

**22<sup>nd</sup> – 24<sup>th</sup> March 2008**  
**Amman International Motor Show**  
**Amman – Jordan**

Organizers

Communication Craftsmen (COMCRA)



Jordan Olive Products Exporters Association (JOPEA)



Amman Chamber of Industry (ACI)



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## **1: Summary**

The Exhibition, held at the Amman International Motor Show Exhibition in Amman during the period from 22<sup>nd</sup> – 24<sup>th</sup> March 2008 and attracted by 1852 visitor.

The exhibition attracted exhibitors from 12 countries representing 100 companies.

The advertising campaign, which comprised a total of 10 advertisements, promoted the exhibition with an overall circulation in excess of 1 million all over the world.

The Exhibition PR campaign resulted in 18 articles, reaching a circulation of 1 million. There were also wide ranging emails, direct mail, telemarketing and radio and TV advertisements and interviews campaigns.

The exhibition was patronized by H.M King Abdullah The Second and Launched by HE Minister of Agriculture accompanied by HE Minister of Industry and Trade in Jordan and HE Palestinian Minister of Agriculture.



The Exhibition was held in a modern, purpose built exhibition venue – it was the first business to business exhibition in olive products and related technologies sectors, managed and organized to world class standards.

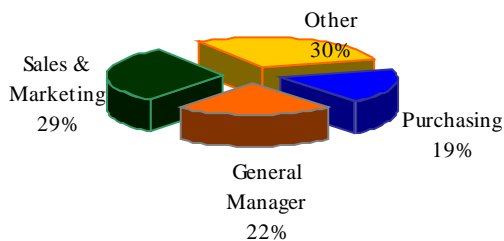
With the Exhibition corresponded to International Quality levels and the presentation of the event was exceptional the exhibitors reaction was favorable, and there were many comments referring to the high quality of visitors.

products and related technology sectors.

## **2: Visitor Attendance Statistics**

The Visitor registration process monitored thought-out the exhibition by Amman Chamber of Industry (ACI). The visitor cards and data from the registration process have been retained for audit and inspection.

There was a total of 2852 trade visitor and conference delegate in IOTEX and 369 foreign businessmen attended the exhibition representing 12.9% from the total visitors of the exhibition. The analysis indicates that the exhibition attracted the key decision makers



Due to the fact that the exhibition took place in Amman – Jordan, International visitors had to make the decision that the exhibition was appropriate to them and make the effort to attend.

As a result the audiences that come to the shows from 23 countries and Jordan was relevant to the exhibitors and of a high quality.

Country	No. of Visitors	Country	No. of Visitors
Syria	62	Saudi Arabia	22
Lebanon	35	Bahrain	4
Palestine	67	UAE	8
Israel	22	Qatar	5
Iraq	26	Kuwait	9
Greece	7	Egypt	26
Bulgaria	5	Tunisia	19
Turkey	14	Libya	13
UK	2	USA	5
Germany	3	Canada	3
France	4	China	7
Switzerland	1	Jordan	2483
<b>Total</b>			

### **3: Exhibitor Statistics**

121 companies exhibited their products and services in the exhibition – they come from 12 countries and included 6 national pavilions:

The Tunisian pavilion was organized by Tunisian packaging Technical Center, the Egyptian by the Egyptian Olive Council, The Libyan by The Libyan Export Promotion Corporation, The Lebanese by the Lebanese Ministry of Industry and Trade, The Palestinian by the Palestinian Olive Oil Association and Jordan by Jordan Enterprise Development Corporation.

The exhibition occupied an area of 1.800 square meters.



### **4: Advertising & Public Relations Campaign**

#### **4.1: Database / Telemarketing Campaign**

A Database of over 10,000 manufacturers, importers and retailers in the olive products and related technologies was put together to target exhibition visitors.

This database was then validated through tele-validation. Visitor couriered to all pre- registered visitors and this way followed by emails and telephone calls to ensure that badges has arrived.

The telemarketing campaign (involving as many as four calls per contact) reminded potential visitors of the dates and location of the exhibition.

#### **4.2: Radio**

10 Radio interviews were broadcasted through 3 famous FM radio stations in Jordan.

#### **4.3: TV**

3 TV interviews and 5 TV reports were made before and during the exhibition in the official local and Arabic (Libya, Iraq and Kuwait) TV Satellite channels.

#### **4.4: E-Mail Campaign**

A visitor registration form and newsletters promoting IOTEX were sent to full database as well as over 15000 General Managers.

Promotion E – Mail shots were then sent to specify visitor sectors (promoting the forum) before a final burst of emails reminding pre – registered visitors and including maps and directions to the Exhibition Hall as well as info about hotels, transportation, weather forecast during the exhibition ... etc.

#### **4.5: Direct Mail Campaign**

Approximately 5,000 tickets were sent out across Jordan, Saudi Arabia, Palestine, Egypt using the in-house database for IOTEX.

#### **4.6: Newspaper / Magazine Advertising**

10 colored advertisements were placed in the national newspapers in Jordan. The publications circulated to an audience of over 1 million people.

An extensive public relation campaign was run throughout Jordan by Jindar Media Consulting Company promoting the exhibitors as well as covering the inauguration of the exhibition. This resulted in 18 press articles, and those reached an audience of over 1 million.

Further news letters were published in 7 chambers of commerce magazines in (Greece, Australia, Switzerland, Kuwait, Saudi Arabia, America, and Spain).

#### **4.7: Overseas Missions**

6 promotional missions were made by IOTEX steering committee to Syria, Lebanon, Tunisia, Libya, Turkey and Greece where presentation were made to key institution in the olive oil industry and related technologies and export promotional agencies in these countries.

### **5: What the exhibitors said**

Very pleased and better than expected. Good event with lots of potential. The exhibition is targeted to the right people.” *Valarie Zakka – Zakka Multitec – Lebanon*

Very niche visitors visited – we are pleased with the quality of visitors and the genuine interest of the crowd that visited.” *Carlo Belliti – Alisei SAS – Italy*

Pretty good visitor profile and we made some good contacts.” *Giacomo Costagali – Alfa Laval SPA – Italy*

Potential Buyers visited IOTEX. We contacted lot of buyers, so it was excellent.” *Nidal Samain – Rapanelli – Italy*