# TOPIC

AN SSESSMENT OF THE IMPACT OF KADUNA INTERNATIONAL TRADE FAIR ON THE PERFORMANCE OF SOME SELECTED ENTERPRISES IN KADUNA STATE.

BY


AMIN SHEHU SANI

MBA/ADMN/01968/1993-94


THIS PROJECT IS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA) OF THE AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA.

SEPTERMBER, 2000

## DECLARATION

I hereby declare that this research has been written by me and that it is a product of my findings and other reviewed related literature.

| AMINU SHEHU SANI | | 25th-9-2020 |
|---|---|---|
| ***Name of Student*** | ***Signature*** | ***Date*** |

# DEDICATION

This Project is dedicated to my family and good friends who have made wonderful contributions towards my completion of the course of this project.

# ACKNOWLEDGEMENT

My sincere thanks first of all goes to my sponsor for nominating and releasing me to attend this noble course.

I wish to also acknowledge the encouragement, support and guidance by my super-visor in the person of Mrs. M.S Akanet during the writing of this research. My sincere gratitude also goes to the entire academic staff of the department of Business Administration and to all those staff of Kaduna Chamber of commerce and Industry who provided me with the necessary data.

Acknowledgements are also due to my colleague, friends and staff who made my studies a success.

# CERTIFICATION

This Project entitled " An assessment of The impact of Kaduna International Trade Fair on the Performance of some selected Enterprises in Kaduna State" meets the regulation governing the award of the degree of Masters in Business Administration (MBA) of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary in the field of Marketing.

Name and Signature ---------- Date 18/11/2000
Supervisor

Name and signature ---------- Date 28/9/2000
External Examiner

Name and Signature ---------- Date 21/11/00
Head of Department

Name and Signature ---------- Date 08/02/01
Dean, Post Graduate School

# ABSTRACT

This research work is an assessment of the Impact of Trade fairs on the performance of some selected five participants of Kaduna International Trade Fair for five conservative years.

International Trade Fair have assumed great importance in recent times although they are essentially Commercial Ventures aimed at promoting businesses in the Nigerian Economy. They are also considered as avenues for technological development and services.

It is against this background that the provocation to critically assess and appraise the Impact for five consecutive years on what they have gained in terms of profit maximisation of sale maximisation and to what extent has the experience shape their operation in line with the Economic development of Nigeria in each of the sectors, small contribution either in terms of employment or value added to the economics growth what indications are directly related to Trade Fair and how have their performance improved as a result of their continued participation in the fairs year in year out. These and other indices to measure the impact of Trade Fairs on participating companies is what the research intended to assessed.

After collecting and analyzing the data from various sources, the research concluded that International Trade Fairs are strategic ways of injecting new ideas in various business, dimension as well as mobilizing and introducing new Technological developments into Nigerian Economy.

Suggestions and recommendations are made as to how trade Fairs can be effectively used for enhancing economic developments at both states and the Federal levels in Nigeria.

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# CHAPTER ONE

## 1.1 INTRODUCTION:

The importance of Trade Fairs especially the international trade fairs cannot be over emphasized because of the vital role it plays in the overall economic, social and industrial development of a country.

The aims and objectives of the International fair include: to create opportunities for the acquisition of new ideas, to create access to business contracts; to provide a unique sales situation for manufactures and buyers, to create a forum for various nations to make known their economic policies, thereby providing a platform for the stimulation of economic growth other objective include: to promote all aspects of the economic sector through national and International cooperation, promoting, encouraging and exposing Nigeria non oil exportable products, attracting International Investments in line with Federal government policies, providing access to research findings etc. It is therefore a unique point for industrialist, manufactures supplies, buyers and users of a wide range of goods and services to discuss area of mutual cooperation and transfer of skills and technology.

Nigeria had the first made in Nigeria Trade Fair in 1953. The success of this fair encouraged the Federal Government in cooperation with its regional counter parts to organise a more elaborate fair as part of the independence celebration in October, 1960.

The Kaduna International Trade Fair started in 1973 by a group of concerned entrepreneurs who decided to float the idea of organising a domestic exhibition in order to crystallise the objectives of the chamber of commerce and industry in the former North Central State.

When the Kaduna Chamber of Commerce and industry decided to go international in the year 1977 it recorded over 255 stands with West Germany as the Principal participants brought along 48 firms. Kaduna International fair now record an average of 500 participants prominent among most successful are: ABG (Abba Bawa Garba), PAN (Peugeot Automobile Nigeria), mg Communications, United Nigeria Textiles Plc Afribank, International Beer & Beverages Ltd. (IBBI) UBA, Ashaka Cement Maritime Authority etc. an average of N5million was spent in the planning and organization of the Fair annually, while revenue generation was from the open and indoor space collection at the trade fair ground.

Despite all the numerous Trade Fairs held, the country cannot categorically state in either qualitative or quantitative terms the contributions that these fairs had made to the Nigerian economy. Therefore these research study is an attempt to examine and to state such contributions if any.

## 1.2 STATEMENT OF PROBLEMS

The activities of Trade Fair in Nigeria started as far back as 1953 and is still surrounded with lots of controversies. The First Nigerian Intentional Trade fairs which started between October and November were said to have had considerable success. Even then, people were still skeptical about the value of Trade Fairs in general and International Trade Fairs in particular to the Nigerian Economy. What benefits have we gained by hosting them yearly?

Most of the products normally exhibited at the Trade Fair are either completely made outside the country or foreign made completely knocked down parts (CKD) or at best, assembled in Nigeria, involving little, if any transfer of technology, without which industrialisation can hardly occur. Many of the goods promoted at such fairs bear no relationship either to the needs of our people or to the realities of the present state of our economy. Further more, nearly all our industries depend on foreign imports not only

This is obviously a reflection of bad planning and implementation of industrial policy on the part of our successive governments, and over – reliance on Oil, A misapplication of oil revenues, and a serious neglect of agriculture. If we cannot produce enough food to feed ourselves let alone provide adequate raw material for our factories, in this case, the critics do not see how the products exhibited at our trade fairs can be regarded as off – shoot of our industrial mobilisation.

Following the controversies arising from the activities of Trade Fairs in the country. The research has a strong desire to appraise contributions made by trade fairs to the overall development of the Nigerian Economy.

## 1.3 THE OBJECTIVE OF STUDY

The objective of this study is to assess the Impact of Trade Fairs on the performance of some selected five enterprises; International Beer & Beverages Ltd, United Nigerian Textile Plc, UBA, Chemical & Fertilizer Company and Ashaka Cement in Kaduna, and to analyse the relationship between Trade Fairs and the Economic growth of Nigeria. What are the benefits derived from Trade Fairs and to what extent have the trade fairs contributed to the performance of these organisations.

benefits derived from Trade Fairs and to what extent have the trade fairs contributed to the performance of these organisations.

It is also to examine how the trade fairs are being organised and the extent of Government involvement in the management and operations of these fairs. To what extent has the International trade fairs helped in arousing the inventiveness and ingenuity of Nigeria at large.

One of the objectives is to identify the role in the economic development of a country and to find the extent to which these have been achieved if not to find out how correction can be instituted. It is also to examine the extent to which these have been realised or not in order to correct the deteriorating situation. It is expected when all these examinations are done then appropriate recommendations and suggestions for improving trade fairs will be made.

## 1.4 SCOPE OF THE STUDY

This research work is a case study of the Kaduna International Trade Fairs usually organised in the Northern part of the country.

The assessment will focus mostly on how these fairs are, as well as the statistics of the participating companies within and without. Since the research study is an assessment of the contributions made by these fairs to the Nigerian economy, more time and effort will be given to that.

This study intends to make recommendations and suggestions on how to improve Kaduna International Trade Fair and other fairs in the country towards encouraging companies and individual participants in Trade Fairs.

## 1.5 THE METHODOLOGY OF THE STUDY

In handling research work of this nature, the following techniques of data collection were adopted:

1. Questionnaire
2. Interview
3. Observation

These methodology were preferred over other techniques for the following reasons.

Firstly, they provide reliable and relevant information.

Secondly, they were cheaper than the other techniques of collecting data in terms of cost and time spend in using them.

Finally the techniques satisfy all the demand of the research which is to provide a wide rage of data for the topic under consideration.

## 1.6 LIMITATION OF STUDY

The following problems were experienced during the course of the conduct of this research work.

Time factor: The time available for the study was not adequate enough to exploit many areas.

Finance: Due to the economic hardship in the country a lot of problems were faced in financing the trips to the area of study, buying of stationeries and paying for the secretarial work.

Availability of Information: This is one of the biggest problem faced especially in the area of literature review because of lack of journals and data on the topic, however research study was able to collect necessary information required by the topic of the study.

Cooperation: There was some slight problem encountered in getting the cooperation of people in completing the questionnaires, and for those who did, some could not answer the questions correctly.

## SIGNFICANCE OF THE STUDY

The study of International Trade Fair is of Importance to the society and the economy, at the micro level being a trade promotion tool employ either to develop or establish a new market. While at the macro level, it serves as means of stimulating business and economic potentialities of a country and prospects for promoting rapid and sustainable development.

To the participating firms it promotes the growth of small scale industries in an economy; more so if the small scale industries are manufacturing international goods which go into a number of end products made by large scale manufactures. The small scale entrepreneurs get the opportunity to exhibit their products to a large audience at a low cost. The trade fairs are ideal places for the small scale entrepreneurs to test the market of their products and to get the reaction of the consuming public at an economic manner.

To the Chamber of Commerce and Industry Trade Fairs can be used for obtaining information on the latest and most relevant Technology in various fields which should enable them to design and articulate on appropriate and effective industrial policy for the country. The government can also publicise its incentives and concessions to attract the would be collaborators, both local and foreign, to invest in key sectors of the economy.

To the researchers, it will serve as an enlightenment on the activities, organization of fairs and also from a data base to observe and analyse the trend that are taking place in the economy and accumulate useful knowledge for the purpose of teaching, policy formulation and public enlightenment.

To the general public, fairs enhance and improve the standard of living through the exhibition of new technology, new goods and services and new ways of attaining societal quality of life as well as in education and health to all .

## 1.8 DEFINITION OF TERMS

Trade: Buying and selling of goods, exchang of goods for money or other goods.

Fair: Market held periodically in a particular place, often with entertainments.

International: International Trade is the exchange of goods for money between nations or in a country other than the country of origin.

Exhibition: Collection of things show publicity, display of commercial or industrial goods for advertisement.

Theme: Matter for talk or an issue, subject of talk, topic or a piece of writing.

Indigenous Companies: Local companies belonging naturally to the people regarded as the original inhabitants of an area or of a country.

| | |
|---|---|
| Pavilion: | Building on sports ground for the use of players or tents used for exhibition. |
| U.F.I | Union des fairs International, i.e. the head quarters of all trade exhibitions in the world based in France. |

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# CHAPTER TWO

## LITERATURE REVIEW

### 2.1 INTRODUCTION:

International Trade Fairs offers an ideal opportunities for firms to introduce new products and make personal contact with potential customers. They offer a number of benefits to a firm, such as the followings. They provide a chance to study new products, they are an effective strategies of promoting the company's products to a large group of potential buyers.

To achieve mutually satisfactory exchanges an organisations marketing managers have to determine a marketing strategy that select the analysis of target market and from there create an appropriate marketing mix. This is a blending of four elements, products, price, promotion, and distribution (place) to satisfy the needs and preferences of those specific target markets. Decisions about the marketing mix are also affected by environmental factors as economic forces, political/legal forces, Technological and social forces. Unlike the controllable marketing mix elements, the environmental variables frequently are beyond the control of marketers, but should be taken into account when planning an approach to chosen market.



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Trade fair being an exhibition is an aspect of product/service promotion, and promotion is an element of marketing mix (4ps). Promotional strategy to the element of marketing decision making that involves the appropriate blending of personal selling, advertising public relations and sales promotion for use in communicating with and seeking to persuade potential customers. Organization use many different means of sending their messages about their products. The messages may be communicated directly by sales people or indirectly through advertisements and sales promotion. In developing a promotional strategy, marketers blend together the various elements of promotion that will communicate most effectively with their target market. Such a strategy can serve different purposes and vary in its size and scope.

The overriding motivation when engaging in promotions should be to enhance the corporate reputation and image of the organization, increase customers patronage and understanding and invariably high return on investment.

One may ask, what is a Trade Fair? Who is responsible for organising it? How is it paid for? And most importantly what benefits do businessmen and women, the government, the chamber of commerce and industry, the participating firm and the general public derive from Trade fair?

Akinrombi (1987) defines Trade fair as " 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 group of interested parties assembled".

Trade fair can further be defined as a period when manufacturers or producers of goods and services exhibit their latest products for promotional and sale purposes.

In a write up titled, promoting meaningful Trade fairs by Chuma Ifedi, the origin of Trade fairs was traced as far back as 1851 when Britain had the "London Great Exhibition." The purpose was to exhibit her industrial goods to the world in a wake of her industrial revolution.

According to Professor A.Y Aliyu (1985) in his paper Trade fairs as Instruments of Industrial Mobilization "Trade Fairs 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 immediate concern and interests, but also perhaps more fundamentally on the state of our national economy in particular and of the

international economy in general. Which together, ultimately determines the nature of the environment within which Trade fairs Operate."

Alberecht (1960) wrote that "By the idea of Fair in the business sense, it is understood to mean the exhibition of goods which are themselves not sold".

Kayode (1987) in the paper he presented in the Lagos Trade Fair, titled "The Economics of International Trade Fairs" as "a place where producers can, in a minimum of time, show their lines to hundreds or even thousands of prospective, many of whom they would never have thought of contacting by the conventional or formal sales outlets".

The President Mr. I Balat (1989), Kaduna chamber of Commerce and Agriculture in his paper presented at the Marketing week organised by Kaduna Polytechnic Marketing students Association at College of Administration and Business Studies (CABS) on 1st June, 1989 titled "The relevance of Trade fairs to Business and the Nigerian Economy" defined trade fair as "an avenue that provide the appropriate forum for Businessmen and Women, industrialist of all kinds and other members of the general public to meet together and exchange ideas not only on matters of immediate concern and vital interest, but also more fundamentally on the State of the economy in particular, and of the larger international Macro-economic

sphere in general. These together ultimately determine the nature of business environment within which Trade fairs operate. Also according to Alhaji Lawal A.T.K Director General Kaduna International Trade fair in his paper presented at the NACIIMA seminar for chamber executive, at the International Training and Conference Centre, Ogere - Remco Ogun State on 15th August, 1989, Trade fair is defined as "a temporary market created for the interaction of buyers and sellers together to transact business".

Trade fair from the above definitions involve the getting together of business men and women, to exhibit not only their products but also to share common ideas as well as learning new ideas from each other. By so doing the immediate environment (their businesses) in particular, and the society in general do derive some benefits which go a long way to help in the development of the economy.

## 2.2 EVOLUTION OF TRADE FAIRS IN GENERAL

The concept of Trade fair is a modern concept, it came into being following the industrial revolution in 1776 and subsequent increase in goods offered for sale. It is a market for new goods and idea seeking for mass production. "Trade fairs are today staged by industrialized countries to display and advertise their modern and sophisticated technologies while

industrialising countries stage such fairs either to show off their potentials or displays their own strides in technology".

"The first ever trade fair was held in Brookfields England in the 18th Century during the reign of Charles I". From the above source, it is revealed that prior to the first fair in the 18th century, there was something similar to it between 1133-1855 called Bartholomen fair. This was the main clothmarket of England held annually in West Smithfield on the feast of St. Batholeme in England which lasted for fourteen days in each period. Its charter was granted by Hearly I to his former Minister Rahere. British Merchants took their ware also to the great fairs at Briges Europe the Easter fair at Calogue, the annual fairs at Borses, Antwerp, Champagna, Milan, Fraukfurt. However among many others that attracted the producers of wares and their buyers. Inevitable the local product established its reputation and made the town famous for it. Example stoubridge, near Cambridge was well known for its wooleas, as Barnet for cattle and horses, and Lancashine for its textiles.

The reporter Newspaper of 20th February, 1988 page 10 reports that, "The Idea of Trade Fair has its origin in Europe where tens of reputable International Trade Fairs left their marab on the sand for posterity. The International Leipzing Fair, East Germany, Swiss Industries fair, Zargreb

International trade fair and Berhan fairs and others are being attached annual just as pilgrims go on pilgrimage.

Summarily from within works available, it will not be out of place to say that trade fair as we have it today (basic functions) evolved and development with in a span of seven centuries i.e from eleventh to the eighteenth century.

Finally, that evolution of modern trade fair is traceable to Britain through the genesis of Trade Fair can be traced back to as early as 2,000 B.C in Babylon, when a functional system of Trade was still in the Neophytic stage.

## 2·3 EVOLUTION OF TRADE FAIRS IN NIGERIA

In essence, any international Trade Fair affords the Unique opportunity for foreign business to interact with Nigerian entrepreneurs. Many schools of thought have over the years propounded on what a Trade fair should symbolize and try to achieve. As far back as the early 70's the then Lagos State Government Commissioner for Environment. Mr. Alabi Masha said of a Fair as "avenue for creating general awareness about goods and services, no more, no less".

The then Governor of Oyo State, Colonel Tunji Olorini described it as "a vehicle to advertise the potentials of a region, state or nation for

Prospective Investors to see." He believes such a vehicle was the surest means of industrial development. There are those who however believe that the onus lies on Nigeria Industrialists to Initiate fresh efforts towards the goal of utilizing the country's mineral and agricultural resources for the review of Nigeria's depressed economy.

Nigeria had the First fair, where made in Nigeria goods exhibition took place in 1953". The success of this fair encouraged the Federal Government in co-operation with its regional counterparts, to organise a more elaborate exhibition as part of the independence celebration in October 1960. The first Nigerian International Trade Fair came up between October 27th and November, 18th 1977".

Before now, there were only two Fairs of International level in Nigeria staged at Lagos and Kaduna. The other which are major concerns of the chambers of Trade and commerce of state are mostly of Made-In-Nigeria goods.

## THE LAGOS INTERNATIONAL TRADE FAIR

The Federal Ministry of Trade in Lagos was the founding Organizer of the Lagos International Trade Fair.

"In 1980, the Lagos Chamber of Commerce and Industry (Founded 1880) set up a trade committee to undertake the planning and organization of

Trade Fairs. Between 1980 – 83, the Trade Fairs Committee met a number of time to consider the viability and modalities of organising result oriented Trade Fairs. The opportunity to organise 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 organised a trade exhibition tagged "Nigeria Trade 84".

By 1986, the Lagos Chamber of Commerce Industry had succeeded in acquiring the right to organise the annual Lagos International Trade Fair from the Federal Ministry of Trade. In November 8th of same year, the chamber organised its first and the 6th Lagos International Trade Fair".

## 2.4 THE KADUNA INTERNATIONAL TRADE FAIR

What is today known as Kaduna International Trade Fair started as a child's play when in 1973, a group of concerned entrepreneurs met in Kaduna and decided to float the idea of organising a domestic exhibition in order to crystalise the objective of the Chamber of Commerce and industry in the former North Central State.

The Pioneers had their first Baptism in 1974 when with only 20 local companies and 35 stands erected the first Kaduna State domestic Trade Fair took off".

By the time the last domestic exhibition was staged in 1978, the fair had recorded 255 stands with 69 participating companies. It was at this stage that the chamber of commerce and Industry decided to go International in the year 1979. In February that same year, West Germany was the Principal participant and brought along 84 firms from various cities.

There were 125 other companies from home and abroad and 612 stands were built."

## 2.5 PLANNING, ORGANIZATION AND MANAGEMENT OF TRADE FAIRS

Planning Organization and Management of Trade Fairs play an Important role in the success of any trade fair.

According to Alhaji Lawal A.T.K Director General of Kaduna International Trade Fairs, the following, are the contents of each of them. Planning – the planning of Trade Fair requires economic and marketing studies which help in determining whether it is beneficial to embark on organising the fair. It also involve a selection of an appropriate site which is accessible by internal and external means of transport. The routes should be suitable for the movement of goods and persons. The availability of International Standard hotels, labour and raw materials for the erection and

decoration of stands and pavilions must be in the city or Town where the Fair should be appropriate. The support of the government is very essential because they are decisions makers. The type of fair must also be considered, should it be only for certain line of business or general? Finally, the programme of activities for organising the fair need be worked out.

Organization – Having stated the planning stage of the Trade fairs, the organization of fair is developed under the supervision of a Director General or chairman. The fair organising Committee should be drawn from representative of various organization.

"Management of Trade Fairs – The Management of trade fairs requires a rightful choice of the Director General or its Chief Executive, choice of immediate colleagues and on the power of coordinating the whole activities of the fair".

## 2.6 OBJECTIVES OF TRADE FAIRS

According to the Lagos Chamber of Commerce and Industry, the general objectives of Trade Fairs whether Domestic or International are:-

1. Promote revitalisation and diversification of the country or countries economy

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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 or countries in question.
4. Promote made in that country or countries product
5. Promote agriculture and agro-based industry
6. Spot light the evolution of a country's trade with 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"

## 2.7 SIGNIFICANCE OF TRADE FAIRS

Trade Fairs Provides:-

1. A forum for the buyer and seller to have a direct dealing thereby reversing the normal or conventional buyer – seller situation.
2. At the Micro-level, a trade fair to the producers 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 sustainable development.

4. International trade for instance have the tendency to promote mutually beneficial Trade and Cooperation among the diverse participating firms and countries".

Other benefits or importance, according to Isaih C Balat President Kaduna Chamber of Commerce and Industry are:-

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

2 That trade fairs are cost –effective ways of reaching consumers and for testing consumer reaction to products and ideas.

3 That trade fairs foster greater economic cooperative and engender better profits.

4 That trade fairs assist small scale industry to achieve better knowledge of market environment and the reality associated with their scale.

5 That Government stands to gain a lot by using trade fairs to highlight their Industrial Policies so as to achieve their objectives.

6 That Government can use Trade Fairs to promote even development of Urban and rural areas nationwide.

S.A.O Akinrobi, gave the following to be some of the importance of trade fairs.

a. It brings together large number of buyers in one place, and provide the opportunity to present a sales message to them face-to-face and to answer questions.

b. Trade fairs offer the opportunity for immediate feed back from buyers or other members of the Trade.

c. An important advantage of Trade fairs is that they enable an exhibitor to meet customer whom it would otherwise be difficult to identify

d. It provides participants the opportunity of studying some of the marketing techniques of companies that have succeeded on the market".

## 2.8 DECISION TO EXHIBIT

In deciding whether or not to participate in a fair, the following questions should be considered:

1) Is the market importance or potentially importance for your product?

2) Do your product meet market requirements?

3) Can you produce enough to meet likely and continuing demand?

4) What are your market problems on this market?

5) Would entering a Trade Fair be the best way to solve them?

6) What would be your specific objectives in exhibiting?

7) Is this particular fair the best one to latter?

8) How much would it cost to exhibit effectively?

9) If you do enter, would the results be worth the cost?

10) How much are you prepared to invest in money and time to develop the market after the Fair?"

## 2.9.0 TRADE FAIRS AS INSTRUMENTS OF INDUSTRIAL MOBILISATION

Generally, all trade fairs are supposed to serve the following purposes, according to Professor A.Y (1985) at the trade fair seminar.

### 2.9.1 THE CONSUMING PUBLIC AND THE TRADE FAIRS

The trade fair is a veritable paradise for manufactures and Traders in consumer goods industry as they can promote their existing and new products to a vast audience at a comparatively low cost. When a certain trade fair gains reputation for attracting enterprising participants from a wide range of industries, Trade fair attendance increases and brings in more reputed participants in the next year. Thus the consuming public is exposed to new ideas in living, working and recreational situations. This exposure to new products ideas and usages provides vital information to the participants in the fair. For

examples the amount of sale and the speed in which a new products sells in a trade fair helps the manufacturer in deciding whether to withdraw the product from the market, to modify it, or to go into large scale production.

A favourable consumer reaction towards a new product or idea, is a sign 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 the manufactures which result in better products to the benefit of the consumer and the economy.

The information gained by the consumer in the fair about a product which is not made in the 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. The amount of interest stimulated in the consuming public by a group of products, or a usage is an indicator for indigenous manufacturers and foreign companies to explore ways and means of making them in the country, this may lead to setting up of new ventures, collaboration agreements and foreign participants, thereby promoting Industrial mobilization.



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2.2.2 2. LARGE SCALE MANUFACTURES AND THE TRADE FAIRS

For the indigenous companies, the trade fairs are ideal places to meet their counterparts from abroad to exchange ideas and establish contracts with them. This Interaction between indigenous business men and foreign participants can create the necessary climate for industrial development in a number ways.

The exhibition of a better technology in the trade fair produces an awareness of its existence and a desire to acquire the same either through research inside one's own enterprise or through a collaboration agreement for manufacturing the product in the country. This can open avenues for export of indigenous products. It is equally beneficial to the foreign manufacturer enabling him to identify a supplier in Nigeria who a supply a product at reduced prices to his market.

Moreover, foreign manufacturers have much to gain from the trade fairs if they have an interest to participate in the Industrial development of the country. They get a first hand idea of the country. Its governmental and bureaucratic set-up, its economic and industrial potentialities and level of political stability, thereby enabling them to estimate the possible risk involved in making an investment, the level

of the investment itself and the protective legal and financial guarantees they would require before making the investment.

3) THE SMALL ENTERPRENURS AND THE TRADE FAIRS

The trade fairs may be able to promote the growth of small scale industries in an economy. More so if the small scale industries are manufacturing intermediate goods which go into an number of end products made of large manufacturers. The small scale entrepreneurs get the opportunity to exhibit their products to a large audience at a low cost. This is a cost effective way of reaching the consumer in a developing economy like Nigeria where other media like Newspaper, Radio, Television etc are expensive or ineffective. The trade fairs are ideal places for the small scale entrepreneurs to test market their products and gauge the reaction of the consuming public at an economical cost.

The entrepreneurs also get ideas about the products that are manufactured by other small scale enterprise and decide in addition to their own product range. They can also decide on which new products to make by assessing the reactions to ideas on the products by the Consuming Public. If the new product ideas come from a foreign manufacturer, the small scale entrepreneurs may get the

chance to strike a deal for collaboration and be the first one to introduce the same product in the local market.

The contacts established between small scale entrepreneurs and large scale manufactures create an awareness and understanding of the problems and solutions existing in the industry in terms of manufacturing marketing, personal and governmental regulations.

Thus trade fair can create an opportunity for the rapid development of a small scale industrial sector in the country. This is very necessary for the Industrial Mobilisation of Nigeria.

2.9.3 4. THE GOVERNMENT AND THE TRADE FAIRS

The successful and regular running of trade fair and the products displayed reflect 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. Hence the government has a large stake in trade fairs and their success.

The government can use the trade fair as an opportunity to highlight the features of its industrial policy. To make clear its objections and policy directives so that the indigenous and foreign

participants can tailor their strategies to suit the government targets and to avoid conflicts at a later date.

The government can use the Trade Fair as an opportunity to highlight the features of its industrial policy. To make clear its objectives and the policy directives so that the indigenous and foreign participants can tailor their strategies to suite the government targets and to avoid conflict at a later date. The government can also publicise its incentives and concessions to attract the world be collaborators, both local and foreign, to invest in key sectors of the economy. The Government can use trade fairs in promoting even development throughout the country. This can be done through the active encouragement of organization such as the various chambers of commerce and other agricultural associations to hold trade fairs in different geographical areas of the country so that the attention of large scale manufacturers and entrepreneurs could be drawn to the potentialities that exist in these areas for Agricultural and Industrial Investment.

The officials of the Ministries of Trade and Industry can use the International trade fair for obtaining information on the latest and most relevant technology in various fields which should enable them

to design and articulate an appropriate and effective industrial policy for the country.

Of course, continual and successful staging of International trade fair can bring about the desired transfer, better termed, requiring or adoption of technology.

### 2.9.4 PROBLEMS COMMON WITH TRADE FAIRS OPERATIONS IN THE COUNTRY

From all indications the Kaduna and Lagos International trade fairs can compete with similar fairs any where in the world. Many companies abroad that were opportune to participate in the trade fairs in Nigeria have described them as one of the best fairs they have participated in Nigeria and have contributed immensely to the Industrial development we enjoy in the country presently.

One thing that has always agitated the minds of the organisers and participants each year is the question of having a permanent site which would enable these fairs to have a higher reckoning in other parts of the world and also to facilitate organization of specialised fairs for the benefit of the people and nation.

Some of those who advanced the argument for a permanent site include foreigners who saw in the case of Kaduna International Trade Fair temporary site every year as a waste.

One of them said that "renowned international trade fairs such as Jakarta fair, the conary Islands fairs and many others whose economic gains to their countries are unquantifiable, host their fairs in permanent sites which were either built with the assistance from the government or foreign Partners".

The Kaduna Chamber of Commerce on its part had worked assiduously in the bargain for a plot of land at Mando express road Kaduna for development into a gigantic site on a more permanent size. In working towards developing the plot of land, the chamber in 1985 called on the Federal Government to assist. The issue of non-availability of a permanent site has dimmed a few benefits that would have accrued to the chamber. The parent International Headquarters of all trade exhibition in the world based in France – Union Desfairs International (UFJ) has recognition for the Kaduna International trade fair because of this issue the UFJ insists that to qualify for recognition, there must be a permanent site, trade fairs must have International facilities and in Africa to – date, only Togo – Zaire, Egypt and Morocco enjoy this privileges because they have grandiose trade fair complexes equipped with modern facilities.

There is every hope that with yet more efforts by the organisers a few of these constraints would be removed to enable the chamber of commerce

has its own trade fair complex equipped with modern facilities. The trade fair site is the bonafide property of the Federal Government and it is being managed by the trade fair complex management committee. The management, has time without number made it clear that they are managing the complex strictly on commercial basis, in consonance with the Federal Government directors. The officials emphasized that under the new dispensation, the use of the trade fair complex will be on "cash and carry" basis which means that no organization will be allowed to use the complex thereby causing delays during the preparatory stage of the last trade fair.

The chamber also demand for permanent site to be owned and governed by themselves since the rate charged by the Federal Government on the trade fair complex, along the Lagos/Badagry Express way Lagos is too exorbitant for the chambers. The trade fair Manager, Mr. Bamgbose went further to say that "if the trade fair complex remains the venue, its obscured location cannot entice reasonable participation. Therefore, money spent on rent of space, printing of tickets, etc will be a waste".

On the other hand, the New Nigerian Newspaper of 9th February, 1988 page 7 said "One major problem of the Fairs Organisers have to contend with the menace of hawkers who roam about the fair with their wares.

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Selling at cheaper prices to the detriment of participants who paid for stands. Previous efforts to contain their activities have not yielded any results".

Despite the rare opportunities says Jefkins in "Advertising made simple" (1977 p223) there are however certain problems about exhibitions but of these are reckoned with in advance and overcome, the medium can be most profitable one".

Similarly, the Sunday standard of April, 23rd 1989 reports that "there is also as a problem to the staging of trade fairs. Comprehension by the public. A cross section of the public do not even know what a trade fair is all about, especially that held at international levels. It thus becomes purely an elitist affair, who form just a tip of the Iceberg in term of population. Thanks to the introduction of trade fairs by states and bringing into play. The local government many more people are beginning to get into the importance of Trade fairs.

3.0

# CHAPTER THREE

## 3.1 RESEARCH METHODLOGY

INTRODUCTION:

According to Cook and Richardt 1 (1979) considerate agreement exist over the appropriateness of various methods and methodological surveys for conducting social research. The main point of contention, they argued centres on the distinction between the qualitative and quantitative methods of conducting research.

While quantitative methods of survey uses statistical models and methods, such as univariate analysis, multivariate analysis, di-square analysis, T – test etc in contrast qualitative methods include ethnography, case studies, indept interviews and participation observation. It can therefore be said that quantitative is only expressive and do not involve the use of statistical or mathematical model.

The acquisition of appropriate data is the first step and paramount is setting up a research decision. The data my either be quantitative or qualitative as explained earlier. Accurate data obtained from previous researchers need to be entered into the organization analytical system or information store house if further research is to be meaningful and useful to

management. Adequate, accurate and relevant data is the key to a successful research.

High quality data input may not be just enough to guarantee a quality output but the availability of accurate data will help the researcher achieve good results from the research on the other hand poor and inaccurate data will never produce good research.

Shefied (1969) is of opinion that a research commences with the definition of the problem that exist. Drucker, a renowned management scholar stated that "a problem defined is half-solved". In other words, an organization or any person who does not know in which direction he is heading and also ultimate destination". A research design is then formulated with data relevant to the problem. In other words, data would assist in highlighting and proffering probable solution to the problems. It is from the research design and the available data collected that would dictate the statistical analysis to be used to test the available data.

Already mentioned has been made on the problems that brought about the research. However formulation of the problem may have been due to the interest in a particular field of endeavour or some specific bunch or idea into a specific problem that can be researched into.

Generally, three major reasons underlie a researchers motivation of conducting a research, firstly, his goal for conducting the research. This goal could be as a result of his curiosity to find out what the outcome of research would be, the desire to find out and learn more about a phenomenon, because it pays to conduct researches, in fulfillment of a criteria or promotion or lastly in fulfillment of criterian or promotion or lastly in fulfillment of the requirement for course of study.

A second reason is interest and experiences, the researcher actually selects a problem are in which he already has interest, experience and often time expertise. A second alternative is that the problem area may be of interest, although the researcher may have no premises work in that area or related field of endevor.

The third reason under researchers motivation which refers to the question of whether the researchers primary goal is to produce a defendable project with a definite period of time or to produce findings that contribute knowledge is some way. The problem area in this research is to find out whether or not Trade fair has any impact on the performance of some selected enterprises in Kaduna and to analyse the relationship between trade fairs and the Economic growth of Nigerian.

## 3.2 SOURCES OF DATA ACQUISITION

As it has been mentioned earlier data acquisition is the most important step in the Requisition of a research project. The unprocessed information may come from historical or secondary sources and also from primary sources. Data is the fuel of research because the project is based on the availability of data, and any input or conclusion must be based on available data. The acquisition of data is often the most demanding challenge facing the researcher.

## 3.4 HISTORICAL OR SECONDARY DATA

Historical data also called pre-collected data or pre-recorded data is exactly that the information had been collected and recorded before. Usually, such collection and recording has been done without regard to the needs of the researcher or his project. This type of data are obtained from textbooks trade journals and magazine, government publications and Newspaper, internets etc. Secondary data are sometimes biased to support the vested interests of the sources. Publishers will definitely not include data that does not favour the company. In addition, information may be prevented usually in a way that distorts relationships, this is very easy when graph and barcharts are utilised.

## 3·5 ADVANTAGES OF SECONDARY DATA

The major advantage of secondary data is that since it is pre-collected and pre-recorded, there is a great saving in terms of cost and the time in comparison with primary data sources. Another advantage is that it may be beyond the means of one organization to collect on its own, for example population figures. Secondary data acquisition has basically two major disadvantages as source of data acquisition. First, since the data were collected for purposes other than those of that particular research project, the data so obtained would rarely completely serve the information needs of the project. Secondary, the researcher most determine whether the secondary data are accumulate enough for the purpose of the research project at hard. There is a serious limitation of the specific or otherwise of the accuracy of the figures contained in the sampling data collected analysis and reporting house of the research process that influence the accurate of data.

## 3·6 SURVEY OR PRIMARY DATA

When secondary sources provide insufficient empirical information, the researcher results to survey or primary source of data acquisition. A good survey design depends largely on an understanding of the nature of the available data i.e its relevance, accessibility, quantity and quality. Initially, the design have acquired the information required and where it can be obtained.

SURVEY DATA COLLECTION METHOD

Survey data can be obtained by observation which involves physical examination of the variables and secondly, by inquiring and questioning the respondents.

OBSERVATION METHOD

This involves the recording of the respondents behaviour it is the process of recognising and recording the behaviour of people, objects and events. This method has some advantage over inquiry method, this advantages include the fact that it does not rely on the respondents willingness to provide the desired data, secondly, the potential bias caused by the interviewer and the interviewing process is reduced. Thirdly, certain types of data can be collected only by observation. This method despite its advantages has two major disadvantages mainly it is the inability of the method to observe such things as awareness, belief attitudes etc. And secondly, the observed behaviour pattern must occur frequently for the interviewer to notice it.

INQUIRY DATA

Inquiry data can be obtained in three ways:-

(a PERSONAL INTERVIEW:- This method of interviews are obtained by having one or more members of the research team to go

into the field. This method is the most flexible survey method. It is also the most expensive and time consuming and also vulnerable to errors. In view of these shortcomings, personal interview, method was not used in this work.

b) TELEPHONE INTERVIEW: This system is the same as personal interview except that there is no personal contact between the interviewer and the respondent. The questions are asked and responses are given on the telephone. This method is restricted mainly to develop societies where almost all homes own telephone in the cost of telephone calls are not prohibitive. The major disadvantage of this method is that there is a big bias in favour of household with telephone and this does not make the sampling representative of the population. Also the cost of using phone calls for eliciting answers to questionnaires would cost a fortune. For this reasons, this researcher did not find this method suitable because of the inherent weakness identified.

3.7 c) USE OF QUESTIONNAIRES :

The questionnaires usually accompanied by an explanatory letter, and is the most widely used method of reaching the largest number of respondents. Questionnaires are particularly advantageous when

never the sample site is large enough to make it uneconomical for reasons of time or funds to observe or interview every respondent. The function of a questionnaire is that of measurement.

The questionnaire is the easiest and cheapest survey response in the lowest and it also has the advantage of reducing errors that arise out of interviewer responds interaction it also eliminate biases which may have occurred as a result of age, sex, religion, ideology and tribalism etc. The use of questionnaires saves time and cost provided they are returned upon their completion.

The disadvantage of this method are its slowness and likelihood of mistakes and omissions. This research project exploited all the advantages of this method while carefully taking measures to control its pitfalls.

## 3.8 METHODOLOGY OF DATA COLLECTION

The research design for the study follows a pattern of exploratory and descriptive method. This is because it is appropriate for identifying the real nature of the problem. It also give an insight for hypothesis texting at a later stage.

EXPLORATORY RESEARCH:

Consist of in-depth interviews with a few target participants/customers designed to uncover deeper motives that the trade fair activities has triggered in them.

DESCRIPTIVE RESEARCH

The aim and objective of descriptive research method was to give the researcher specific data or information analysed summarised and interpreted along certain line of thought for the pursuit of the study.

INSTRUMENTS USED

1. Questionnaire
2. Personal interview
3. Observation techniques
4. Documentary.

QUESTIONNAIRES

This was administered in order to sample views participants officials of the chamber, questionnaire a device for getting answers to questions by using form which the respondent fills by himself. This is used because it really constitute the attempts true scaling. They are particularly advantageous when ever the sample size is large enough to make it uneconomical for reasons of time or funds to observe or interview every subject, on the other

hand questionnaire do not however, cause the test condition to become standardised, particularly in mailing.

2) PERSONAL INTERVIEWS.

The researcher conducted a number of personal interview in order to ensure the objective of the study is a success. In the process some member of the chamber.

3) OBSERVATION METHOD

In this process the researcher was in the trade fair complex for a couple of days to observe procedures and to be conversant with participants and official of the chamber.

4) DOCUMENTARY METHOD

This method is in the form of secondary data collection that is existing information about thee study. Here, some write ups, statistical (quantitative) data etc were made available to the researcher from which relevant information extracted.

REASON FOR THE METHOD USED

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

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In the first place they provided reliable and relevant information to this research work. Secondly they were cheaper than other techniques of collecting data in terms of cost and time. The third reason was because they facilitated the analysis and presentation of the result. Again the methods allowed for adequate representation of the whole sector of the participating firms. Finally, the techniques enable the researchers to satisfy all the demand of this study by providing a wide range of information.

STATISTICAL TECHNIQUES USED.

The statistical techniques that will be used for the data analysis will be parental. This the researcher feel is strengthen forward enough to establish and identity the relationship between variables.

To be statistically representative of the whole population, therefore statistical analysis was based on 87.5% and 75% respondent received respectively.

3.9 RESEARCH POPULATION AND SAMPLE SIZE

The researcher drew his population from the selected participant firm, staff of chambers particularly those located in Kaduna over three to hundreds. Hence an effort to get a close population size of the participants that attended the exhibition was not easy. As a result of this therefore a



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random sampling method was used. This sample size for the study was eighty (80). With Fourty (40) questionnaires administered to some selected enterprise while another set of 40 questionnaires were administered to the staff of Chamber of Commerce and Industry.

## RESPONDENT ANALYSIS

| NO | GROUP | NO ADMINISTERED | NO OF RESPONDENT | PERCENTAGE |
|---|---|---|---|---|
| 1 | Enterprise | 40 | 35 | 87.5 |
| 2 | Chamber | 40 | 30 | 75 |

Two types of 40 each questionnaires were administered to two group of respondents.

To the group of enterprises served with 40 questionnaires 35 respondents representing 87% while 30 respondents to the group of staff of chamber of commerce of representing 75 %.

RANDOM SAMPLING

The principle behind random sampling is that each member of the population to be studied stand an exact equal chance to be selected as a member of the sample. Random sampling seeks to achieve the above ideal by adopting a method of picking the sample which eliminates entirely the human elements from the actual selection process.

However, to make a successful distribution of the questionnaire the researcher randomly picked with the hope that the method could help in accomplishing the objective of the study.

# 4.0 CHAPTER FOUR

## 4.1 PROFILE OF GROUPS UNDER REVIEW

Below are the brief on the profiled and financial results of the selected enterprises used for the study

(1) Kaduna International Trade Fair

(2) United Nigerian Textile (UNTL Plc)

(3) International Beer and Beverages Industries Plc (IBBI)

(4) United Bank for Africa (UBA)

(5) Fertilizers and Chemicals Ltd

(6) Ashaka Cement

### BRIEF ON KADUNA INTERNATIONAL TRADE FAIR

Kaduna International Trade Fair is the most important annual event in the calendar of Kaduna Chamber of Commerce.

The event which was first of its kind started as domestic fair, emphasizing on Agricultural sector in 1974, on a biannual basis, the event continued until 1978 when three (3) domestic fairs were carried out in 1974 and 1978, respectively.

In 1979, the Trade Fair became international, organise on an annual basis, the first Kaduna International Trade Fair was held in February, 1979 at Murtala Mohammed Square where a Total of 205 exhibitors participated from that period, the event continued to grow bigger, providing avenue for:-

(a) The promotion and encouragement of development of industries and industrial inputs.

(b) The promotion of all aspects of economic sectors through national and international co-operation

(c) The provision of access to research findings, new technologies and ideas for actualisation by industrialists and policy makers through face to face interaction

(d) The creation of conducive atmosphere between Nigeria and other nations for joint venture projects in all facets of the economy.

(e) The provision of channel through which the government policies and programmes are made known and consequently attract international and local investment.

In its effort to promote the foregoing objectives, Kaduna Chamber of Commerce has so far organised Nineteen (19) International Trade Fairs with the following statistics of participation:-

| FAIR | YEAR | LOCAL EXHIBITIONS | FOREIGN EXHIBITIONS | TOTAL |
|---|---|---|---|---|
| 1st Kaduna Int'l Trade Fair | 1979 | 124 | 81 | 205 |
| 2nd Kaduna Int'l Trade Fair | 1980 | 135 | 22 | 157 |
| 3rd Kaduna Int'l Trade Fair | 1981 | 300 | 80 | 380 |
| 4th Kaduna Int'l Trade Fair | 1982 | 350 | 199 | 549 |
| 5th Kaduna Int'l Trade Fair | 1983 | 300 | 49 | 349 |
| 6th Kaduna Int'l Trade Fair | 1984 | 200 | 73 | 273 |
| 7th Kaduna Int'l Trade Fair | 1985 | 391 | 52 | 443 |
| 8th Kaduna Int'l Trade Fair | 1986 | 462 | 39 | 501 |
| 9th Kaduna Int'l Trade Fair | 1987 | 501 | 85 | 586 |
| 10th Kaduna Int'l Trade Fair | 1988 | 632 | 91 | 723 |
| 11th Kaduna Int'l Trade Fair | 1989 | 703 | 97 | 600 |
| 12th Kaduna Int'l Trade Fair | 1990 | 803 | 99 | 902 |
| 13th Kaduna Int'l Trade Fair | 1991 | 501 | 102 | 603 |
| 14th Kaduna Int'l Trade Fair | 1992 | 411 | 39 | 450 |
| 15th Kaduna Int'l Trade Fair | 1993 | 407 | 43 | 450 |
| 16th Kaduna Int'l Trade Fair | 1994 | 378 | 22 | 400 |
| 17th Kaduna Int'l Trade Fair | 1995 | 437 | 13 | 450 |
| 18th Kaduna Int'l Trade Fair | 1996 | 231 | 16 | 247 |
|  | 1997 | 7th OAU/AEC | TRADE | N A |
| 19th Kaduna Int'l Trade Fair | 1998 | 173 | 40 | 213 |

Every Trade Fair organised above, an appropriate and suitable "Trade Fair theme" was chosen, in accordance with the country's economic and/or environmental situation, at the time of the fair and were accompanied with the event, a day was usually set aside within the period of the event, where exhibitors participants, prospective investors and policy makers were invited to listen to experts, who presented papers and disseminated information about prospects and endowment the country, these forums and the main Trade Fair events have assisted

in contributing to socio-economic development and growth of this country.

Manufacturing industries and other business concerned were established. Both the government and the entire citizenry have benefited enormously.

UNT PLC PROFILE

United Nigerian textile Ltd (UNTL) as it was then known was incorporated in 1964 and commenced operation as a textile furnishing plant in 1965, using imported grey baft as its main raw material.

By 1967 the company had developed into a fully integrated mill with its own spinning and weaving facilities capable of producing grey cloth from locally grown cotton. In the same year UNTL acquired a major share in Zamfara Textile Industries Limited at Gusau in Sokoto State, thereby taking the first step towards the formation of the UNTPLC group of companies.

At the invitation of the then North Central Government (Now Kaduna State Government), Funtua Textile Ltd another subsidiary company was established at Funtua (now in Katsina State) in 1978.

This factory was designed to produce bed sheets and pillow cases, thus diversifying the groups range of products.

In 1977 the company went public and offered ten million ordinary shares of 50 kobo each at par to the Nigerian Public.

ORIGIN OF IBBI AND BRIEF DECRIPTION

I.B.B.I is an acronym of International Beer and Beverages Industries Plc. It started as Food and Beverages Factory between the French Partners with the capital shares of 40% and the Nigerian partners with 60% respectively. The production started on 27th of March 1982 with Chief Ayo Shagaya as the chairman. The factory was officially commissioned by Alh. Aba Musa Rimi the Civilian Governor Kaduna State. The first products were Kronenbough and Evamalt soft drinks.

In 1993 the two partners decided to sale their shares to INLACK (NIG) Plc. It was merged with SONA Breweries limed with French country.

In 1996 INLACK NIG Plc sold it to one individual an Indian Mr. A.K Mirchadani. He did so well, such that I.B.B.I now have acquired the Benue Breweries Kronenbourg, Gold, Tusk, Wilford life beer, maltonic

UBA PROFILE

The United bank for Africa (UBA) Plc is one of Nigeria's top three Commercial Banks. It was established in 1961 by a consortium of 5 international banks to take over the banking business carried on in Nigeria since 1949 by the British and French Bank Limited. With assets of over N44billion and 199 branches spread all over Nigeria the Bank has recorded an impressive growth rate.

UBA is active in all aspects of Commercial banking and provides international banking, trusteeship, share registration. Corporate finance and computer services through specialised divisions and subsidiaries.

An aggressive business promotion strategy coupled with a willingness to innovate has earned the Bank an enviable position in the banking industry. UBA Plc is strongly committed to its social responsibilities and identifies with the communities in which it is represented. Nigerian interests constitute 60 per cent of the shareholding of the Bank.

Four of the founding international banks, namely, Banque National de Paris, Bankers International Corporation New York. Banca Nazeonale del Lavoro and monte dei Paschi di siena, who altogether own 40 per cent of the shareholding, are represented on the Board of Directors and continue to

make their expertise and resources throughout the world available to assist the Bank and its customer.

UBA Plc has branches in New York and Grand Cayman Island. It also maintains correspondent relationship with many banks in Africa and in Major countries in the world.

ASHAKA CEMENT COMPANY

Before 1974, a substantial portion of cement consumed annually in Nigeria was imported. In order to reverse this trend and in furtherance of the Federal Government Second National Development Plan with its laudable objectives of import substitution, proper harnessing of locally-available resources, infrstructural development, generation of employment and nation-wide industrial dispersal, Ashaka Cement Plc ("Ashaka") was incorporated on 7th August, 1974 and converted to a public company on 7th Sept, 1974. It started operations in September, 1979.

The company was initiated and promoted by the Nigerian Industrial Development Bank Limited in collaboration with the Federal Ministry of Industries, Associated Portland Cement Manufacturers Limited (now Blue Circle Industries Plc, UK) the Nigerian Bank for Commerce and Industry, Northern Nigeria Investment Limited and the Government of the then North – Eastern state.

The main business of the company is that of Cement manufacturer. Ashaka is not a subsidiary of any company nor does it have any investment in another company.

FERTILIZERS AND CHEMICALS LTD

Fertilizer and chemicals limited Kaduna came on stream in 1989 to produce Bulk Blended NPK Fertilizers, using the raw materials urea, M.A.P (Mond Ammonium phosphate) potash, limestone sulphur and zinc. With a capacity to produce over 150,000 MT per annum the plant is located near Government College Kaduna.

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FINANCIAL RETURN OF SOME SELECTED ENTERPRISES
BEFORE AND DURING THE PERIOD UNDER REVIEW
FIG 4.0

| Year | UNTL ₦ m | IBBI ₦ m | UBA ₦ m | CHEMICAL FERT ₦ m | ASHAKA ₦ 000 | CHAMBER OF COMMERC COLLECTION DURING PERIOD UNDER REVIEV ₦ 000 |
|---|---|---|---|---|---|---|
| 1990 | 90.1 | 100.1 | 20.0 | 1.2 | 1079.00 | 950,780.60 |
| 1991 | 112.2 | 142.0 | 23.0 | 1.5 | 1099.00 | 840,211.00 |
| 1992 | 197.9 | 201.1 | 220.0 | 2.5 | 1120.00 | 730,110.10 |
| 1993 | 26.5 | 272.3 | 280.0 | 3.0 | 1199.00 | 815,410.30 |
| 1994 | 280.5 | 350.5 | 297.0 | 5.1 | 1211.00 | 450,340.70 |
| 1995 | 821.1 | 930.6 | 370.0 | 10.2 | 1353.00 | 535,250.20 |
| 1996 | 900.3 | 990.2 | 450.0 | 15.0 | 1393.00 | 200,159.00 |
| 1997 | 982.2 | 1,120.3 | 870.0 | 20 | 1406.00 | N.A |
| 1998 | 1,035.1 | 1,5201.1 | 1,30.0 | 30 | 1552.00 | 230,085,00 |

(Source: Annual Report and Questionnaire)

## 4.2 DATA ANALYSIS AND PRESENTATION

### INTRODUCTION:

The following results were obtained from the samples and the responses (Fig 4.2) were coded and constructed into tabular form in all cases. Although (40) questionnaires were administered each to the two groups of respondents, only 35 were returned fully completed i.e 87.5% responded and 12.5% non-respond to the first group. While to the second group only 30 were completed i.e 75% responds and 25% non responds.

## 4.3 RESPONDENTS ANALYSIS

Fig 4.1 Respondents analysis

| Group | Number of Respond | Number of Non Respond | Percentage | |
|---|---|---|---|---|
| | | | Respond | Non-respond |
| Enterprises | 35 | 5 | 87.5 | 12.5 |
| Chamber | 30 | 10 | 75 | 25 |

From the group of Enterprises the analysis of the figures revealed that 87.5% or 35 respondents agreed that Trade fair has impact on the performance of Enterprises and 12.5% or 5 respondents do not agree. It can be deduced that a large proportion of the Enterprise agreed that Trade fair has impact on their performance.

SELECTED ENTERPRISES
RESPONSE ANALYSIS
SALES ISSUES

| S/No | Variables | Number of Enterprises Responded | Number of Enterprise Agree Positively | Number of Enterprises Disagree |
|---|---|---|---|---|
| 1 | Increased sales volume as a result of Trade Exhibition | 35 | 30 | 5 |
| 2 | Exhibition as avenue to Lunch a new product | 35 | 25 | 10 |
| 3 | Exhibition as a means of Product awareness | 35 | 28 | 7 |
| 4 | Trade Fair as a means of Transfer of Technology | 35 | 10 | 25 |
| 5 | Exhibition as a means of increasing Business Partners | 35 | 15 | 20 |
| 6 | TOTAL | 175 | 108 | 67 |

Fig 4.2 The respond analysis for selected enterprises

STAFF OF CHAMBER
RESPONSE ANALYSIS
CHAMBER IMPORTANCE

| S/No | Variables | Number of people Responded | Number of people Agree Positively | Number of people Disagree |
|---|---|---|---|---|
| 1 | Trade fair as a means of accelerating the pace of Economic development | 30 | 25 | 5 |
| 2 | Trade Fair as an effective too of wooing foreign Investors | 30 | 20 | 10 |
| 3 | Trade Fair as Influencing manufactures to patronise local raw materials | 30 | 15 | 15 |
| 4 | Benefits derived from Trade fair | 30 | 22 | 8 |
| 5 | Government contribution to Trade Fair activities | 30 | 10 | 20 |
| 6 | Total | 150 | 92 | 58 |

Fig 4.3 The respond analysis from the Chamber.

To measure the effect of impact of Trade fair on the performance of Enterprises in terms of increase sales, awareness, exhibitions, and transfer of technology and increasing business partners. Questions relating to these were asked and below are the corresponding results.

Fig. 4.4 Increase Sales volume as a result of Trade Exhibitions

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 30 | 85.71 |
| No | 5 | 14.29 |
| Total | 35 | 100 |

As shown in the table above, 85.71% (30) of the respondents agreed that there is increase in sales volume as a result of Trade exhibition as against the 14.29% (5)

Fig 4.5Exhibition as a means of Product awareness

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 28 | 80 |
| No | 7 | 20 |
| Total | 35 | 100 |

The above result showed that a greater percentage 80% of the respondents believed that trade exhibition served as a means of product awareness as against the 20% respondents.

Fig 4.6 Trade exhibition as avenue of lunch a new product

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 25 | 71.43 |
| No | 10 | 28.57 |
| Total | 35 | 100 |

From the table above, it indicates that 71.43% of the respondents are of the view that trade exhibition serve as a venue for lunching of a new product while 28.57% were of opposite view.

Fig 4.7 Trade Fair as a means of Transfer of Technology

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 10 | 28.57 |
| No | 25 | 71.43 |
| Total | 35 | 100 |

The result above indicate that only 28.57% of the respondents agree that the fair serve as a means of transfer of technology while the greater percentage (71.43%) do not agree that the fair is a mean of transfer of technology.

Fig 4.8 Exhibition as a means of increasing business Partners

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 15 | 42.86 |
| No | 20 | 57.14 |
| Total | 35 | 100 |

From the above table, the results showed that a significant percentage 57.14% do not agree that the exhibition serve as a means of increasing business partner as against the 42.86% percent of respondents who are of the view that trade exhibition serve as a means of increasing business partner.

## 4.4 HYPOTHESIS TESTING

Using the second hypothesis which postulates that "Sales Promotion activities inform, stimulates and influence consumer buying behaviour towards the product brand" can be tested using the Chi-Square test. The Chi-Square value is calculated by applying the following formular.

$$X^2 = \sum_{J=1} \frac{(oj - e\,j)^2}{e\,j}$$

Where of the total frequency is N

$\sum Oj = \sum e\,j = N$

$X^2$ = Chi – Square value

Qj = observed frequency

ej = Expected frequency

### STATISTICAL ANALYSIS

i. From the selected Enterprises response analysis (fig 4.2)

Step I. Set up the Chi – Square ($X^2$) table showing frequencies of observation in the sample and frequencies expected under the Null Hypothesis.

The Chi-Square value is calculated by applying the following formular

$$X^2 = \sum_{J=1} \frac{(oj - e\,j)^2}{e\,j}$$

Where $\sum Oj = \sum e\,j = N$

$X^2$ = Chi – Square value

Qj = observed frequency

ej = Expected frequency

The observed frequency equals the number of positive response as in fig 4.2

(30, 25, 28, 10, 15) i.e the variables

The expected frequency of (exp) = $\frac{\text{Total number of respondent}}{\text{Total number of variables}}$

= $\frac{108}{5} = 21.6$

| | | | | | |
|---|---|---|---|---|---|
| Observations (obs) = 30 | 25 | 28 | 10 | 15 |
| Expectations (exp) = 21.6 | 21.6 | 21.6 | 21.6 | 21.6 |

Step II Determine the value of $X^2$

$X^2$ = Chi –Square and the formula = $\frac{(O-E)^2}{E}$

Where O = observed
E = Expected

$$X^2 = \sum \frac{\text{(Actual – Expected value)}}{\text{Expected value}}$$

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

$$X^2 = \frac{(30-21.6)^2 + (25-21.6)^2 + (28-21.6)^2 + (10-21.6)^2 + (15-21.6)^2}{21.6}$$

$$= \frac{301.20}{21.60}$$

$X = 13.94$

Step III Determine the degree of freedom (df) and the table value of Chi- Square distribution

df = degree of freedom

df = n – 1

Where n = number of variables being compared in this case n = 5

Df = n – 1 = 5 – 1 = 4

$X^2 = P_{0.05}$

From the table of Chi – Square distribution df '5' = 11.07

DECISION:-

From the above calculation, the calculated $X^2$ value is 13.94, which is greater than the table $X^2$ value of 11.05 which means Ho is rejected while $H_1$ the alternative hypothesis is accepted. This implies that significance differences exist statistically. It thus follow that Trade fair has positive impacts on the performance of Enterprises in Kaduna.

To further evaluate the Impact of Trade fairs on the performance of Enterprise in terms of accelerating the pace of Economic development, as a tool of wooing foreign investors, patronise local raw materials. Questions (fig 4.3) relating to these were also asked from the Planners and Organisers

in this case the Chamber of Commerce and Industry and below are their respondents.

Fig 4.9 Trade fair as a means of accelerating the Pace of Economic development.

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 25 | 83.33 |
| No | 5 | 16.67 |
| Total | 30 | 100 |

The result from the above table shows that greater percentage 83.33% of the respondents agree that exhibition serve as a means of accelerating the Pace of Economic development as against the 16.67%. This is confirmed from the trend of financial return of the chamber of commerce (fig 4.0)

Fig 4.10 Trade fair as an effective Tool of Wooing foreign investors

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 20 | 66.67 |
| No | 10 | 33.33 |
| Total | 30 | 100 |

The above results showed that 66.67% of respondent believed that Trade Exhibition is an effective tool of wooing Foreign Investors as opposed to only 33.33% of the respondents.

f.g 4.11 Trade Fair as influence for patronising local raw materials

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 15 | 50 |
| No | 15 | 50 |
| Total | 30 | 100 |

The results from the above table shows fifty-fifty responses to the variable which means more time is required to assess the above variable.

Fig 4.12 Benefits derived from Trade Fair

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 22 | 73.33 |
| No | 8 | 26.67 |
| Total | 30 | 100 |

From the above result it is discovered that 73.33% of the respondents agreed that a lot of benefits are derived from the exhibition as against the 26.67%

Fig 4.13 Government Contribution to Trade Fair Exhibition

| Response | No of Respondents | % of Total |
|---|---|---|
| Yes | 10 | 33.33 |
| No | 20 | 66.67 |
| Total | 30 | 100 |

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The above results showed that government contribution to the fair 33.33% is poor according to the respondents. This is also supported by the 66.67% respondents.

## 4·5 FINDINGS

The findings of the Empirical Study are as follows:

(i) Participation in International trade fair to a means of creating an awareness of the existence of a product.

(ii) International Trade fairs are effective Tools for wooing foreign Investors

(iii) International Trade Fairs are effective means of Increasing performance of enterprises

(iv) International Trade Fair are not effective ways of transferring technology.

(v) Local Inventions and patronage are being influenced by the activities of International Trade Fairs.

(vi) Trade Fairs serve the purpose of providing a common meeting place for the consuming public, small scale Entrepreneurs, large scale manufacturers and the policy makers.

(vii) The fact that the Trade Fairs do generate much information which can stimulate the industrial growth of Nigeria. The main obstacle to



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industrial development is lack of factors of production in the economy, (ie Land, Labour, Capital and Entrepreneurship )

(viii) From a casual observations of what transpires at the trade fairs, it is clear that most of the sales relate to common consumer goods which are usually sold with some Marginal reduction in prices. The public is thus attracted to purchase Luxury goods which our industries may not be able to produce nor our economy support. The opportunity provided by the Trade fair for channeling information and material resources to productive ends is thus lost.

(ix) Appropriate forum for exchange of ideas between businessmen, economist, industrialist and technological engineers is not usually available in our trade fairs where seminars are incorporated into the Trade fairs programmes, they are usually elitist academic and expensive in themselves, Trade Fairs are too noisy and chaotic to make for meaningful exchanges. The average Nigerian sees (the fairs) as another bazaar of social opportunity for an outing with the family and an opportunity to do some shopping.

(x) The Government own permanent site for the fairs are being used on rental basis at an exorbitant price infact on cash and carry basis.

# 5.0 CHAPTER FIVE

## 5.1 SUMMARY

The study is a five year appraisal of the impact of International Trade fairs on the performance of Enterprises in Kaduna in particular and the Economy in general. And to be able to make appropriate recommendations on how to improve Trade Fairs and based on the findings.

International Trade Fairs have assumed great importance in recent times although they are essentially commercial ventures aimed at Promoting business in Nigerian economy. They are also considered as avenues for Technological development and they provide opportunities for a preview of latest in Technology, product development and services.

The aims and objectives of the International Fair includes creating opportunities for the acquisition of new ideas, creating access to new business contracts, to provide a unique sales situation for manufacturers and buyers to create a forum for various nations to make known their economic policies, thereby providing a platform for the stimulation of economic growth other objectives include, to promote all aspects of the economic sector through National and International Corporation. It is therefore a unique meeting point for industrialist, manufacturers, suppliers, buyers and



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users of a wide range of goods and services to discussion areas of mutual cooperation and transfer of skills and technology.

Trade Fair being an exhibition is an aspect of product/service promotion, and promotion is an element of marketing mix (4ps). Promotional strategy is the element of marketing decision making that involves the appropriate blending of personal selling, advertising, public relations and sales promotion for use in communicating with and seeking to persuade potential customers.

The concept of Trade fair is a modern concept it came into being following the industrial revolution in 1776 and subsequent increases in goods and idea seeking for mass production.

Trade fairs are today staged by industrialized 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 strides in Technology.

Nigeria had the first fair, where made in Nigeria goods exhibition took place in 1953. The success of this fair encouraged the Federal Government in cooperation with its regional counterparts, to organise a more elaborate exhibition as part of the independence celebration in October 1960. The first Nigerian International Trade fair came up between October 27$^{th}$ and

November 18th 1977". What in today known as Kaduna International Trade Fair started as a child's' play when in 1973 a group of concerned entrepreneurs met in Kaduna and decided to float the idea of organising a domestic exhibition in order to crystallize the objectives of the chamber of commerce and industry in the former North Centre State.

In order to appraise the impact of the fair on the performance of Enterprise and the Economy, the research design for the study follows a pattern of explorative and descriptive methodology. Which is appropriate for Identifying the real nature of the problem and give as insight for hypothesis testing at a later stage. The instruments used are questionnaire, personal interview, observation technique and documentary.

From the study we were able to ascertain that the International Trade Fair serve economic purposes by ways of seeking markets for the products and highlighting the economic potentials of a country. Also some of the fundamental issues to be considered for successful organization or participation in International Trade Fairs include its relevance to the prevailing economic situation of a country, the correct timing and the specific objective of the Fair.

A lot of recommendations were propose to the chamber of commerce and industry, the Federal and State Governments for the purpose of taking the International Trade Fair a reality.

## 5.2 RECOMMENDATIONS

The following recommendations are here made to the chamber of commerce and industry, the Federal and State Governments for the purpose of making the International Trade fairs a reality.

1) Trade fairs should go beyond mere selling and buying but provide forums for market development through exchange of new ideas and technology based on the country Local raw materials.

2) Organisers ought to provide the companies with considerable assistance in selecting appropriate exhibition and facilities. Prospecting exhibitions can obtain an audit of visitors to the previous fair for a nominal fee, the services should include a more detailed attendance breakdown by address, job titles industry sector, product interest etc.

3) Agriculture should be made the centre – piece of any fair by promoting resources into priority sector particularly agriculture

and agro-allied industries in addition to the development of rural areasof the country.

4) The challenges facing the organization of International Trade Fairs in the years a head is how to turn thee fairs into an imaginative show place of Innovations where new products, new innovation and new invention are displayed rather than the traditional established products. In this respect producers/Exhibition at the International trade fairs should begin to shift emphasis from the conclusion of immediate sales to that of information and communication i.e from short-term to long- term sales and marketing polices.

5) Also the proliferation of trade fairs should be discouraged in order to enhance their effectiveness and to avoid unnecessary dissipation of efforts. There is a danger in allowing the organization of too many trade fairs under the canopy of exhibitions expos and the likes. Infact many of the so called fairs and exhibitions are nothing but mere jamborees and bazaars.

6) The Federal Government should take note of the fact that trade fair do generate much information which can stimulate the

industrial growth of Nigeria. The main obstacle to industrial development is lack of factors of production in the economy (i.e Land, Labour Capital and Enterprenuership). Hence we recommend that the Federal Government ensure that all factors of production necessary for reactivating existing industry and establishing new ones in relevant fields are made available. We would like to call for an industrial policy with self- reliance as the main theme in vital sectors like agriculture, power production and distribution, machine tools and transport, special concession in terms of import licenses. Credit facilities, tax holidays and subsidized land and water facilities in these section should be made not just on paper but translated into actual practice.

7) All trade fairs that are really and truly indigenous, productive and export – oriented. They must reflect our economic achievements and goals and ceases to be a mere exhibitions of glamorous import and innovative technology from world, that certainly serve no useful purpose.

8) Every future trade fairs should place emphasis on commercialization of indegenenous technology, non oil

opportunities and strategies for effective financing and marketing of vital ideas for investment opportunities for both small and large –scale enterprise.

9) The chamber of commerce who are conducting trade fair should publish detailed data on business transacted in various fields and the enquiries that were made during the trade fair that were made during the trade fair, this will serve as a feed back to Government for either strengthening the policies already adopted or modifying them to suit the trends exhibited in the trade fair. This will also form a data base for researchers to observe and analyse and accumulate useful knowledge for the purpose of teaching, policy formulation and public enlightenment.

10) The officials of the Ministries of Trade and Industry can use the International trade fair for obtaining information on the latest and most relevant technology on various fields which should enable them to design and articulate an appropriate and effective industrial policy for the country.

11) The contacts established between small scale entrepreneurs and large scale manufacturers create an awareness and

understanding of the problems and solutions existing in the industry in terms of manufacturing. Marketing, personnel and governmental regulations.

Thus trade fairs can create an opportunity for the rapid development of a strong small scale industrial sector in the country. This is very necessary for the industrial mobilisation of Nigeria.

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## 5.3 CONCLUSION

From the study, we have been able to ascertain that the International Trade Fair serves Economic purposes by way of seeking markets for the products and highlighting the Economic Potentials of a country. However, it cannot be said to be the only factor responsible for the economic growth but it is imperative to state that the international trade fairs is a potent force for the economic development of any country.

Therefore, there is the need to reappraise and formulate measures to mitigate other factors that contribute or aid in the upliftment of trade fairs awareness and sound fair habit.

International Trade Fairs is a must for Foreign exhibitors and participating countries engaged in International trade as it affords an ideal avenue for introducing new products and promoting existing ones into a foreign market.

Some of the fundamentals issues to be considerable for a successful organization or participation in International Trade Fairs are:-

(i) Is the Trade Fair of relevance to the Prevailing Economic situation of the country?

(ii) Is the timing correct?

(iii) Are the Products of real interest to the kind of visitors expected?

(iv) What are the specific objectives of the Fair?

These and other related pertinent questions would have to be satisfactorily answered before a trade fair can be meaningfully and successfully organised.

Although the success or failure of any Trade Fair may not be easily measured through the volume of business transacted or the number of people recorded at exhibition sites, the enduring benefits are usually long term in nature, such benefits would invariably be brought about largely through the provision of business information made available to visitors about the range of products, process and services obtainable in the country.

Happily enough the Kaduna International Trade Fairs appear to have adequately taken care of all the investment requirement for prospective entrepreneurs to operate within the country.

Be that as it may, the fact needs to be emphasized that trade fairs, whether International or Local are serious minded business activities, which requires a great deal of business and sound judgement for them to succeed. The widespread syndrome whereby a

cluster of state governments gather together to stage trade fairs annually, without requisite consideration for the vital inputs is an unenterprising measure which must be holly discouraged.

It is regrettably that the trade fairs are held simultaneously at different parts of the country, such that the foreign investors are unable to optimally exploit the comprehensive advantage of the fairs.

It is hoped that organisers of trade fairs would ensure that the required background work is completed before the usual recourse is made to staging such fairs. Besides it makes little or no economic sense to conduct trade fairs in a situation whereby its cost far outweighs the real and potential benefits.

Finally, it is hoped that Kaduna Chamber of Commerce and Industry will not relent in its effort at Organising International trade Fairs, so that government Policies towards the success of our Economic recovery Program wold be further strengthened.

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5.4

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# AHMADU BELLO UNIVERSITY ZARIA
# DEPARTMENT OF BUSINESS ADMINISTRATION
# QUESTIONNAIRE FOR COMPANYS.

***TOPIC:*** *" A Five year Appraisal of International Trade Fair in Nigeria" his questionnaire is purely based on academic exercise, all information obtained will be strictly for an academic pursuit.*
*Your co-operation is required to make the project successful.*

1. What is the name of your company----------
2. When was your company established----------
3. What type of business does your company engaged in (Manufacturing, Banking, Trading, Mining and Agricultural)
4. Please tick the box that describes your firm

   Small scale ( ) Medium scale ( ) Large scale ( )
5. Please mention the lines of products or services which your Company deals in ----

   ---
6. Why does your Company participate in the Trade Fair.

   Please indicate by ticking one, some or all of the reasons provided below as you find them applicable:-

   (a) To sell
   (b) To Lunch a new product
   (c) For Public relation reasons
   (d) To find business partners
   (e) To see and adopt new ideas
   (f) To maintain your market share
   (g) Because your competitors are also participating.

7. For how long has your Company been participating in the Trade Fair ----------

   ---
8. Can you say whether the Trade Fair has made it possible for your product to be made known to potential customers?

   Please tick Yes ( ) No ( ).

9. Can you say whether your Company volume of sales has increased as a result of participating in the Trade Fair ?

Please tick Yes ( ) No ( ).

10. If the answer is yes, please state the sales volume in Naira or percentage of your sales----------

11. Apart from on the spot sales, can you state whether your Company has made follow up sales after the Trade Fair Please tick Yes ( ) No ( ).

Please state the amount in Naira ----------

12 If your are a Nigerian, what is the rate of your sales to the foreign customers?

(a) Please state the country----------

(b) Please state the amount in Naira----------

13 If your Company is a foreign Company state the different Customers you sold your goods to----------

---

14 Please state each country with the volume of sales ----------

---

---

---

---

15 If your Country has participated more than once ,please state the volume of sales you made ----------

(a) Has it been progressing year by year ?

Please tick Yes ( ) No ( )

(b) please state the amount for the different years from

1994----------

1995----------

1996----------

1997----------

1998----------

16. As a result of your Company's participation in the Trade Fair, has your Company entered into any Technical /Commercial agreement with any foreign firms ?

Please tick Yes ( ) No ( )

(a) If the answer is Yes, state agreement----------

---

---

(b) State if it has any impact on the volume /sales----------

---

17. Can you say the Trade Fair has helped in increasing your profit Margin?

Yes ( ) Or No ( )

(a) Please state the amount ----------

18. Is Trade Fair one of the best forum in which increased sale volume can be achieved within a short period?

Please tick Yes ( ) or No ( )

19. If your answer is No, state the any forum you think will help in achieving increased sales volume in a short period----------

---

20. Apart from the impact on volume/sales, what other areas are affected----------

---

21. Based on the procedures used in Kaduna International Trade Fair, do you intend participate again next year?----------

22. On a general note, can you say whether Trade Fair can accelerate economic development of a country?

Yes ( ) or No ( )

23. Do you think that Trade Fairs have contributed to the economic development of Nigeria?

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**AHMADU BELLO UNIVERSITY ZARIA**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**QUESTIONNAIRE FOR THE CHAMBER OF COMMERCE AND INDUSTRY.**

TOPIC: "A Five year Appraisal of International Trade Fair in Nigeria".

This questionnaire is purely based on academic exercise, all information given voluntarily will be treated confidentially.

Your co-operation is required to make the Project successful.

1. When was your chamber of Commerce established----------
   ---
2. Is it true that the chamber usually champion the organising and running of Trade Fairs?
   Yes---------- No----------
3. When did your chamber decide to go International?
   ---
4. How many Trade Fairs has the chamber organised?
   ---
5. What are the common problems face by your chamber in organising and conducting International Trade Fair?. Please State----------
   ---
   ---
   (a) Are these problems result in failures of the Fair?
   ---
6. Briefly highlight some benefits that International Trade Fair has far yielded to the nations economics sector.----------
   ---
   (a) What about the benefits of Local Trade Fair? Please State.
   ---
7. Do you think Trade Fairs can accelerate the pace of economic developments in a country? Please State. Yes---------- No----------
   Not quite----------
8. Can you say that International Trade Fair is an effective tool of wooing foreign investors. Please write. Yes----------

No----------

Not quite----------

If yes, how many of such foreign investors and their business have been pulled to Nigeria?

---

---

9. In what way has the chamber through the past Trade Fairs helped in influencing manufactures to patronise Local Raw materials in Nigeria. Please Write.

---

10. Can you say that Trade Fair activities for the past Five (5) years help in influencing manufacturers to patronise local raw materials? Yes----------

No----------

If yes please give examples----------

---

11. Are the number of participants in the International Trade Fair in the past five years on the increase or decrease? Yes---------- No----------

Please state the number of participants in each of these years.

| YEAR | NUMBER OF PARTICIPANTS |
|---|---|
| 1994 | ---------- |
| 1995 | ---------- |
| 1996 | ---------- |
| 1997 | ---------- |
| 1998 | ---------- |

12. Can you give statistical figure of participants in the following years below:-

| YEAR | NIGERIA FIRMS | FOREIGN FIRMS |
|---|---|---|
| 1994 | ---------- | ---------- |
| 1995 | ---------- | ---------- |
| 1996 | ---------- | ---------- |
| 1997 | ---------- | ---------- |
| 1998 | ---------- | ---------- |

13. What has been the Government's own contribution to Trade Fair activities

---

14. Whose interests are our fairs portraying?----------

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15. Please can you state the figures of your financial returns after each fair in the past five years below:

| YEAR | AMOUNT IN NAIRA |
|---|---|
| 1994 | ---------- |
| 1995 | ---------- |
| 1996 | ---------- |
| 1997 | ---------- |
| 1998 | ---------- |

16. Are Trade Fairs properly used in Nigeria?

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17. Can you give any other information you think will assist the research study in the appraisal of International Trade Fairs in Nigeria?----------

---

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