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### RESEARCH ARTICLE

#### THE EFFECTIVE FACTORS IN INTERNATIONAL TRADE FAIRS "AN ANALYTICAL STUDY ON THE FOOD SECTOR IN JORDAN"

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#### Abstract

This study aims to identify and assess the objectives of participation in international trade fairs by the Jordanian companies in the food sector, and identify the problems which faced by the participation process. This study consists of four chapters, which included the first chapter on the frame of the study and contains the problem of the study and its importance and objectives and then view the assumptions and methodology of the study, then comes the second chapter, which shows the theoretical side on the ethics of the study, the third chapter was included to assess the participation of companies Jordan in international trade fairs, which contains the results of the study and analysis to identify its determinants, and then test the validity of hypotheses, either the fourth and final chapter has included the conclusions and proposals.

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#### Introduction:-

The modern approach to many industrial & commercial companies in all countries of the world is marketing its products in foreign markets regionally and globally; because of the great importance which reflected on the marketing strategies and productivity, long-term goals of expansion and survival, and rates of return on investment, especially the demand of products no longer limited on a specific geographic area. Scientific and technical progress, ease of transportation (shipping solution), communication, and change in environmental conditions in general, all these factors are changed the picture of international marketing, and now global markets on a high degree of similarity in the demand of products, and high levels of diversification and development. At the consumer side: no longer satisfied with dictates of market competitors products, but sought to satisfy the desires from different products according to quality standards and requirements, or any other consumer requirements.

The international fairs of the most important means for promotional products in the international markets, where increased the interest in public and private sectors in international fairs as a promotional way at the international level in terms of interfaces considered; the interface of advanced civilization, which aims to clarify the reach of nations and peoples to the progress and development in various aspects of life and upgrading with communication ways between the producer, marketer, and consumer, through the display of products tend to be new, high quality, and moderate prices. The planning, pre-coordination to the establishment of international fairs, and participate in it the leading causes of success for it which contributes in the development and prosperity of trade, economic, and industrial cooperation between countries of the world.

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During the past thirty years have seen the Jordanian market growth in the various economic aspects, and a clear increase in various business and commercial activities, financial and industrial, which indicating the possibility of developing the export operations for the better.

**The problem of the study:**

Recently; Increased the industrial exports, and formed the top of the pyramid in the classification of exports during the years 2016 - 2017 - 2019, reaching in 2019 to more than 4045 million dollars, according to statistics from the Ministry of Industry and Trade of Jordan, one third of raw materials; that ranged 1100 - 1400 million, The food and livestock fluctuated between 600 - 800 million dollars during the same period. These figures are a key to focus and support the industries, provide facilities, incentives, development of marketing programs at the bilateral level, and follow the path of trade fairs in countries which sure field study the possibility of competition in the price and quality. The successful participation in the international trade fairs not just to participate and achieve real-time sales but is intended to find the permanent representatives in foreign markets as agent or area managers.

This method (The International Trade Fairs) face the great interest from both sector; formal and informal in promoting the local manufacturing products to foreign markets, I studied the international trade fairs in terms of its importance, objectives, and problems that face the achievement of participation objectives by the companies on food sector which participate in these fairs.

**Importance of the study:**

Recently; Increased the importance of international fairs to promote the Jordanian products in the foreign markets, where has faced the great interest by the official sides and the exported Jordanian companies. For the purpose of activating the role of Jordan companies in our international marketing and upgrading of our exports, comes this study to clarify the goals of international trade fairs by the participating companies from the companies of Jordanian food sector, and then the disclosure of problems that impede without achieving the objectives of participation.

And when we find and know these things can find the solutions that seek to achieve of objectives by participating in these fairs, to keep up our companies within a global competition, to be able to the invest of opportunities and meet the environmental threats, especially after the emergence of World Trade Organization (WTO), and Jordan signed a partnership agreement with the European Union which aimed at liberalizing trade between the countries of the world, and removal of customs barriers.

**Objectives of the study:-**

1. Know the objectives of participation in international trade fairs, according to the importance by the directors of marketing and export for Jordanian companies in food sector.
2. Evaluate the performance of participating companies in the achievement of marketing objectives as a result of participation in international trade fairs.
3. Know the problems which meet the companies during the participatory process in international trade fairs.

**Research Hypotheses:**

Assumed that all the objectives of participation in international trade fairs receive the same degree of importance by the participating companies from the food sector, which is:

1. Collection the information
2. Sales and offers
3. Promotion and communication
4. Get new ideas
5. Support agents or distributors in the abroad
6. Improve the performance of sales stuff in abroad

Assumed that all of the above objectives are achieved with high performance by companies as a result of the participatory process.

Assumes that the problems of managing assessing the effectiveness of the fairs, organizing, poor media coverage, the high costs of participating, and difficulties in shipment of goods, all of which prevent the achievement of objectives for participation.

Assumes that there is stability achieved by the export companies due to the participation of international trade fairs during the years (2017, 2018, and 2019).

### **Methodology of the study:-**

#### **The Study Population:**

The study population was limited with food sector in Jordan, where was identified to include all Jordanian companies which took part in the international trade fairs through the Export Development Corporation and commercial centers of Jordan (JEDCO) for the years 2017, 2018 and 2019, which is 74 companies.

#### **The study sample:**

Have been distributed the study questionnaire by e-mail and fax to the heads of marketing and export to fill it, were also follow him by telephone calls for encourage them to respond. The total number of companies that responded on questionnaire (12) company, and which were subject to analysis, so the ratio of the sample population of the study will be 16%.

#### **The study method:**

**This study is based in the method of their approach on descriptive analytical field, and based on the following sources to gather the information:**

1. Primary sources: through the collection of data and information from the population of the study by questionnaire for the purposes of this study.
2. Secondary Sources: The books, annual reports, and official documents.

The questionnaire is including four main parts, the first three parts are designed according to the "Likert scale", where the first part relates with level of importance for objectives of participation in international trade fairs and devoted for it (14) closed question, and the second part specialize in evaluate the performance of their objectives for the participatory process, and has the (14) closed question, and the third part about the problems and difficulties faced by companies as a result of participation, which follow this section with a open question in order to find out other problems not included in the view of these companies, and the fourth part concerns with statement in the proportion of total exports for the participating companies in international fairs, and then indicate the ratio of exports achieved by international fairs for the exported of company's during the years (2017, 2018, 2019).

#### **The importance of international marketing for Jordan:**

The end of World War II to put an end to the conflict between the various countries in order to control the markets for the benefit of one party. And subsequently emerged a new philosophy of international marketing, nature should benefit all parties in international exchanges - the exporter and importer - and Jordan produced many goods such as phosphates, potash, and others. So that the export should be encouraged to Jordanian products and gain a clear and positive of the Jordanian economy by attracting foreign currencies on the one hand and by running a lot of the local workforce in the export operations on the other.

The resulting export promotion policies to provide sustained resources for capital investments as well as raise the standard of living for Jordanian citizens because the growth and expansion of export markets for Jordanian industries, which will widen the base load of fixed costs, resulting in lower overall the costs and which provides opportunities for decision-makers to impose lower prices and thus potential development, investing and so on. As for the import can be followed as a way to collect the value of exports and encourage the demand in the international markets on one hand. Aside from providing the opportunity to get some goods at a cost cheaper than locally produced in a country like Jordan, weak resources.

#### **About the Export Development Corporation and commercial centers of Jordan (Jedco):**

Established in 1972 as an independent institution about the Ministry of Industry and Commerce to implement the government's policy of trade agreements and protocols with other countries in addition to activating the national exports, In 1992, the Corporation Law was amended to become the institutional framework for the development of national exports and to promote its products to international quality standards and competitiveness in overseas markets and strengthen its presence in traditional markets and non-traditional, and penetrate the global markets to participate in the design and planning of local industrial policies in addition to providing the information about the local industries and foreign markets. Is characterized by the institution adopting a set of national objectives for the implementation of the strategy for the development of exports, and constitute a link between the efforts of public

and private sectors to raise the efficiency of national industry and adjustment disorder in the balance of payments. The foundation is achieving these goals through a variety of mechanisms: the development of national exports and the Jordanian foreign trade centers, the implementation of trade protocols, the establishment of foreign exhibitions, studies of markets, providing information on, hold seminars and specialized workshops, and collaboration with development institutions, international trade, where this work mechanism in four artistic circles in the organization for the development of Jordanian products through joint cooperation of the Export Development Department in collaboration with the Center for research to identify the problems of industrial exporters through field survey of plants and taking information from them, which result in the identification of problems facing the Jordanian goods and how to solve The role of the promotion to view high-quality products and compete in traditional markets and non-conventional supported the work of the International Cooperation Department, offering to manufacturers protocols and conventions by which facilitates access to new markets and competition as well as its relations with international organizations.

For the fairs which held and participating by institution; there is a section of the Promotion Department and commercial centers of the Foundation, which the administration and organization of foreign fairs because of its effective means to promote national products and make them known in foreign markets to increase exports of Jordan, which it is organized to-face meeting between the Jordanian source and foreign importer, identify the foreign markets, study and know the opportunities available to the best exit strategy for the promotion of his product in the market held by these fairs.

### **"Evaluation the participation of Jordanian companies in international trade fairs"**

This chapter contains the results of analysis the questionnaire of study, in addition the determinants of the study and then test the validity of assumptions.

#### **The results of the first part from the questionnaire:**

Analysis results showed the first part of the questionnaire to measure the degree of importance to the objectives of participation.

That all the targets which relate with collection the information has received important degree (4.25) by the study sample, which was met the objective of know the size of the marketing opportunities for a greater importance to the goals of information gathering, where is (4.4), followed by a goal of collecting information on competitors that have reached the degree of importance (4.3), followed by the goal of know the extent of public acceptance for new product class (4.2), then the goal of a field study on the degree of external market (4.1).

The targets relating with sales of the importance of degree received (4.2), which was the goal of direct sales and deals degree of importance (4.5) which is very important, This is the most important goals for all involved, followed by the objective of strengthening the relationship with older buyers degree (4.1), then the objective definition of newly produced goods degree (4.0).

The objectives of promotion and communication were the degree of importance (4.0), where it was the most important goal of establishing relationships with new buyers and the degree (4.2), followed by a goal of bringing the company's abilities and the statement of its position in foreign markets and the degree (4.1), followed by the goal of creating loyalty to products company and the degree (3.9), then the goal of creating a good impression on the public image of the company and the degree (3.8).

Other targets received the same degree of importance to the goals of promoting communication and a degree (4.0), where he was the most important goal of access to new ideas and a degree (4.2), followed by the goal of supporting agents or distributors abroad and the degree of (3.9), then the goal of improving the performance of sales staff and the degree (3.8).

No	Questions	very Importa nt	Importa nt	Avera ge	Unimporta nt	Is not importa nt at all	Result
1-	Objectives relating to the collection of information:						
	A. A field study about foreign market.	3	8	1	0	0	4.1

							importa nt
	B. Gather information about competitors.	4	8	0	0	0	4.3 importa nt
	C. Know the size of marketing opportunities.	5	7	0	0	0	4.4 importa nt
	D. Know how public acceptance the new product.	4	7	1	0	0	4.2 importa nt
	Final outcome for the targets No. 1						4.25 importa nt
2-	Goals about sales:						
	A. Direct sales and deals.	8	3	1	0	0	4.5 v. importa nt
	B. Strengthen the relationship with old buyers.	3	8	1	0	0	4.1 importa nt
	C. Definition with newly produced goods.	2	8	2	0	0	4.0 importa nt
	Final outcome for the targets No. 2						4.2 importa nt
3-	Goals of promotion and communication:						
	A. Create a loyalty for the company products.	2	7	3	0	0	3.9 importa nt
	B. Establish relations with new buyers.	3	9	0	0	0	4.2 importa nt
	C. Create a good impression about the company.	0	10	2	0	0	3.8 importa nt
	D. View the company abilities in foreign markets.	3	8	1	0	0	4.1 importa nt
	Final outcome for the targets No. 3						4.0 importa nt
4-	Other goals:						
	A. Access to new ideas.	6	4	1	1	0	4.2 importa nt
	B. Support the agents or distributors abroad.	1	9	2	0	0	3.9 importa nt
	C. Improve the performance of sales staff.	2	8	2	0	0	3.8 importa nt
	Final outcome for the targets No. 4						4.0 importa

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**Figure 1:-** Analysis Part I: the measurement of degree the importance to the objectives of international trade fairs:

**The results of the second part from the questionnaire:**

Analysis results showed the second part of the questionnaire to measure the degree of company performance to the objectives of participation.

That the targets for the collection of information was the level of performance (3.0) the average, where the degree of level for performance to the goal of a field study about the foreign market and the objective of gathering information about competitors and see how public acceptance of new product (3.1), while the degree of level the performance to the goal of knowledge the size of the marketing opportunities (2.8).

The targets relating with sales the level of performance (2.9) the average, where the degree of level the performance to the goal of the newly produced goods (3.1) and the goal of direct sales and deals (3.0), while the degree of level the performance to the goal of knowledge the strengthen of relationship with old buyers ( 2.7).

The targets related to the promotion and communication was the level of their performance (3.2) the average, where the degree of level of performance to the goal of establishing relationships with new buyers and plans a good impression on the image of the company and view the company's capabilities and the statement of its position in foreign markets (3.0), while the degree of level of performance to the goal of create loyalty to the company's products (2.9).

Other targets the degree of their performance (3.0) the average, where the degree of performance for the goal of obtaining new ideas (3.4) and the objective of improving the performance of sales staff (2.9), while the degree of performance for the purpose of strengthening agents or distributors abroad (2.8).

No	Questions	Ver y Hig h	Hig h	Averag e	Lo w	Ver y Low	Result
1-	Objectives relating to the collection of information:						
	A. A field study about foreign market.	0	3	8	1	0	3.1 average
	B. Gather information about competitors.	1	2	7	2	0	3.1 average
	C. Know the size of marketing opportunities.	0	3	4	5	0	2.8 average
	D. Know how public acceptance the new product.	1	3	5	3	0	3.1 average
	Final outcome for the targets No. 1						3.2 average
2-	Goals about sales:						
	A. Direct sales and deals.	2	2	2	6	0	3.0 average
	B. Strengthen the relationship with old buyers.	0	3	3	6	0	2.7 average
	C. Definition with newly produced goods.	0	3	7	2	0	3.1 average
	Final outcome for the targets No. 2						2.9 average
3-	Goals of promotion and communication:						
	A. Create a loyalty for the company products.	0	3	5	4	0	2.9 average
	B. Establish relations with new buyers.	2	2	5	3	0	3.3

							average
	C. Create a good impression about the company.	1	4	5	2	0	3.3 average
	D. View the company abilities and status in foreign markets.	1	4	5	2	0	3.3 average
	Final outcome for the targets No. 3						3.2 average
4-	Other goals:						
	A. Access to new ideas.	1	5	4	2	0	3.4 average
	B. Support the agents or distributors abroad.	0	3	4	5	0	2.8 average
	C. Improve the performance of sales staff.	1	2	4	5	0	2.9 average
	Final outcome for the targets No. 4						3.0 average

Figure 2:- Part II: The measurement of degree the importance to the objectives of international trade fairs:

Comparisons between the results of first part "measuring the degree of importance", and the results of second part "measuring the performance of targets for participation in international trade fairs": See the figure of 3.

We note from the figure "3", that the goals, which carry numbers (1, 2, 4, 7, 9, 10, 11, 12). Located in the area (Maintained to perform of work well), while the goals that carry numbers "3, 5, 6, 8, 13, 14" located in the area (Attempt to improve).

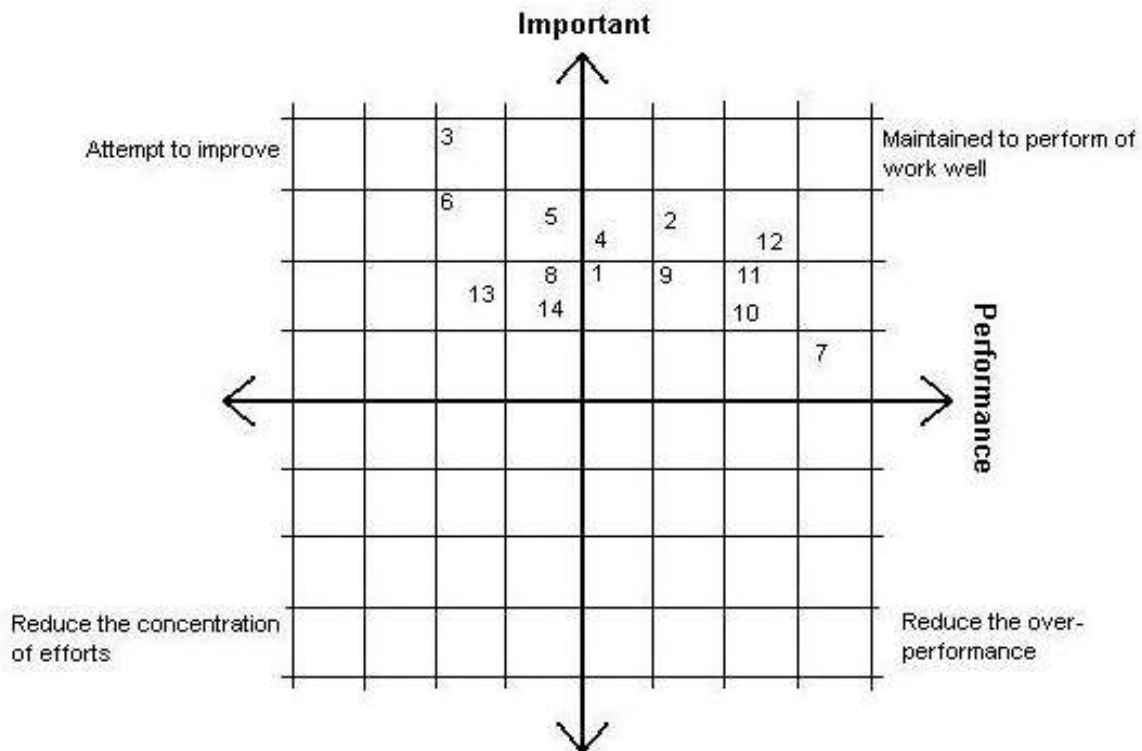


Figure 3:-The following figure shows the comparison between the first and second part which shows the importance of participation and performance goals.

1. A field study about foreign market.
2. Gather information about competitors.
3. Know the size of marketing opportunities.
4. Know how public acceptance the new product.

5. Direct sales and deals.
6. Strengthen the relationship with old buyers.
7. Definition with newly produced goods.
8. Create a loyalty for the company products.
9. Establish relations with new buyers.
10. Create a good impression about the company.
11. View the company abilities in foreign markets.
12. Access to new ideas.
13. Support the agents or distributors abroad.
14. Improve the performance of sales staff.

**The results of the third part from the questionnaire:**

Showed the results of analysis part III of the questionnaire which related with frequency of problems and difficulties faced the companies by process of participation:

The problems related with managing and evaluating the effectiveness of fair Where the degree of frequency (3.4) which sometimes (see Figure "4"), where the frequency of lack the expertise in fair management (3.7) often, and the difficulty of assessing the effectiveness of fairs for the costs (3.6) often , and the difficulty of assessing the fair as a way of promotion compared to other promotional methods (3.5) often, while the frequency of lack of awareness of the marketing staff with the skills to convince the public (2.7) times.

As to the problems of fairs and organized Where the degree of frequency (3.1) sometimes, where the frequency of the problems of lack of business services in the fairs and the lack of time for international fairs (3.1) times, while the frequency of the problems on site selection and Materials (3.0) times.

As to the other problems of this section, Where the degree of frequency (3.4) often, as was the frequency of the high costs involved in international fairs (3.7) often, poor media coverage of the fairs (3.3) times, while the frequency of management difficulties relating to the shipment (3.1) sometimes .

No	Questions	Always	Often	Sometimes	Rarely	Very rarely	Result
1-	Problems related with managing and evaluating the effectiveness of fairs, including:						
	A. Difficult to assess the effectiveness of trade fairs for the costs.	2	5	6	0	0	3.6 often
	B. The difficult of assess the trade fairs as a promotional way comparison with others promotional way.	1	5	5	1	0	3.5 often
	C. Lack of expertise in the management of fairs.	1	7	4	0	0	3.7 often
	D. Lack of awareness for the staff with marketing skills to convince the public.	0	0	9	3	0	2.7 some times
	Final outcome for the problem No. 1						
2-	Problems related to the management and organization of fairs:						
	A. The problems of site selection for suite and equipment.	0	2	8	2	0	3.0 some times
	B. Lack of commercial services in fairs such as telecommunications equipment and financial institutions.	0	2	9	1	0	3.1 some times
	C. Shot period for international fairs.	0	4	6	1	1	3.1



							some times
	Final outcome for the problem No. 2						3.1 some times
3-	Others problem:						
	A. Poor media coverage for the fairs.	0	3	9	0	0	3.3 some times
	B. The high cost of participation in international fairs.	1	7	4	0	0	3.7 some times
	C. The difficulties of shipping the materials.	0	4	5	3	0	3.1 some times
	Final outcome for the problem No. 3						3.4 often

**Figure 4:-**This relates to the problems and difficulties facing companies from the participation of international trade fairs:

**The results of the fourth part from the questionnaire:**

As a results for the fourth and final part of which related the knowledge of percentage for exports through fairs for the whole exports of the study sample, it was found that there is an increase proportionately in the ratio of exports achieved by the fairs Where the percentage of export ration in 2006 (39.45%), and in 2007 (45.6%), and in 2008 (48%). (See Figure no "5").

This relates to the percentage of exports achieved by international trade fairs for the exports of the companies that’s responding on the questionnaire:

Year	Companies that responded						Result
	1	2	3	4	5	6	
2006	43.30%	66.70%	50.00%	33.30%	38.00%	0.00%	39.40%
2007	46.00%	66.70%	66.70%	40.00%	14.30%	40.00%	45.60%
2008	47.00%	50.00%	50.00%	57.10%	42.00%	41.70%	48.00%

**Figure 5:-**

**Study Limitations:**

**The difficulties were faced the researcher in conducting this study, the following things:**

1. Do not fill the questioner of search by most companies of community study.
2. Lack of secondary data for the literature study and about companies that’s target for this study, as well as the lack of data for the initial population of study.
3. Lack of objectivity when you answer the Part of IV, which measures the ratio of exports which achieved by companies due to their participation in international trade fairs in comparison to the overall total exports. This is due to the confidentiality of information and personality from the point of view.
4. Narrow time of period for this study.

**Test the validity of assumptions:**

**The first hypothesis:**

The first assumption is not achieved concerning the importance of objectives for participation, where the study was shown the goal of knowing the size of marketing opportunities, and the goal of direct sales, and deals throwing a high degree of importance compared with other goals, but the overall result for all the objectives of participation lies in the degree of (4.1) which is important.

**The second assumption:**

The second assumption is not achieved the scale of performance the companies in achieving the goals of participation, where the performance rating for overall goals of participation (3.1) which is average.

**The third assumption:**

The third hypothesis is not achieved concerning with problems and difficulties which faced the companies as a result for participatory process, was found that the degree of frequency for each of problems related for managing and evaluating the effectiveness of fairs, the high cost of participation was often, as for the frequency of other problems was sometimes.

**The fourth hypothesis:**

The fourth hypothesis is not achieved regarding the fixed of exports which achieved as a result to the participatory process during the years (2006, 2007 and 2008), where the study proved that there is a steady increase of exports achieved as a result for participation in the international trade fairs where they were in 2006 (39.4%) and in 2007 (45.6%) and in 2008 (48%).

**Conclusions:-**

Reference to the results of analysis the previous data which show that all the objectives mentioned in the questionnaire has received a high degree of importance specially the targets for direct sales, deals, know the marketing opportunities and establish the relationships with new buyers, and get new ideas, while the level of performance with achieving these goals average.

Also the results of analysis showed that all the problems faced due the participation in international trade fairs the degree of repetition (sometimes), with the exception of problems related to managing and evaluating the effectiveness of fairs, and the problem of high costs of participation in international fairs which show the degree of repetition (often).

**As for the open question about the other problems not mentioned in the questionnaire which faced by companies due to their participation in international trade fairs were as follows:**

1. Ignorance the importers in foreign countries to the place and good level of Jordanian industry.
2. Not choose the right time and place for fairs.
3. The lack of presentation tools for some products by the organizers.
4. Need to find specialized fairs contain the most important of local food companies to act as a bloc to market their products regionally and globally.
5. The lack of national fairs abroad and especially those that depend on direct sales.

Regard to Part the IV from the questionnaire and the measurement of percentage for exports achieved by international fairs from overall total of exports, the results showed that there is a direct correlation for exports achieved as a result of participating in these fairs, as this rate reached in 2006 (39.4%) and in 2007 (45.6%), while it reached (48%) in 2008. This indicates the growing importance of international trade fairs to increase the volume of national exports.

**Recommendations:-**

Jordanian companies wishing to increase its export volume through work to improve the degree of their performance in achieving the objectives of participation in these fairs, in particular the objectives relating to the direct sale and transactions, and assess the marketing opportunities through the exploitation of the short time for international fairs in the transactions on the one hand, On the other hand study of foreign markets in order to determine the opportunities and challenges for national products to take the following policies and strategies of production and marketing aimed at keeping and continuity through the face of foreign competition in domestic and foreign markets, and explore new markets and conservation.

**I propose the institution of export development and commercial centers of Jordan, which is responsible for establishing and organizing international fairs the following things:**

1. Establishment of training courses in the field of marketing skills for sales men in the Jordanian companies.

2. Promoting cooperation and coordination with the Jordanian commercial attaché in order to activate its role in the definition of countries as good, and which reached the Jordanian industries. As well as the Private Higher Education and commercial centers to provide addresses of the companies interested in products of Jordan.
3. Work to provide the Jordanian companies with marketing opportunities that's available in foreign markets.

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