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INTERNATIONAL EXHIBITIONS AS A MODERN MARKETING METHOD IN THE EXPORT MARKET

International exhibition activity is one of the key and effective tools in international business. The role of exhibition and fair activity grows every year, as it gives next opportunity:

- to demonstrate the product
- to establish new business relations
- to expand the customer base.

At the same time, exhibition activity is an effective tool for promoting the company in international trade. International exhibitions are one of the most popular ways, the world's most diverse manufacturers and leading companies to present their products and their technological innovations to potential consumers, to establish relationships with new partners. And consumers have a unique opportunity not only to theoretically get acquainted with goods and novelties, in particular to experience the products with their own hands and make sure of certain features and uniqueness of certain goods or services.

At the same time, due to direct contact with the consumer audience (customers, partners, dealers, sales agents, etc.), the process of business negotiations is carried out, resulting in the implementation of wholesale trade in samples and the signing of international contracts. In today's difficult economic conditions, it is difficult for industrial enterprises of Ukraine to overestimate the need to participate in exhibitions. As a tool to influence the formation of a group of loyal customers, the exhibition activity solves the problem of bringing products to new markets, increasing sales. For the world market, international exhibitions and fairs serve as a lever of influence, which consolidates the positive structural changes in the economy, promotes scientific and technological renewal of domestic production.

Issues of exhibition activity, determining their effectiveness in various sectors of the economy, including for industrial enterprises, are considered in the works of domestic and foreign scientists: M. Arshevska, N. Alexandrova, E. Guseva, E. Dobrobabenko, G. Zakharenko, J. Kritsotakis, L. Lukashova, O. Melnikovych, S. Melnichenko, V. Pekara, V. Petelina, E. Romata, L. Strovsky, V. Farberov, I. Filonenko, F. Sharkov and others. In turn, the results of the study of marketing tools to influence customers are reflected in the publications of such well-known Ukrainian scientists, as: M.M. Ivannikov, N.V. Karpenko, N.V. Kuzminchuk.

When planning the budget of marketing expenses it is necessary to understand what strategy of development of the export market will be chosen for the period. Such a method of expanding the export market as participation in international

exhibitions is a fairly large part of the budget. The success of participation by 50% depends on proper training. Proper budget planning of marketing costs for the export market, which in turn will lead to a correct budget for participation in the international exhibition will ensure the highest efficiency and the best result.

The company needs to order exhibition services only from a specialized or advertising company that has an exhibition unit. Cooperation with the exhibition company provides the following advantages: cost reduction at higher quality, performance of the full range of exhibition services on time. Therefore, when implementing the exhibition budget, the management should logically approach the selection of the exhibition company, which first of all masters its main components: the cost of renting the exhibition space and the construction of the stand. And if the company performs a full cycle service - provides exhibition space, builds a stand, book a hotel, receives stand-up comedians, issues visas, organizes presentations, makes printing and souvenirs, it is an additional advantage.

In 2018, the Export Promotion Office of Ukraine was established in Ukraine. The purpose of the Institution is to promote the development and support of small and medium enterprises, support and promote the export of goods, works and services of Ukrainian manufacturers in accordance with the program documents of the Cabinet of Ministers of Ukraine, other state planning documents. This Institution is a guide in the international market. With its help, the budget of marketing costs in terms of participation in international events will be made as best as possible and in accordance with the capabilities of the enterprise.

Participation in international exhibitions and detailed budget planning guarantees the expansion of the export market. Proper preparation and approach to enterprise development strategy should include the company's representation in the international arena. International events are a modern and effective method for establishing business relations.

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