

Practical guide to exports and trade shows sales seminars held

Twenty-eight executives from twenty different companies participated in two seminars offered at the USAID Resource Center on 28 and 30 September. Mr James Krigbaum, an international trade specialist engaged by EPRC led the seminars. Mr Krigbaum, a former entrepreneur with extensive export experience in the Asia region, now advises major international firms on penetrating export markets.

The seminars, "A practical guide to exporting" and "Getting the most out of trade shows" were aimed at senior managers in exporting companies and companies with plans to move into international trade in the near future. Participants represented a number of industries, including cashmere, food processing, and tourism.



The seminar on "Exporting: A practical guide" concentrated on the "do's and don'ts" of exporting, drawing on Mr Krigbaum's own experiences. The first part of the seminar focused on: finding buyers and presenting a company and its products. It stressed the importance of communications, reacting quickly to the needs of the customers and being sensitive to other countries' cultures. The second session dealt with the "nuts and bolts" of exporting: arrangements with agents, exclusivity agreements, methods of payment and export documentation. According to Mr Krigbaum, attention to detail is paramount and he gave examples of consignments been held up at the port of entry due to simple mistakes in documentation. He also warned of the some of the problems encountered in receiving payment.

The seminar on trade shows emphasized preparations that must be made before the show and follow-up procedures afterwards. Too often trade show participants think only of the actual event and not the preparation and the follow up. He asked companies to be selective in their choice of trade shows and research the type and nature of attendees. Mr Krigbaum also gave the participants a check-list of actions to be taken before the show, suggesting that existing and potential customers should be informed about the

company's participation and invited well in advance. He gave tips about the booth, position, decoration, and staff conduct, and how and when to follow up the enquiries taken at the show.

Copies of the seminar presentations, in English and Mongolian can be obtained from the Business Development team at EPRC.

While in Mongolia, Mr Krigbaum also advised companies with potential export products and assisted with developing contacts with potential buyers. On his way back to the U.S., Mr Krigbaum will take sample pet food, health food, cosmetics, preserves and specialty cashmere products to distributors in Japan and Korea.

Private remittances up to \$200 million last year as Mongolia's Social Accounts Matrix (SAM) is updated with revised 2004 data

In August the National Statistics Office (NSO) made significant revisions to the national accounts data of 2004 published in the yearly statistics book. During September, the project updated figures used in the Social Accounts Matrix (SAM) developed for the Mongolian economy. Figures used previously in the SAM needed to be made consistent with the NSO revisions and reconciled with data received from other sources—in particular from the Ministry of Finance and Mongol Bank.

In 2004 the GDP increased to 1.9 trillion Tg (\$1.6 billion, \$640 per capita). Household consumption per capita slightly declined and domestic private sector investment remained at a very low level—about 4 percent of GDP. Foreign direct investment declined but private remittances increased to reach about \$200 million. Both budget deficit and foreign trade deficit decreased significantly.

The newly updated SAM will be publicly released in November, in cooperation with the NSO, when technical training on its use will also be conducted.

Continued support for public information and dialogue on Government's tax proposals

Publication of weekly tax briefings in national newspapers: EPRC continued its support of the tax communications strategy of the Ministry of Finance (MoF) and the General Department of National Taxation (GDNT). The project prepared four additional tax briefings for publications in national newspapers, bringing the cumulative number of these to thirteen. Topics of the briefings appearing during the month were:

- *The proposed Personal Income Tax Law; Part II: More about the law*—published on 5 September