

## **Example Lead Firm Intervention Brief**

*(Intervention briefs can be developed by DOs to document their strategies and lessons learned for supporting LFs to carry out specific types of initiatives / interventions)*

### **INTERVENTION BRIEF**

Assisting/Supporting/Building Capacity of Lead Firms (LFs) to:  
**PARTICIPATE IN TRADE SHOWS OR EXHIBITIONS**

#### **Description of LF initiative that DO is supporting** (and impact on MSMEs):

This initiative involves LF preparation for, and participation in trade shows or exhibitions that will enable them to increase their sales and market access. This in turn will result in additional purchases from the MSMEs they source from.

#### **Outline of project facilitation activities to support the LF<sup>1</sup>**

##### ***Assist/support/build capacity of LFs to:***

- Conduct research into potential shows
- Develop objectives and strategy for the show
- Develop pricing and shipping information
- Develop presentation materials (catalogues, websites, banners, etc.)
- Develop good design for the stand
- Promote their participation with show attendees before the show (mailings, emails, etc.)
- Understand the critical success factors that buyers consider when sourcing products

##### ***Financial support (cost share) options include:*** (many variations might exist)

- DO pays airline ticket and booth cost for LF exporter (exporter pays to ship samples to the show, hotel/meals, shelves/decorations for the stand, and any other local expenses)
- DO can limit the number of participating export companies (and increase chances of ownership and sustainability) by reducing the amount of their cost share

##### ***Lessons learned and DO challenges:***

- Make sure all details are mentioned in the MOU addendum (including details such as who will pay the costs of shipping back unsold goods)
- Make sure the exporter has the capacity to respond to potential orders before supporting them in this initiative. Promoting export firms that are not yet ready can harm the reputation of the firm and the country.
- Make sure that export companies have their own stands, or if they are sharing a stand make sure that the booth is divided into sections (per exporter) and that there are no competing products in the same stand.

##### ***Links to further information:***

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<sup>1</sup> *It is important to note that the LF should take responsibility for the tasks listed here while the DO will play a supporting role in helping the LF accomplish these tasks. This will help ensure LF buy-in, ownership, and increase the sustainability of the initiative.*