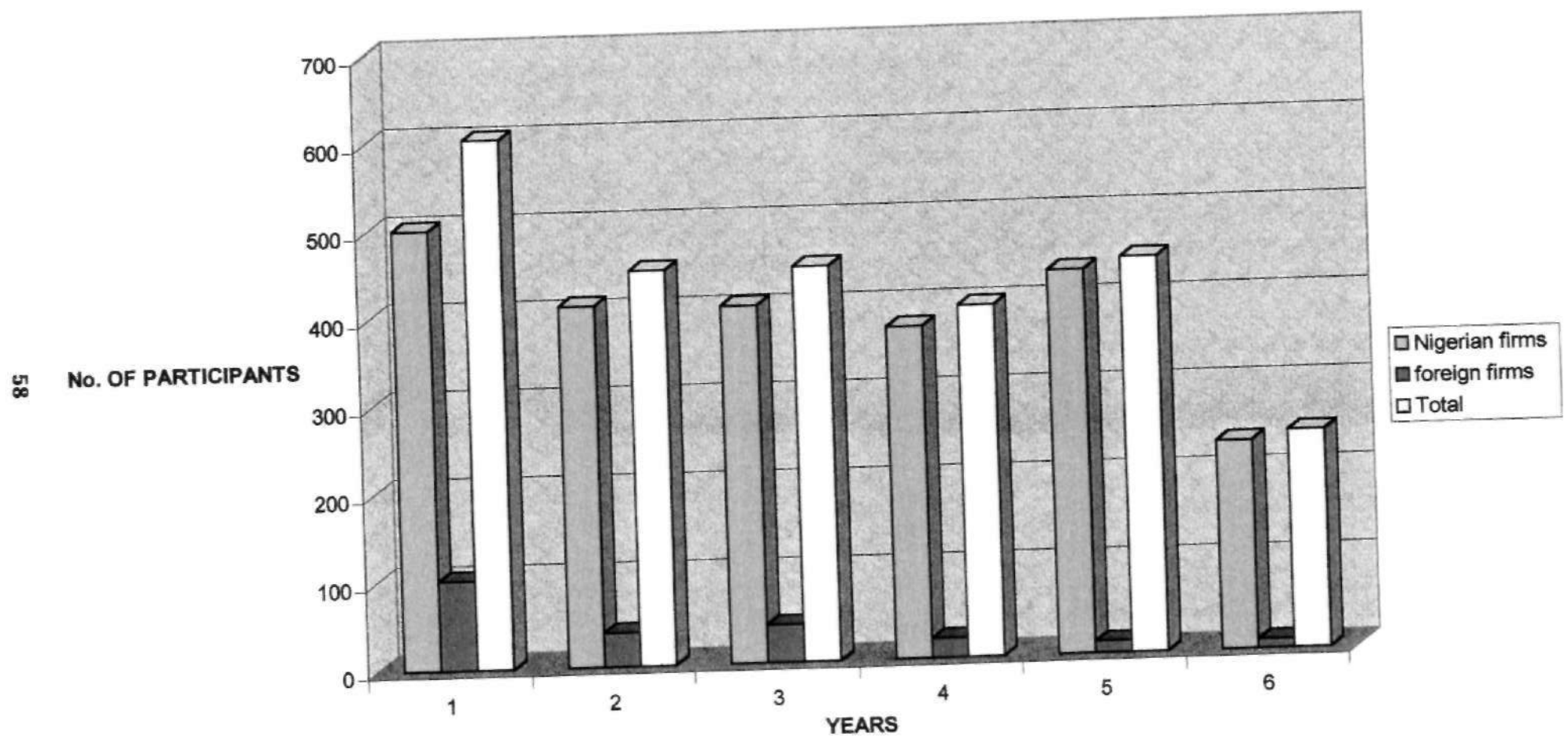
Question 4. With reference to the table 4.4 in section 4.1. above, it is confirmed that trade fairs and exhibitions are effective tools for promoting business organizations products and service as all responses were positive

representing 100%. This is because participating business organization have the opportunity of advertising to a wider range of consumers and at a cheaper cost.

Question 5. Table 4.5 in section 4.1. above gives the statistics of participants from 1991 to 1996. The figures given in the table are divided to local and foreign figures. A bar chart is also drawn in Fig. 1show the statistics given.

Fig 1

LOCAL AND FOREIGN PARTICIPANTS FROM 1991 -1996

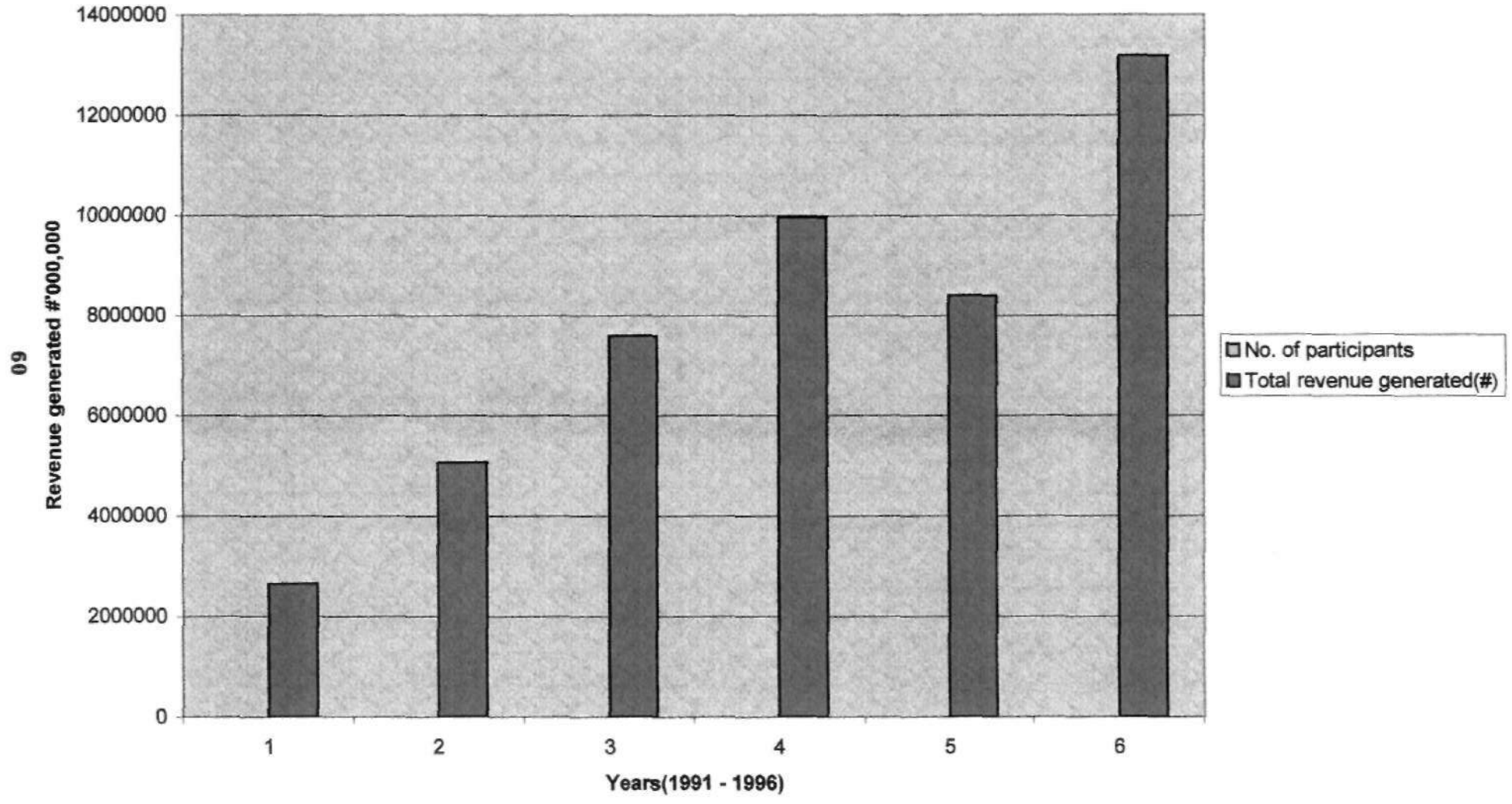


From the graph above (bar chart) Fig. 1, it can be seen that in 1991 the number of foreign business organization were 102 while the local business organizations were 501 making the total participants 603 firms.

This number is higher than the figure in 1992. Foreign firms were 39 while local firms were 411 bringing the total to 450. In 1993 the total number of participants remained at 450, but local firms reduced to 407 while foreign firms who participated in the Kaduna International trade fair increased to 43. The total number of participants reduced to 400 in 1994, foreign firms were 22 while local firms amounted to 378. In 1995, the number of participants increased back to 450. The number of local participants also increased from 378 to 437 while foreign firms reduced from 22 to 13 participants. 1996 recorded the lowest total number of participants which is 247. The total number of local participants reduced drastically to 237 while also total number of foreign participants reduced to 10.

Question 6. With reference to table 4.6 in Section 4.1. above. It can be seen that the revenue generated in 1991 amounted to #2,643,688 while it increased in 1993 to a total sum of #5,066,316. In 1993 the total revenue generated increased to #7,589,371 and #9,961,456 in 1994. But in 1995 it reduced to #8,397,695. While in 1996 it increased again to #13,184,173. This is also represented in a bar in Fig. 2.

Fig 2 **FINANCIAL RETURNS OF KADUNA INTERNATIONAL TRADE FAIR FROM 1991 - 1996**



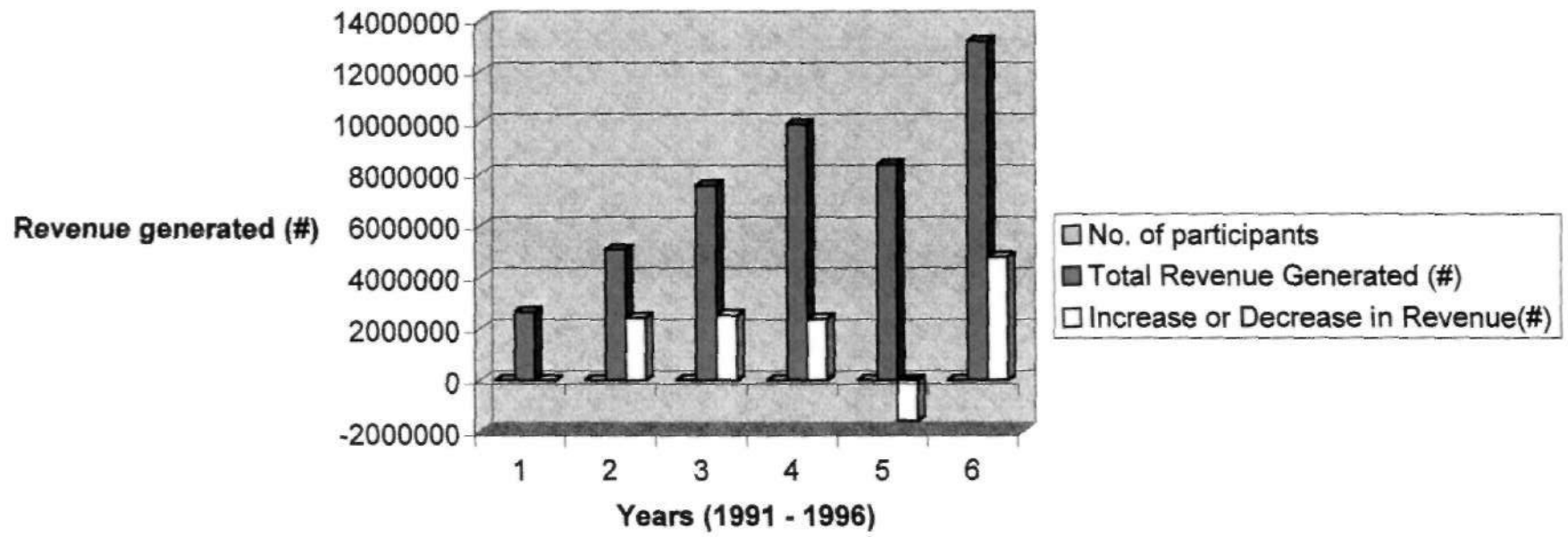
Question 7. This question was asked in order to find out if revenue generated increased steadily or decreased in relation to the number of participants during the years under review. Well with reference to table 4.7 in section 4.1. above, though the number of participants fell in 1992 to 450, there was an increase in revenue generated of #2,422,628 bringing the total revenue generated in 1992 to #5,066,316. In 1993 the number of participants remained constant while revenue increase to #7,589,371. In 1994 the number of participants fell to 400 while revenue increased by #2,372,085 making the total revenue generated #9,961,465.

The number of participants increased back to 450 with a reduction in revenue to #8,397,695 in 1995. While in 1996 the participants reduced drastically to 247 while revenue generated increased to #13,184,173.

The rationale for this unstable number of participants was due to the economic hardship and the unstable political situation experienced by the various business organization all over the Country.

Though the revenue generated kept increasing due to the depreciating value of Naira in real terms. This is also depicted Fig. 3.

fig 3 **INCREASE OR DECREASE IN REVENUE OF PARTICIPANTS FOR 1991 - 1996**



Question 8: With reference to table 4.8 in section 4.1., The KCCIA officials are of the opinion that the Kaduna International trade fairs activities for the years under review have helped in influencing business organizations to patronize local raw materials. This question was asked in order to find out whether there has been increase in the use of local raw materials as a result of International trade fairs. The result from table 4.8 shows that most business organizations now use local raw materials in the production of goods and services thereby exploiting the nature economic resources of the nation. This has been made possible through the exhibition of the abundant raw materials in the Country and also through indigenisation decree that was implemented some yars back which adviced the government to ban importation of some foreign raw materials and goods and services. These as well as the high exchange rate forced most business organizations to source for local raw materials as alternatives and they are cheaper to obtain.

Question 9. From Table 4.9 in section 4.1 above it can be seen that the KCCIA officials agree to the fact that trade fairs and exhibitions are beneficial to business organization through promotion and creation of Company's products and also to the nation economic sector. This shows a 100% response. This is as a result of high patronage of local raw materials of business organizations thereby aiding them to exploit natural economic potentials and resources to its fullest.

Question10. The Kaduna International trade fair turned international in 1979 under the Presidency of Alhaji M.B.G. Dogon-Yaro. Britain, U.S.A. and West Germany where the first to encourage their firms to participate. International representation now is in excess of 15 Countries annually. The organization of the trade fair is the sole responsibility of the Kaduna Chamber of Commerce and Industry and Agriculture which however receives support both from the Federal and the State Governments. Detailed organization is handled by a sub-Committee of the Chamber under the leadership of the Director General.

ANALYSIS OF QUESTIONNAIRE RESPONSE FROM BUSINESS ORGANIZATIONS

Question 1. With reference to table 4.10 in section 4.1 above, majority of the business organizations administered questionnaires to have participated in the Kaduna International trade fair as many times as possible. This shows that majority of the firms, about 60% of the firms, are competent enough to supply authentic information for proper analysis making number of business organization 12. Three (3) business organizations have participated 15 times, 2 firms have participated 10 times, 2 firms have participated 5 times and 1 firm has participated 2 times. Representing 15%, 10%, 10% and 5% respectively. This is also shown in a pie chart in Fig. 4.

Fig.4

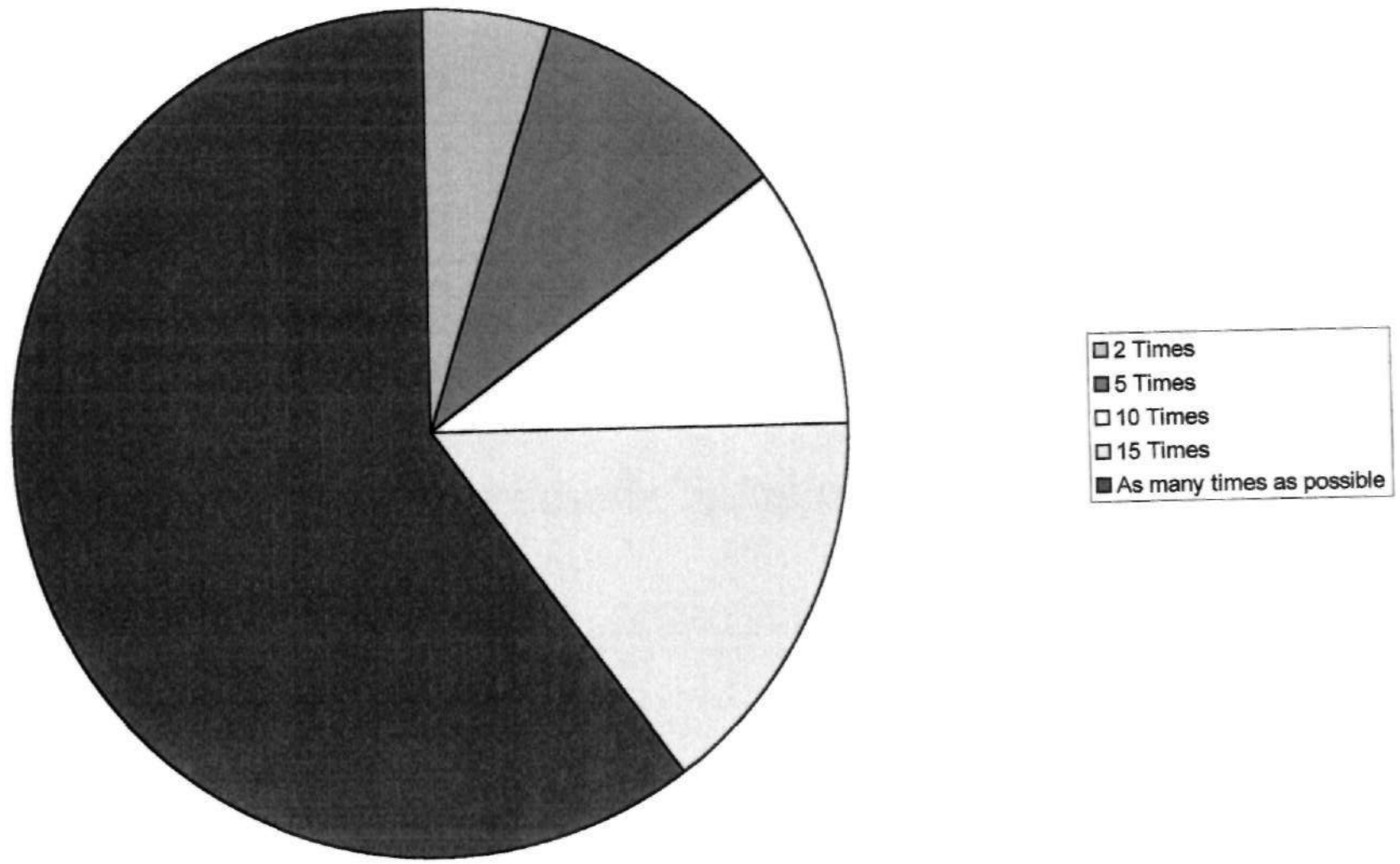
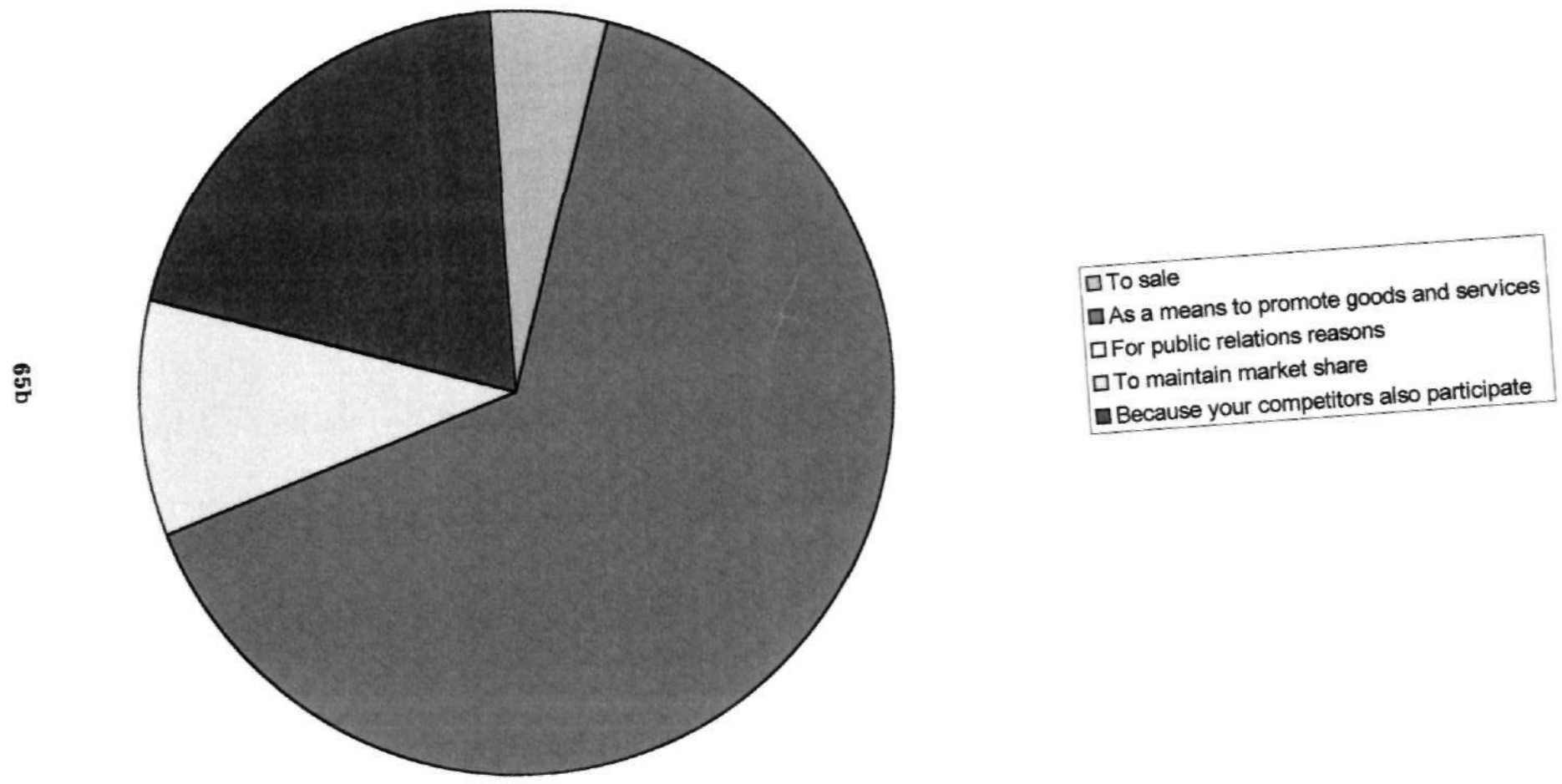


Fig.5


65b
To sale
As a means to promote goods and services
For public relations reasons
To maintain market share
Because your competitors also participate

Question 2. From table 4.11 in section 4.1. above, majority of the organizations administered questionnaires to attested to the fact that they participate in trade fairs so as to promote their goods and services. The organizations were 13 in number representing 65% of the total number. Four (4) of the organizations say that they participate in trade fairs because other competitors participate. This represent 20%. Two of them say they participate to maintain their market share. No extra work is done to increase market share, While just one (1) organization say its participation in trade fair is just to sell its products and services and nothing more. It can be deduced that majority of the organizations administered questionnaires to attend or participate in trade fairs in other to promote their goods and services to various consumers and other organizations both locally and internationally. This is done by the use of various promotional techniques such as sales promotion during the course of the trade fair. Through this more awareness is created for their products and services (Fig. 5, above).

Question 3. From table 4.12 in section 4.1. above, it can be seen that 10 Companies representing 50% experience an increase in sale volume of over #500,000 profit. Seven (7) of the total number of organization are able to make a sale volume of over #100,000 profit representing 35% of the whole number. Two (2) were able to make a sales profit of over #50,000 representing 10% while just one (1) could make a profit of over

#1,000,000. In general it can be said that majority of the business organization's profit has increased as a result of constant participation in trade fairs. This is also depicted in the diagram on the next page Fig. 6.

Fig. 6

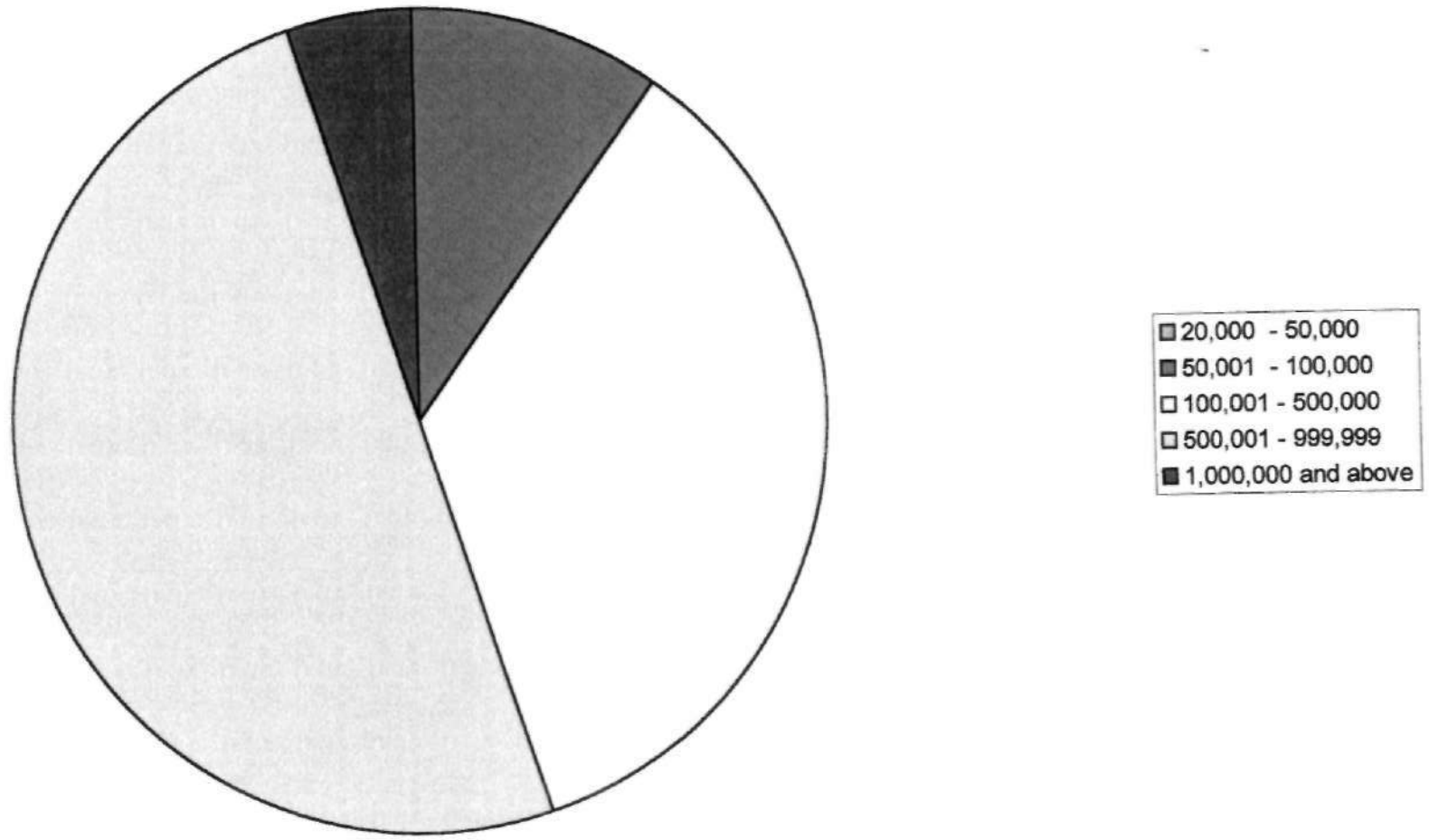
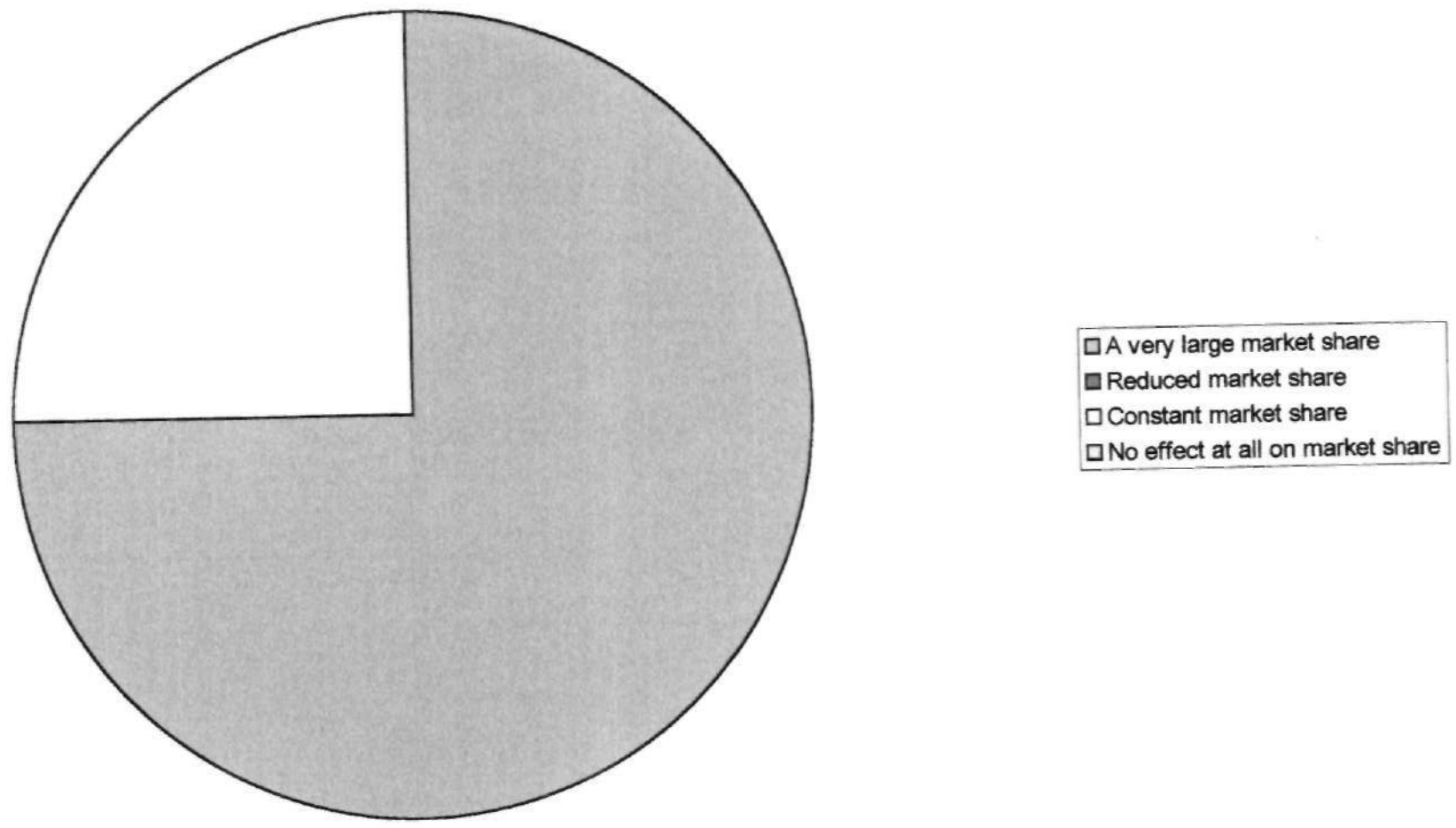

20,000 - 50,000
50,001 - 100,000
100,001 - 500,000
500,001 - 999,999
1,000,000 and above

Fig. 7


A very large market share
Reduced market share
Constant market share
No effect at all on market share

68b

Question 4. Table 4.13 in section 4.1. shows that majority of the participating organizations have been able to increase their market share, 15 in number representing 75% while about 5 organizations, representing 25% participate in the Kaduna International trade fair to maintain their market share. This confirms that participation in trade fairs and exhibitions increases the market share of business organization. Also show in the Pie chart above (Fig. 7).

Question 5. Twelve (12) business organization in table 4.14 in section 4.1. above, 60% of the overall number agree that the Kaduna International trade fair is relevant to their Company because it promotes made in Nigeria goods, five (5) companies say that trade fair and exhibitions creates both local and foreign markets, this represents 25% of the total, while three (3) organizations agree that trade fairs is relevant because it promotes agriculture and agro based firms. So it can be deduced that the International trade fair is relevant to various Companies in Nigeria because made in Nigeria goods are promoted. This is because most companies now use local raw materials in the production of goods and services thereby exploiting the natural resources of the nation. This also enable indigenous companies to compete favorably with international firms who use their own raw materials in production of goods and services. This in effect leads to technological advancement (Fig. 8).

Fig. 8

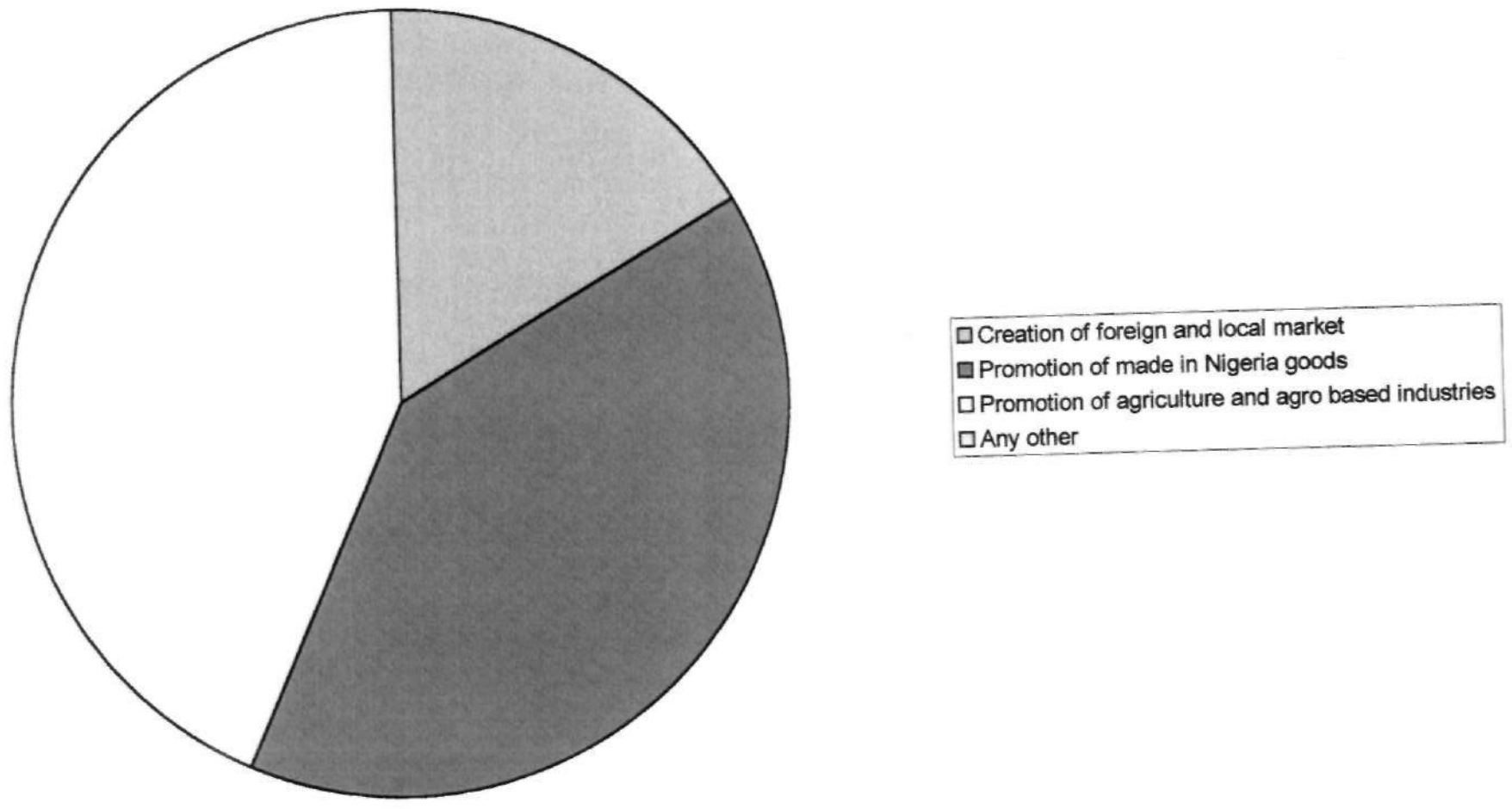
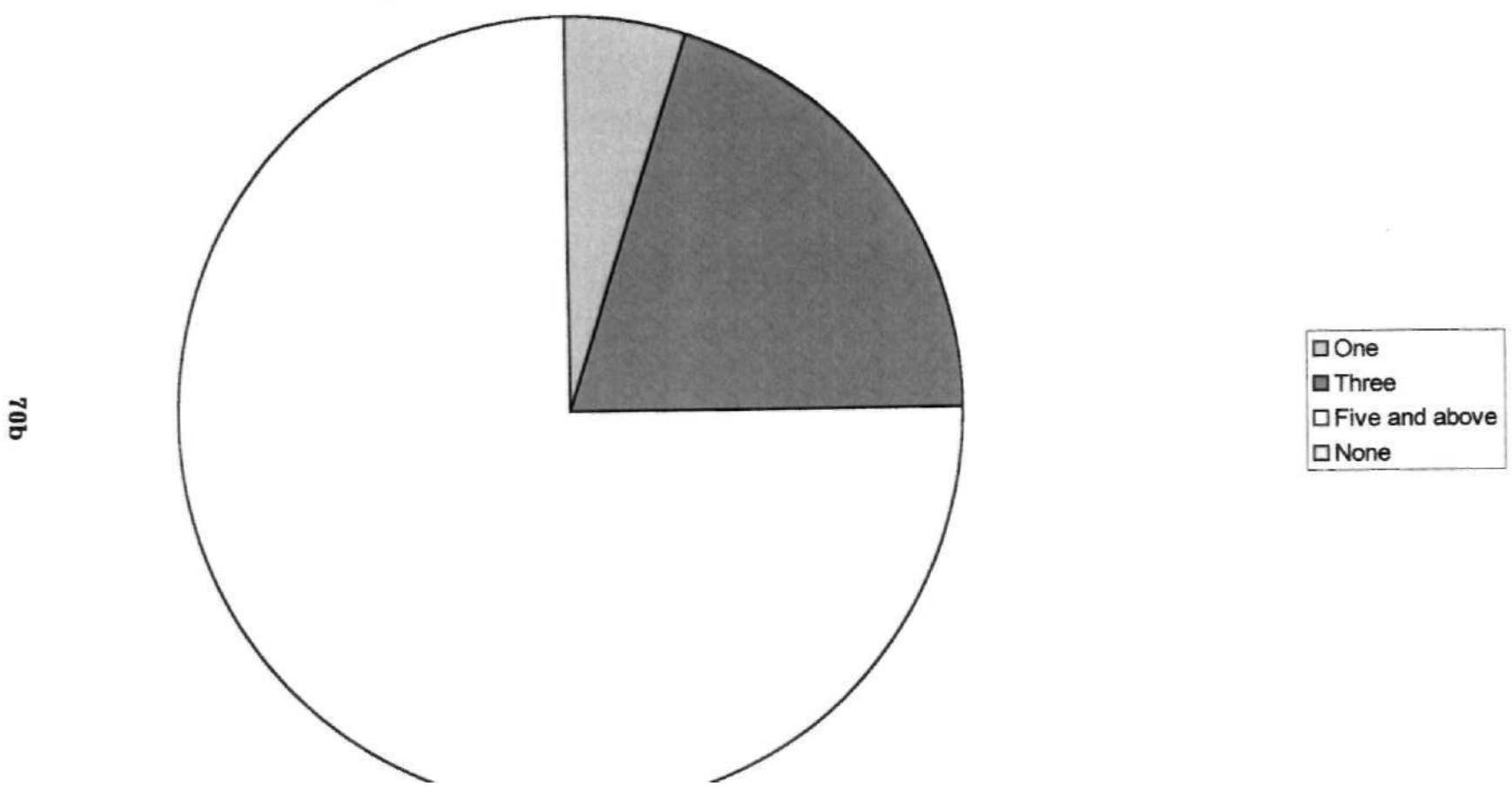

70a
Creation of foreign and local market
Promotion of made in Nigeria goods
Promotion of agriculture and agro based industries
Any other

Fig. 9



Question 6. In response to this question with reference to table 4.15 in section 4.1. fifteen (15) companies have entered into technical and commercial agreements with over five local as well as foreign companies, representing 95% of the total business organizations administered questionnaires to 20% of the total business organization have entered into technical and commercial agreements with 3 local and foreign companies and just 5% have entered into agreements with one Company. This therefore means that the Chamber of Commerce by organizing international trade fairs has fulfilled one of its main functions of encouraging bi-lateral business agreement between other states and Nation's business men locally and internationally. This is also depicted in the pie chart Fig. 9 above.

Question 7. Eighteen (18) out of the twenty companies agree that apart from the increase in sales, trade fairs and exhibitions have also been a very good promotional medium for their various goods and services. In other words, the awareness created by trade fairs and exhibitions of such goods and services have increased the popularity of such companies as well as for their products. Reference can be made to table 4.10 and it is also depicted in a pie chart in Fig. 10.

Fig. 10

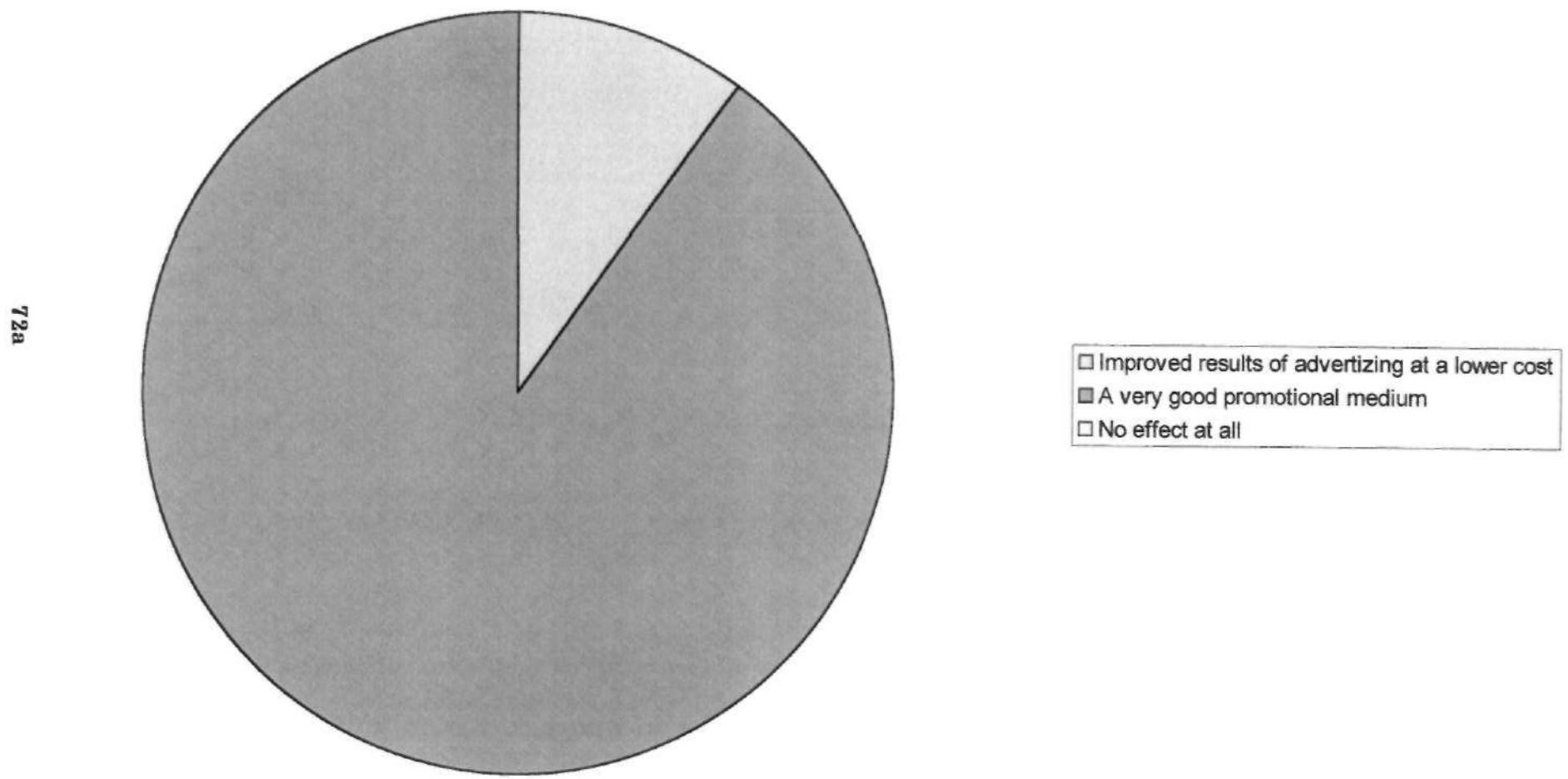
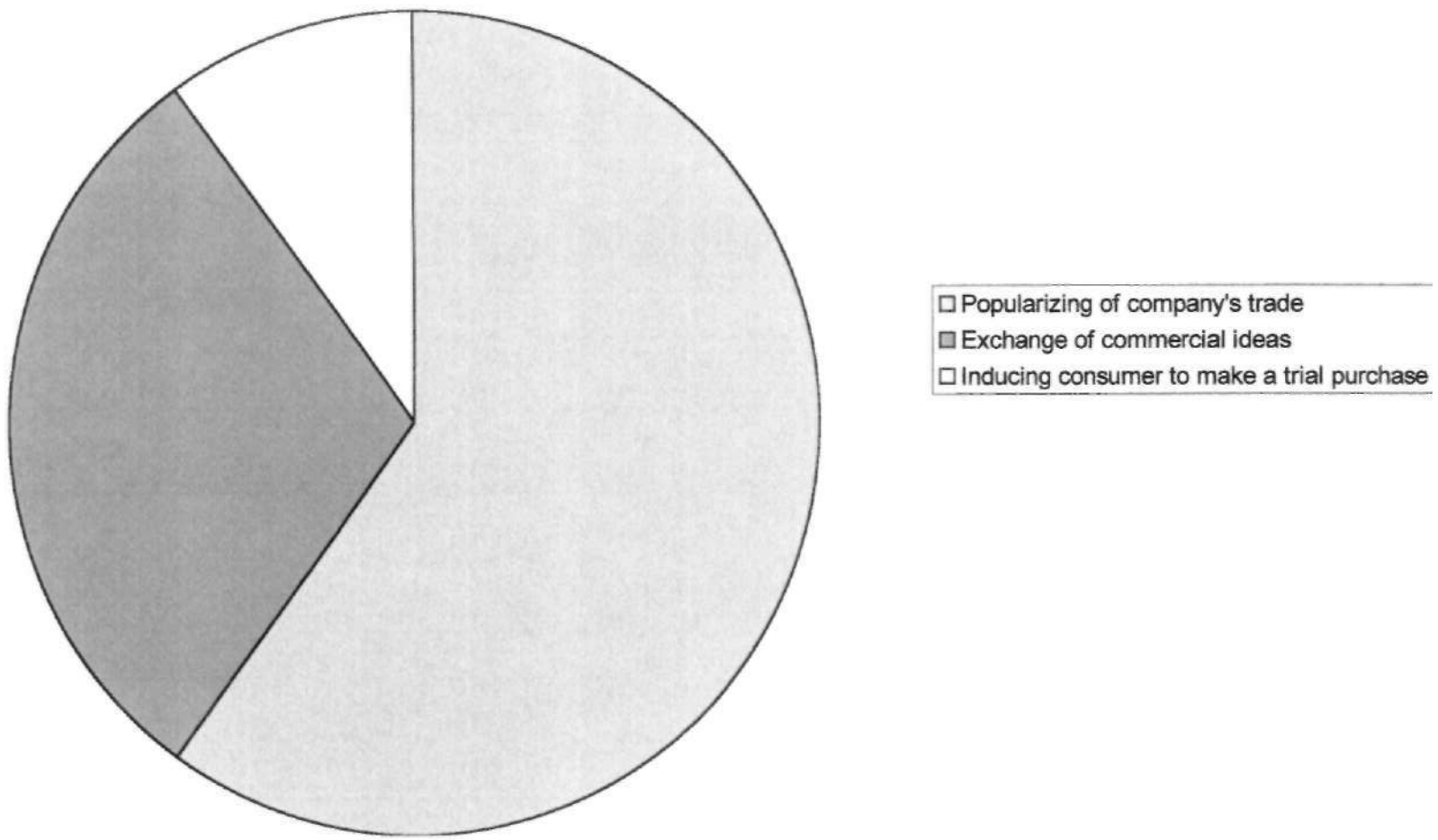

72a
Improved results of advertizing at a lower cost
A very good promotional medium
No effect at all

Fig. 11


Popularizing of company's trade
Exchange of commercial ideas
Inducing consumer to make a trial purchase

72b

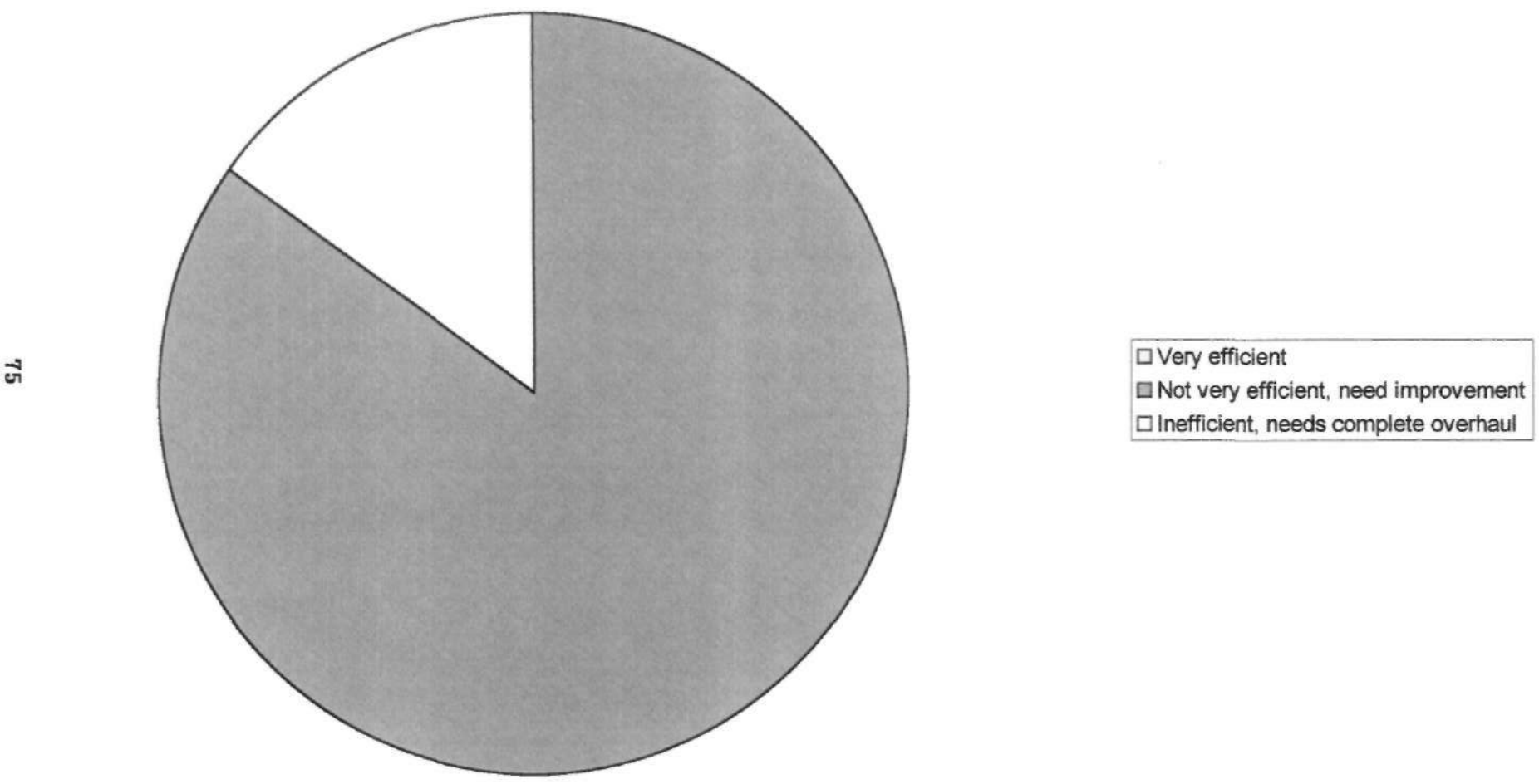
Question 8. With reference to table 4.17, section 4.1, 100% responses was got from all the business organizations given questionnaires. They all attested to the fact that trade fairs and exhibitions have contributed increasingly to the sales of their products.

Question 9. Table 4.18 in section 4.1 shows the details of responses to this question. A total number of twelve (12) business organizations agree that trade fairs and exhibitions does increases popularity of a company's trade, this represent 60%,. Six (6) companies agree that trade fairs and exhibitions helps in exchanging commercial ideas with other participating companies. This represent 30% of the sample size. While two (2) companies agree that trade fairs and exhibitions helps induce consumers to make trial purchase especially of new product. This represents 10% depicted in the Fig. 11 above.

Question 10. In table 4.19 in section 4.1. above, it can be seen that 17 (seventeen) firms agree that the organization and planning of trade fairs and exhibitions have not been properly done. In other words, they concluded that the organization and planning over the years have not been efficient and it need improvement. They are of the view that the organization of trade fairs and exhibitions are below international standards and the global technological advancement should be put into consideration when organizing such fairs. Examples of such technology are the computer based communications system such as the web site. This represents 85%

of the overall sample size. The remaining three (3) are of the opinion that the organization of trade fairs and exhibitions is inefficient and needs complete overhaul. They are of the view that if trade fairs and exhibitions are properly organized with the necessary resources and equipments, the impact would have a tremendous effect on the overall economy of the nation. The result got here is also depicted in Fig. 12.

Fig. 12


75
Very efficient
Not very efficient, need improvement
Inefficient, needs complete overhaul

4.3 TEST OF HYPOTHESIS

Based on the data analyzed and interpreted above, it is now possible to test for the hypothesis upon which the research work is based with a view to validate, accept or reject the research study.

Hypothesis

HO: Trade fairs and exhibitions are not effective promotional tools for business organizations in Nigeria (Null hypothesis).

H1: Trade fairs and exhibitions are effective promotional tools for business organizations in Nigeria (Alternative hypothesis).

In testing this hypothesis, question 3, 4, 8 and 9 of KCCIA questionnaire and questions 2,3,4,5 and 9 of the participating Companies questionnaire will be used.

KCCIA QUESTIONNAIRE

Question 3. Could you say that trade fairs and exhibitions can increase the popularization of any participating organization's product?

Table 4.3 : **RESPONSE TO POPULARIZATION OF PARTICIPANT'S PRODUCTS.**

Response Variable	No. of Response	Percentage
Quite well	2	100%
Not at all	0	0%
It cannot be determine	0	0%
Total	**2**	**100%**

The response here is 100% positive in that the officials agree that the fairs increases the popularity of participants products.

DECISION

The outcome of this question shows that the officials of KCCIA agree that trade fairs and exhibitions increases that popularization of participants products. This rejects the null hypothesis and accepts the alternative one which states that trade fairs and exhibitions are effective promotional tools for business organizations.

Question 4. Can you say that trade fairs and exhibition are effective tools for promoting both domestic and foreign business organizations?

Table 4.4 : **RESPONSE TO PROMOTION OF DOMESTIC AND FOREIGN BUSINESS ORGANIZATIONS.**

Response Variable	No. of Response	Percentage
Yes	2	100%
No	0	0%
Not quite	0	0%
Total	**2**	**100%**

The response here too is 100% positive.

DECISION

From the outcome of the responses above, the null hypothesis has been proved wrong and is therefore rejected. So the alternative hypothesis which states that trade fairs and exhibition are effective promotional tools for business organizations is accepted.

Question 8. Can you say that the Kaduna International trade fair activities for the years listed above has helped in influencing business organization to patronize local raw materials ?.

Table 4.8 : **RESPONSE TO LOCAL RAW MATERIALS PATRONAGE.**

Response Variable	No. of Response	Percentage
Yes	2	100%
No	0	0%
Not quite	0	0%
Total	**2**	**100%**

The above table also shows that the response to this question is 100% positive.

DECISION

Once again the null hypothesis have been proved wrong, and therefore rejected.

So leaving us to accept the alternative hypothesis.

Question 9. Trade fairs and exhibitions have so far been beneficial to business organizations and the nation's economic sector through:

Table 4.9 : **RESPONSE TO BENEFITS TO BUSINESS ORGANIZATIONS AND THE NATION'S ECONOMY.**

Response Variable	No. of Response	Percentage
The creation/promotion of company's product	2	100%
Through public relations	0	0%
Through publicity	0	0%
Total	**2**	**100%**

The outcome above shows a 100% response that trade fairs and exhibitions have been beneficial to business organization through the creation and promotion of company's product.

DECISION

The analyzed question has proved the null hypothesis wrong and therefore rejected. The alternative hypothesis is thereby accepted.

PARTICIPATING COMPANIES QUESTIONNAIRE.

Question 2. Why does your Company participate in the trade fairs?.

Table 4.11: **RESPONSE TO PURPOSE OF PARTICIPATION IN KITF**

Response Variable	No. of Response	Degree (°)	Percentage (%)
To sale	1	18	5
As a means to promote goods and services	13	234	65
For public relations reasons	0	0	0
To maintain market share	2	36	10
Because your competitors also participate	4	72	20
Total	20	360	100

In response to this question, 65% of the respondents agree that they participate in trade fairs in order to promote their goods and services, 20% participate because their competitors participate, 10% participate to maintain market share while 5% take part in fairs and exhibitions to sell their products.

DECISION

The outcome of this question too is positive in the sense that 65% responded positively to response thereby making nullifying the null hypothesis and leaving us with the alternative hypothesis.

Question 3. Can you say whether your Company's volume of sales has increase as a result of participating in the trade fairs.

Table 4.12: **RESPONSE TO INCREASE IN VOLUME OF SALES.**

Response Variable(₦)	No. of Response	**Degree (°)**	**Percentage (%)**
20,000 - 50,000	0	0	0
50,001 - 100,000	2	36	10
100,001 - 500,000	7	126	35
500,001 - 999,999	10	180	50
1,000,000 and above	1	18	5
Total	20	360	100

As shown above, 50% of the respondent experienced an increase of ₦400,000, 35% had an increase of ₦100,000. 10% had an increase of over ₦50,000 profit, 5% experienced an increase of [illegible],000 while none had an increase of ₦20,000.

DECISION

The analyzed questions have proved that alternative hypotheses because the respondents with increase of [illegible].00 was the highest thereby proving the null hypothesis wrong.

Question 4. If your Company has participated in the Kaduna International trade fair more than once how has this helped in your Company's share of the market?

Table 4.13: **RESPONSE TO INFLUENCE OF KITF TO COMPANY'S MARKET SHARE**

Response Variable	No. of Response	Degree (°)	Percentage (%)
A very large market share	15	270	75
Reduced market share	0	0	0
Constant market share	5	90	25
No effect at all on market share	0	0	0
Total	20	360	100

The response above shows that 75% of the respondent agree that the regular participation in the Kaduna trade fair has increased the market shares greatly while 25% say their market shares have remained constant.

DECISION

In view of the outcome of results above, the null hypothesis is rejected while the alternative hypothesis is accepted.

Question 5. Why is the Kaduna trade fair and exhibition relevant to your Company?

Table 4.14: **RESPONSE TO RELEVANCE OF TRADE FAIRS TO COMPANIES**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Creation of foreign and local market	5	90	25
Promotion of made in Nigeria goods	12	216	60
Promotion of agriculture and agro based industries	13	54	15
Any other	0	0	0
Total	20	360	100

Here a total of 12 firms representing 60% of the respondents agree that Kaduna International trade fair is relevant to their companies or firms because it promotes made in Nigeria goods, 25% agree that it creates foreign and local markets for them while only 15% agree that it promotes agriculture and agro-based industries.

DECISION

In light of the above result, the hypothesis is held at the alternative thereby rejecting the null hypothesis. Therefore, trade fairs and exhibitions are effective promotional tools for business organizations.

Question 9. What benefit does your organization derive from participating in trade fairs and exhibitions ?

Table 4.18: **RESPONSE TO BENEFITS OF PARTICIPATING IN TRADE FAIRS AND EXHIBITION.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Popularizing of company's trade	12	216	60
Exchange of commercial ideas	6	108	30
Inducing consumer to make a trial purchase	2	36	10
Total	20	360	100

In response to this question 60% of the respondents agree that their participation in the trade fairs and exhibitions makes their company's trade popular, 30% say they gain new ideas and also exchange ideas with other participants while 10% say that the benefit they derive is that consumers are induced to make a trial purchase.

DECISION

The analyzed question above has proved the null hypothesis wrong. Based on the outcome therefore, the null hypothesis is rejected. This makes us accept the alternative hypothesis which states that trade fairs and exhibitions are effective promotional tools for business organizations.

USING THE CHI-SQUARE TEST

Ho. (Null Hypothesis) Trade fairs and exhibitors are not effective promotional tools for business organizations in Nigeria.

H1. (Alternative hypothesis) Trade fairs and exhibitions are promotional tools for business organizations in Nigeria.

CHI-SQUARE TEST

This is applied into the following situations.

1. When there are two variables from independent samples each of which is categorized in two ways, that is, the YES and No responses.
2. When the data are non-metric, when they are expressed in frequencies.

In using this statistical technique we begin by stating the null hypothesis that there is no relationship between the two variables, that is the two variables are independent of each other and also the alternative hypothesis that there is a relationship between the two variables, that is the two variables are dependent on each others.

The formula for computing the CHI-Square is given below

$$\text{CHI-Square} = X^2 = \sum_{i=1}^{nr} \sum_{j=1}^{nc} \left(\frac{Oij - Eij}{EiJ} \right)$$

Where Oij = O = Observed frequency

Eij = E = Expected frequency.

There are two main types of chi-square test and they are:

i. Chi-square test of independence and homogeneity

ii. Chi-square goodness of fit test.

In each case the test procedure involves comparing observed frequencies with some expected frequencies.

i. **Chi-square test of independence and homogeneity**

This is a situation where the researcher wants to know if two variables are associated in order that he may predict one variable from the other. Two variables are not associated (independent) if the distribution of one is in no way related to the distribution of the other. Thus we use X^2 test of independence to test if the distribution of two variables in a population are independent. The formula is:

row total multiplied by column total divided by total number of observations in the table.

that is;
$$\frac{\text{row total x column total}}{\text{total number of observations in the table}}$$

DECISION RULE:

The null hypothesis may be rejected at X^2 level of significance if computed X^2 (Chi-square exceeds the value of X^2 for (row-1) (Column-1) degree of freedom.

ii **Chi-square goodness-of-fit test:**

Our major interest is on the nature of one or more population distribution. Here we want to know how the population from which our sample is drawn is close to what is expected to be, that is how the distribution of our population of interest fits a population with a distribution that meets the following assumptions:

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i. The measurement scale being normal

ii. Observed values categorized into a number of non-overlapping categories.

Here the expected frequency is calculated thus.

$$\frac{\text{Total observed frequencies}}{\text{number of variables.}}$$

DECISION RULE:

The null hypothesis may be rejected at X^2 level of significance if computed X^2 exceeds the critical value of X^2 for (row-1) degree of freedom.

This second one will be used for the purpose of this study.

KCCIA QUESTIONNAIRE

Question 3.

Table 4.3 : **RESPONSE TO POPULARIZATION OF PARTICIPANT'S PRODUCTS.**

Response Variable	No. of Response	Percentage
Quite well	2	100%
Not at all	0	0%
It cannot be determine	0	0%
Total	**2**	**100%**

$$\text{Chi-square} = X^2 = \frac{(O-E)}{E}$$

where O = observed frequency = number of responses

E = expected frequency = $\frac{\text{total observed frequencies}}{\text{number of variables (n)}}$

E = 2/3 = .66, .67, .67.

Responses	O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
Quite well	2	0.66	1.34	1.7956	2.72
Not at all	0	0.67	-0.67	0.4489	0.67
It cannot be determine	0	0.67	-0.67	0.4489	0.67
Total					**4.06**

From the table above $X^2 = 4.06$

The degree of freedom V = (Row - 1) = 3 - 1 = 2

(Row -1) (Column-1) = (3 - 1) (2 - 1) = 2 x 1 = 2 at 5% level of significance under the Chi-square (using X^2 0.95)

$X^2 0.95 = .103$

DECISION

If $X^2 0 < X^2 E$ Accept HO

$X^2 0 > X^2 E$ reject HO

$X^2 0 > X^2 E = 4.06 > 0.103$

Therefore Hi is accepted while Ho is rejected confirming that trade fairs and exhibitions are effective promotional tools for business organization.

QUESTION 4.

Table 4.4 : **RESPONSE TO PROMOTION OF DOMESTIC AND FOREIGN BUSINESS ORGANIZATIONS.**

Response Variable	No. of Response	Percentage
Yes	2	100%
No	0	0%
Not quite	0	0%
Total	**2**	**100%**

$$X^2 = \frac{(O - E)}{E}$$

Responses	O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
Yes	2	0.67	1.33	1.7689	2.6401
No	0	0.66	-0.66	0.4356	0.66
Not quite	0	0.67	-0.67	0.4489	0.67
Total					**3.7101**

Expected frequency 2/3 = 0.67, 0.66 and 0.67

From the above X^2 = 3.9701

The degree of freedom V = (Row-1) = (3 - 1) = 2 at 5% of level of significance under the chi-square using (X^2 0.95)

X^2 (0.95) = 0.103.

DECISION

If $X^2 0 < X^2 E$ Accept Ho

$X^2 0 > X^2 E$ reject H1

$X^2 0 > X^2 E = 3.9701 > 0.103$

This also makes the H1 accepted and Ho rejected.

PARTICIPATING BUSINESS ORGANIZATIONS QUESTIONNAIRES

Question 2.

Table 4.11: **RESPONSE TO PURPOSE OF PARTICIPATION IN KITF**

Response Variable	No. of Response	Degree (°)	Percentage (%)
To sale	1	18	5
As a means to promote goods and services	13	234	65
For public relations reasons	0	0	0
To maintain market share	2	36	10
Because your competitors also participate	4	72	20
Total	20	360	100

Expected frequency = 20/5 = 4

O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
1	4	-3	9	2.25
13	4	9	81	20.25
0	4	-4	16	4
2	4	-2	4	1
4	4	0	0	0
		Total		**27.5**

X^2 calculated is 27.5.

From the X^2 table using 5% level of significance degree of freedom

= (Row-1) = 5 - 1 = 4

$X^2(0.05)$ = 9.49 (from chi-square table)

DECISION

If $X^2\ 0 < X^2E$ Accept Ho

$X^2\ 0 > X^2E$ reject Ho

$X^2\ 0 > X^2E$ = 27.5 > 9.49

Therefore H1 is accepted and Ho is rejected that is trade fairs and exhibitions are good promotional tools for business organizations.

Question 3.

Table 4.12: **RESPONSE TO INCREASE IN VOLUME OF SALES.**

Response Variable(₦)	No. of Response	Degree (°)	Percentage (%)
20,000 - 50,000	0	0	0
50,001 - 100,000	2	36	10
100,001 - 500,000	7	126	35
500,001 - 999,999	10	180	50
1,000,000 and above	1	18	5
Total	20	360	100

Expected frequency = 20/5 = 4

O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
0	4	-4	16	4
2	4	-2	4	1
7	4	3	9	2.25
10	4	6	36	9
1	4	-3	9	2.25
		Total		**18.5**

From the X^2 table using 5% level of significance

Degree of freedom = (row-1) = 5 - 1 = 4

X^2 from chi-square table = 9.49

DECISION

If $X^2 O < X^2 E$ Accept Ho

$X^2O > X^2E$ reject H1

$X^2 O > X^2 E = 18.5 > 9.49$

Therefore accept H1 and reject Ho.

Question 4

Table 4.13: **RESPONSE TO INFLUENCE OF KITF TO COMPANY'S MARKET SHARE**

Response Variable	No. of Response	Degree (°)	Percentage (%)
A very large market share	15	270	75
Reduced market share	0	0	0
Constant market share	5	90	25
No effect at all on market share	0	0	0
Total	20	360	100

Expected frequence = 20/5 = 5

O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
15	5	10	100	20
0	5	-5	25	5
5	5	0	0	0
0	5	-5	25	5
		Total		**30**

From the X^2 table using 5% level of significance

Degree of freedom (row-1) = 4-1 = 3

X^2 (0.05) from the chi-square table = 7.81

DECISION

If $X^2O < X^2E$ Accept Ho

$X^2O > X^2E$ reject Ho

$X^2 O > X^2 E = 30 > 7.81$

Since the X^2 O is greater than X^2 E Ho is rejected and H1 accepted.

Question 5

Table 4.14: **RESPONSE TO RELEVANCE OF TRADE FAIRS TO COMPANIES**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Creation of foreign and local market	5	90	25
Promotion of made in Nigeria goods	12	216	60
Promotion of agriculture and agro based industries	13	54	15
Any other	0	0	0
Total	20	360	100

Expected frequency = 20/4 = 5.

O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
5	5	0	0	0
12	5	7	49	9.8
3	5	-2	4	0.8
0	5	-5	25	5
		Total		**15.6**

X^2 from the chi-square table using 5% level of significance

Degree of freedom = (row-1) = 4-1 = 3

X^2 (0.05) 7.81 (from the chi square-table)

DECISION

If X^2 O < X^2 E Accept Ho

X^2 O > X^2 E reject Ho

X^2 O > X^2 E = 15.6. > 7.81

Ho is therefore rejected and H1 accepted.

Question 9

Table 4.18: **RESPONSE TO BENEFITS OF PARTICIPATING IN TRADE FAIRS AND EXHIBITION.**

Response Variable	No. of Response	Degree (°)	Percentage (%)
Popularizing of company's trade	12	216	60
Exchange of commercial ideas	6	108	30
Inducing consumer to make a trial purchase	2	36	10
Total	20	360	100

Expected frequence = 20/3 = 6.67, 6.67, 6.66

O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
12	6.67	5.33	28.4089	4.2592
6	6.67	-0.67	0.4489	0.0678
2	6.66	-4.66	21.7156	3.2606
		Total		**7.5871**

X^2 from chi-square table at

Degree of freedom = (row-1) 3-1 = 2

X^2 (0.95) = 0.103 (from the chi-square table)

DECISION

If X^2 O < X^2 E Accept Ho

X^2 O > X^2 E reject Ho

$X^2 O > X^2 E = 7.5871 > 0.103$

Ho is also rejected here while H1 is accepted. Therefore it is proved that trade fairs and exhibition does have a positive influence on promoting business organizations in Nigeria.

4.4. FINDINGS

The findings of the empirical study are as follows:

1. Trade fairs and exhibitions help to increase the popularization of participating firm's products. This represents a 100% response as can be seen from table 4.3.
2. International trade fairs are effective tools for promoting both domestic and foreign business organizations. This is also represented by a 100% response as can be seen in table 4.4.
3. The amount of revenue generated for the six years under review has been increasing except for 1995 when it reduced. refer to table 4.7
4. Local inventions and patronage of local raw materials are being influenced positively by the activities of international trade fairs (see table 4.8).
5. Trade fairs and exhibitions have so far been beneficial to business organizations and the nations economic sector through the creation and promotion of company's product also see table 4.9
6. Most business organizations participate in trade fairs in order to promote their goods and services (see table 4.11)

7. Majority of the business organization's sale increase as a result of their participation in the trade fairs. This is represented by 50% having an increase of between ₦500,001 and ₦999,999. refer to table 4.12

8. Firms experience increase in market share the more they participate in trade fairs and exhibition. (See table 4.13)

9. Participation in International trade fair is a means of creating awareness for the existence of products of participating firms and also promoting made in Nigeria goods.

10. Through participation in Kaduna International trade fair, majority of the firms have entered into technical and commercial agreements with both local and International Companies refer to table 4.15

11. It was also found out that the contribution to sales of participants has generally being on the increase.

12. Trade fairs and exhibitions also help in popularizing of Company's trade

13. The overall organization of the Kaduna International trade fairs it not very efficient and it needs improvement.

In summary therefore, given the high percentage of positive responses as shown in the Data analysis's section 4.2. above, we can say to a large extent that both participants and officials of KCCIA seems to have a common ground that trade fairs and exhibitions aids Company's sales and particularly promotion of goods and services. This was also proved in the Test of Hypothesis section 4.3.

CHAPTER FIVE

5.0 SUMMARY CONCLUSIONS AND RECOMMENDATION

5.1 SUMMARY

This research was on the vital role trade fairs and exhibitions play in promoting various business organizations good and services. The role was evaluated and it was found out that trade fairs and exhibitions are effective promotional tools for business organizations in Nigeria. In view of this the role of the Kaduna Chamber of Commerce Industry and Agriculture was critically examined and various findings were made (section 4.4) A summary of each of the chapters is given below.

Chapter one mainly dealt with the introductory aspect of which entails the evolution of trade fairs and exhibitions in general which dates far way back to the 18th Century during the reign of Charles 1, the statement of the problem which seeks to appraise the contributions of trade fairs and exhibitions to business organizations and to the overall development of the Nigerian economy, the test of hypothesis was also stated, the significance of the study is that it will go a long way to enlighten the exhibitors, government and the general public on the benefits of participating in trade fairs and exhibitions and last but not the least the scope of the study is how trade fairs and exhibitions can be used as promotional tools to enhance business organizations in Nigeria.

Chapter two (2) dealt mainly with the literature review of the whole research work. In this chapter the concept and meaning of trade fairs and exhibitions were critically examined and it was concluded that trade fairs and exhibitions is a forum that attracts both consumers and business organizations as well s the government to exhibit their

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products and services, share common ideas and learn new ideas from each other. By so doing the immediate environment (their businesses in particular and the society in general derive aid economic growth and industrial development of the nation. Other topics that were examined are the evolution of trade fairs and exhibition in Nigeria specific reference to Kaduna International trade fairs and Lagos International trade fairs.

Trade fair and exhibitions as instruments of industrial development where the role of four major groups were critically analyzed. They are:

i. The consuming public

ii. Small scale business organization

iii. Large scale business organization

iv. The Government

The role of the KCCIA in trade fairs and exhibitions, promotional strategy as well as trade fairs and exhibitions as promotional tools for business organizations were also critically examined.

Chapter three (3) dealt with the Research methodology of the study. The following topics were also dealt with in this chapter they are, the research design, sources of data - Primary sources by personal observation or eye witness and Secondary sources of data by reading or studying previous related literature from text books, journals, articles in newspapers, various sources of data collection, the population size and sample size was also selected. For data analysis descriptive narrative and quantitative techniques were used.

In chapter four, the data collected were analyzed. This chapter was divided into four main section and they are data presentation where all data collected from respondents both KCCIA staff and various business organizations was presented, data analysis - dealt with analysis of each of the questions, test of hypothesis on data analyzed using the chi-squire and finally findings were made.

5.2 CONCLUSION

From the study, the researcher have been able to ascertain that trade fairs and exhibitions are effective promotional tools for business organizations.

However, I am sure that all the various topics dealt with in this research significantly indicates that business organizations, government, society and the International community stands to gain much from greater support for and heavier participation in trade fairs and exhibitions . It is obvious.

1. That trade fairs are generally assuming great importance in Nigeria.
2. That trade fairs and exhibitions are useful tools for promoting existing and new products, processes and services as well as generating useful, technological information.
3. That trade fairs and exhibitions are cost effective ways of reaching consumers and for testing consumer reactions to products and ideas.
4. That trade fairs foster greater economic co-operation and engender better profits.
5. That trade fairs and exhibitions assist both large scale and small scale business organization to achieve better knowledge of market environment and the realities associated with their scale.

6. That Governments stand to gain a lot by using trade fairs and exhibitions to highlight their industrial policies so as to achieve their objectives.

7. That Governments can use trade fairs and exhibitions to promote even development of urban and rural areas nation wide.

8. That there is need to encourage more individuals, companies (local and foreign) and Government agencies to participates in trade fairs and exhibitions.

5.3 RECOMMENDATIONS

In light of the above summary and conclusion of the study and of some constraints and insight gained from the study, the following recommendations are hereby tendered to the Chambers of Commerce (KCCIA in particular), the Government and business organizations for implementation. They are:

1. Agriculture should be the centre-piece of most fairs because it is the main revenue generating sector of Nigeria as a whole. Trade fairs should help promote the channeling of resources into priority sectors, particularly agriculture and the agro-allied industries. In addition to the development of rural areas. In other words, the intensification of production of intermediate technology, farm implements and appropriate government subsidy for farming inputs.

2. The challenges facing the organizations of International trade fairs in the new millennium is how to turn the fairs into imaginative showplace of innovations where new products, new inventions and new innovations are displayed rather than the traditional established products. In this respect, producers/exhibitors at

the international trade fairs and exhibitions should begin to shift emphasis from the conclusion of immediate sales to information and communication that is from short term to long-term s ales and marketing policies.

3. The Kaduna Chamber of Commerce, Industry and Agriculture should endeavor to s et up a well equipped computer centre by use of a web site where various business organizations could log into and get whatever information they want from any part of the world. This is in connection with the Y2K syndrome because the world is going computerized and it won't be nice if we are left behind in the new millennium. Computerization of any business organization or establishment improves the quality of services it renders, makes the process of conducting business activities faster and smoother. It also reduces the space information kept in files occupy.

4. Governments must actively support trade fairs to ensure their successful outcome not only through the participation of their commercial agencies at the fairs, but also by giving the necessary financial backing to the fair organizers.

5. Trade fairs should be indigenous, productive, and export-oriented. They must reflect our economic achievements and goals. If trade f airs continue to be a mere exhibitions of glamorous imports and innovative technology from the advanced world, they certainly serve no useful purpose.

6. The future trade fairs and exhibitions should place emphasis on commercializing indigenous technology, non-oil opportunities and strategies for effective financing and marketing as well as vital ideas necessary for investment opportunities open to both small and large scale businessmen.

7. Having decided that self-reliance is our main theme and promotion of vital sectors such as agriculture, power production and distribution, machine tools and transport as sub theme, government should ensure that these themes are given due prominence in our international trade fairs. This means that choice of participants in the trade fairs and exhibitions should be carefully made so as to avoid investment in unwanted or premature sectors of our economy. This will in effect ensure that trade fairs and exhibitions mobilize our own industrialization and not that of other Countries by creating demands for non productive and luxury products.

8. KCCIA should endeavor to published detailed data on business transacted in various fields and the enquiries, that are made during the tradefair. This will serve as a feed back to government for either strengthening the policies already adopted or modifying them to suite the trends exhibited in the trade fair. This will also form a data base for researchers to observe and analyze the trends that are taking place in the economy and accumulate useful knowledge for purposes of teaching policy formulation and public enlightenment.

9. Finally we would also like to urge our KCCIA and other Chamber of Commerce not to relent in their efforts towards ensuring that our International trade fairs, are fairs not only to themselves and to foreign participants, but are also fairs to our workers and peasants and to the economy as a whole.

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APPENDIX 1

Institute of Administration,
Department of Business Administration,
A.B.U., ZARIA.

Dear Respondant,

I am conducting an academic based research on trade fairs and exhibitions as promotional tools for business organizations in Nigeria which is a partial fulfillment for the award of the Masters Degree in Business Administration in A.B.U. , Zaria.

Please be kind enough to fill the attached questionnaire.

I assure you that it is purely for academic purposes and your responses will be treated in absolute confidence.

Thank you for your anticipated Cooperation.

Yours faithfully,

DADA, OLUBUKONLA O.

APPENDIX II

QUESTIONNAIRE FOR KADUNA CHAMBER OF COMMERCE

INDUSTRY AND AGRICULTURE.

1. When was the Kaduna Chamber of Commerce, Industries and Agriculture established ?.

2. Is it true that the Chamber of Commerce usually champions the organization and running of trade fairs and exhibitions ?.

   Yes:

   No:

3. Could you say that trade fairs and exhibitions can increase the popularization of any participating organization's products.

   (a) Quite well

   (b) Not at all

   (c) It cannot be determined

4. Can you say that trade fairs and exhibitions are effective tools for promoting both domestic and foreign business organizations?.

   (a) Yes

   (b) No

   (c) Not quite

5. Give the statistical figures of participants for the years below:

Years	Nigerian firms	Foreign firms	Total
1991			
1992			
1993			
1994			
1995			
1996			

2. States the figure of your financial returns after each year for the years listed below

1991

1992

1993

1994

1995

1996

7. Are the amount of revenue generated from the participants in the International trade fair for the six years under view increasing, decreasing or constant?

1991

1992

1993

1994

1995

1996

4. If your Company has participated in the Kaduna International trade fair more than once, how has this helped in your Company's share of the market?..

   (a) A very large market share

   (b) Reduced market share

   (c) Constant market share

   (d) No effect at all on the market share.

5. Why is the Kaduna International Trade fair relevant to your Company?

   (a) Creation of foreign and local market

   (b) Promotion of made in Nigeria goods

   (c) Promotion of agriculture and agro-based industries

   (d) any other

6. As a result of your Company's participation in Kaduna International trade fair, how many technical and commercial agreements have you entered into with local or international companies?

   (a) One

   (b) three

   (c) five and above

   (d) none

7. Apart from the impact on sales volume what other areas are affected by your participation in trade fair ?

   (a) Improved result of advertising at a lower cost.

   (b) a very good promotional medium

   (c) no effect at all

APPENDIX III

QUESTIONNAIRE FOR BUSINESS ORGANIZATIONS

1. How many times has your Company participated in Kaduna International trade fair?

   (a) 2 times

   (b) 5 times

   (c) 10 times

   (d) 15 times

   (e) as many times as possible.

2. When does your Company participate in tradefairs ? (Please indicate by ticking one, some or all of the reasons provided below as you find them applicable)

   (a) To sell

   (b) As a means to promote goods and services

   (c) For public relations reasons

   (d) To maintain your market share

   (e) Because your competitors are also participating

3. Can you say whether your Company's volume of sale has increased as a result of participating in the trade fair?

   ₦

   (a) 20,000 - 50,000

   (b) 50,001 - 100,000

   (c) 100,001 - 500,000

   (d) 500,001 - 999,999

   (e) 1,000,000 profit and above

8. Can you say that the Kaduna International trade fair activities for the years listed above has helped in influencing business organization to patronize local raw materials ?.

   (a) Yes

   (b) No

   (c) Cannot be determined

9. Trade fairs and exhibitions have so far been beneficial to business organizations and the nation's economic sector through:-

   (a) The creation and promotion of Company's products

   (b) Through public relations

   (c) Through publicity.

10 When did the Kaduna International trade fair turn international? .....

KASHIM IB

8. On a general note can you say trade fairs and exhibitions have contributed to the sales of your Company since it has been taking part in such trade fairs and exhibitions?

   (a) The contribution keeps increasing

   (b) Decreasing

   (c) It has no effect on sales

9. What benefit does your organization derive from participation in trade fairs and exhibitions?

   (a) Popularizing of company's trade

   (b) Exchange of Commercial ideas

   (c) Inducing consumer to make a trial purchase.

10. What is your view on the general organization of Commerce Industry and Agriculture?

   (a) Very efficient

   (b) Not very efficient, it needs improvement.

   (c) Inefficient needs complete overhaul.

APPENDIX IV

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Framework for Conceptual Modeling of Data Warehouse in Chambers of Commerce and Industry

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1. Introduction

Chambers of commerce and industry are key players in business and industrial developments. They serve as sources of large volume of information for investors, property developers, government's policy makers, and consumers. Thus, the development and establishment of an efficient data warehouse will enhance the services of a chamber of commerce and industry (CCI) in our ever-growing competitive and dynamic world.

In addition to serving as information sources, CCIs also create forums for meetings and interaction between parties (such as organizations, government, and individuals) involved in commerce and industry. One of such popular forums is trade fair. While trade fairs are unique in many ways, such as face-to-face interaction, there are factors, for example - cost and distance, which prevent many potential parties from participating in trade fairs.

There are several possible ways one could design and use Internet-accessible data warehouse and Internet-based forums to serve such parties and achieve profound goals. This presents great challenges for the architecture of a quality software system that could effectively overcome potential problem and provide efficient services. This problem will involve a multidimensional approach/modeling. Our present project is concerned with exploring the need, requirements, problems, and framework for data warehouse in chambers of commerce and industry, with emphasis on CCIs in developing countries. Consideration will be given to the fact that the data warehouse could become a sub-entity in a much bigger system that would serve commerce and industrial communities.

2. The Need for Data Warehouse

This work results from two independent projects with unique goals. One of them is the development of Internet-based education and research network (IBERN). Our preliminary studies have identified the need to incorporate a data warehouse in our "remote laboratory," which will contain information on experiments and tools for analyzing results.

The development of the IBERN data warehouse for laboratory related activities is currently under progress. The main objective is to improve the quality of education and research, including undergraduate enrollment and research. The drivers in the education and research advancement model are:

- Utilization of remote lab and network.
- Volume of activities and users.
- Collaboration with pre-college schools, other colleges, and research institutions.
- Achievements and performance.
- Cost and funding.

The subject areas and activities are being developed around these drivers. The activities at the Fisk Internet-based education and research network (FIBERN) are not restricted to laboratory based research. Applications of sciences to other fields, such as computer modeling and simulation, are part of our research activities. This paper is a result of such applications.

The other project on which this work is based is on the investigation of trade fairs and exhibitions as promotional tools for business organizations. In many developing countries, CCIs are responsible for promoting trade fairs. This study showed that the lack of adequate information and means of accessing the success of past activities is a major hindrance for both business organization and promoters of trade fairs. The problem is quit prominent in developing countries due to poor access to and utilization of electronic information technology. As one of the many possible steps towards solving this problem we are investing the requirements and problems in developing a data warehouse in CCIs. Based on our results, we will provide a framework for conceptual modeling of data warehouse for CCIs.

The need for a comprehensive data warehouse in CCIs in both advanced and developing countries is certain for the many resulting economy advancement related advantages. The reasons are quite distinct for developing countries. Our preliminary studies have shown that CCIs in developing countries lack well organized data bank and means of accessing present and past data on commerce and industry. This makes it difficult for investors and governments to analyze past activities/results that will help them project into the future, based on past and present conditions. This situation is quite scaring for investors, who are more comfortable working with reliable data and projections. This in turn has negative impact on commerce and industrial development. The first step towards solving this problem is the establishment of data warehouse.

3. Developing Framework for the Model

We are still in the process of gathering information and doing statistical analysis that will help us identify and classify the requirements and potential problems that need to be resolved in a CCI data warehouse. The preliminary results we are currently putting together have enabled us to identify the main objective and the drivers. Some important subject areas relating to these drivers have also been identified.

The objective of the model is to advance the economy. This was inferred from the goals (which are based on users needs and key business questions) and the envisaged benefits of modeling a CCI data warehouse. The basic driving factors identified so far include:

- Utilization of services.
- Volume of businesses and industries.
- Employment level.
- Standard of living.

The subject areas we are currently considering are statistics (and history) of business and industrial activities, government policies and infrastructures for business and industry, management, cost of living and inflation, and profits and wages. These will be associated with the relevant drivers. Some control points that immediately come to mind are competition, determination of price and wages, demand, data updates and maintenance, and management of various resources and activities.

We have identified three key entities that need to be intermingled in a CCI system: the data warehouse, information dissemination, and management. Our final goal of the first phase of the project is to provide a framework for modeling a robust and efficient data warehouse.

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