

SÃO PAULO

# INTERNATIONAL E

EXHIBITOR magazine's last International Exhibiting Survey found that 55 percent of U.S. companies are currently marketing themselves at trade shows held outside the United States, and seven out of 10

plan to exhibit abroad in the next three years. But exhibiting internationally involves a lot more than converting feet into meters. So to help you survive overseas shows and claim your company's

**SOURCES:** **Fabricio Amilibia**, general manager, AAG Workshop, São Paulo, Brazil; **Alejandro Blitstein**, president, Dodecaedro general manager, Sistemas de Exposición, Cancun, Mexico; **Monika Detemple**, commercial director, PromoBox Group, São Paulo, creative, Exhibit Concepts Inc., Vandalia, OH; **Tim Matthews**, owner, OX2P Creative Communications, London, United Kingdom; Design Ltd., Guildford, United Kingdom; **Jeannine Swan**, owner, Global Exhibit Management, Fort Worth, TX; **Jenny Town**, director Netherlands; **Xiaoyang Wang**, Asia Pacific account executive, Skyline Exhibits, Shanghai, China;



# EXHIBITING GUIDE

share of foreign markets, EXHIBITOR tapped a United Nations of experts to highlight key aspects of exhibiting in São Paulo, London, and Shanghai. For more information on exhibiting in locations

such as India, Spain, Russia, Singapore, Italy, Korea, France, South Africa, the United Arab Emirates, Canada, Mexico, Germany, Japan, and many more, visit [www.ExhibitorOnline.com/Global](http://www.ExhibitorOnline.com/Global).

Group, Buenos Aires, Argentina; **Anselmo Carvalho**, founder and CEO, ExpoSolutions Brasil, São Paulo, Brazil; **Paco Collazo Garcia**, Brazil; **Christopher Dorn**, president, Idea International Inc., Osaka, Japan; **Jeff Hannah**, vice president of international interiors and **James Prescott**, senior project manager, GLS Design Ltd., Farnham, United Kingdom; **Andrew Sexton**, creative director and partner, 2LK of sales and marketing, Expo Partners, Shanghai, China; **Mariska van Dassel**, internal office coordinator, The Inside, Deventer, **Jamie Zavoral-Brown**, business development director North America, Bray Leino Events, Devon, United Kingdom



# SÃO PAULO



## R\$

### Value-Added Tax

▶ São Paulo's VAT (known as ICMS) is a state tax levied at different rates depending on jurisdiction, but the standard is 18.5 percent. VAT is recoverable only if a foreign company is registered in Brazil.

▶ Brazil participates in the ATA Carnet program.



### Garbage

▶ Some shows hire workers to remove debris during installation and dismantle, and any fees are included in the overall cost of your booth space.

▶ Daily trash service can be ordered from show management or contracted separately if necessary.



### Payments

▶ ATMs are widely available but may not be located near exhibition venues.

▶ Credit cards are not generally accepted for exhibition work but may be used for other services.

▶ Exhibit houses typically require that 40 to 50 percent of turnkey projects be paid via wire transfer as soon as a contract is signed, with the balance paid at or immediately following show opening.



### Shipping

▶ Sending your shipments to São Paulo via air-freight can take a couple of days. Ocean freight can take up to a month.



### Cellphones

▶ Temporary phones can be rented, but it is usually cheaper to buy a disposable cellphone with prepaid minutes.



### Voltage

▶ Anhembi Convention Center and São Paulo Expo operate on 110 volts and 220 volts, whereas Trans-america Expo Center and Expo Center Norte Exhibition and Convention Center operate on only 220 volts.

▶ Brazilian customs regulations are complex. Some shows have an official freight forwarder that will handle shipping and customs. Otherwise, get help from a hired contractor.

▶ Vivo, TIM, Claro, and Oi are popular service providers with locations in most Brazilian shopping centers.

### Language

▶ Portuguese is the predominant language in São Paulo, and little English is spoken. A translator who speaks Portuguese, Spanish, and English will likely be necessary in your booth.

▶ Graphics and collateral literature should be printed in Portuguese, but it is acceptable for business cards to be printed in English only.

### Hospitality

▶ Large exhibits usually feature bars with seating areas, high bistro tables, and stools or lounges, although even small exhibits typically offer some form of hospitality.

▶ Small exhibits offer light snacks, hot and cold beverages, and sweet treats, while larger stands provide sandwiches, hors d'oeuvres, and desserts.

▶ Alcohol is frequently served, and many exhibitors offer beer, wine, whiskey, and/or caipirinhas (a Brazilian cocktail made of cachaça, sugar, and lime) in their booths. No permits are required to serve alcohol to attendees on the trade show floor.

▶ The Brazilian dinner hour is not until after 8 p.m., and meals in Brazil can stretch on for several hours.





### General Facts and Tips

- ▶ Taxis are plentiful, but insist the driver turn on the meter. Do not accept fixed rates, as that is not how taxis are supposed to levy fees, and you will likely be overcharged. Some hotels offer van service to the airport and/or show venues.
- ▶ The ride-share apps Uber and Cabify are widely used in São Paulo.
- ▶ It is common in Brazilian culture to be up to 30 minutes late for appointments. Even if you have set meeting times with clients and prospects, be prepared to wait.
- ▶ Air conditioning is usually provided in the exhibit hall. However, in some circumstances you may have to provide your own small fans or air-conditioning units to cool your booth to a comfortable temperature.

### Staff Attire

- ▶ Suits are still the most common attire, although neckties are becoming scarce on Brazilian trade show floors.
- ▶ Casual dress is increasingly popular at trade shows, but wearing sneakers is not appropriate.
- ▶ Brazilian women tend to be very fashion conscious but avoid wearing short skirts or plunging necklines.



### Greetings and Culture

- ▶ Handshakes are common, along with greetings such as "Tudo bem?" ("Is everything fine?"), "Como vai?" ("How are you?"), or "Oi" ("Hello").
- ▶ You will be expected to shake hands with everyone in a group both when saying hello and when saying goodbye. Handshakes in Brazil tend to last longer and be more enthusiastic than in America.
- ▶ In casual or social settings, it is customary for women to kiss each other on both cheeks and for men to kiss women on one cheek.
- ▶ Brazilians often invite colleagues to family events or to their homes, as it is considered important to spend time building a personal relationship to foster a business one.

### Installation and Dismantle

- ▶ Turnkey, build-and-burn exhibits are the norm in São Paulo. For these types of stands, installation-and-dismantle labor is provided by the exhibit house.
- ▶ Exhibitors are not required to use union workers in Brazil, so labor is generally much less expensive than in the United States. But because the quality of labor is inconsistent, hire workers through an exhibit house and allow for plenty of setup time and on-site supervision.
- ▶ Most labor is contracted for the whole project rather than per hour or for things like I&D only. Work hours vary greatly, and crews often labor late into the night.



- ▶ Workers hired by exhibitors must be registered with the Labor Department in Brazil. To ensure proper work status, only employ Brazilians who have a signed contract with the show organizer, the exhibit house, or a work agency.
- ▶ Drayage is not typically charged by venues or show organizers in São Paulo.
- ▶ Show organizers may require an agreement known as an ART or RRT that must be signed by an engineer or architect in order to approve your stand. They may also request a fire-resistance certificate for all materials used in the exhibit.



### Venues and Resources

- ▶ São Paulo Expo ([www.saopauloexpo.com.br/en](http://www.saopauloexpo.com.br/en)) underwent a massive renovation in 2016. It now boasts nearly 970,000 square feet of total exhibition space and is one of the most modern trade show venues in Brazil.
- ▶ Anhembi Convention Center ([www.anhembi.com.br](http://www.anhembi.com.br)) is one of the largest venues in São Paulo, with approximately 820,000 square feet of show and meeting space.
- ▶ Expo Center Norte Exhibition and Convention Center ([www.centernorte.com.br](http://www.centernorte.com.br)) has roughly 940,000 square feet of show and meeting space.
- ▶ Transamerica Expo Center ([www.transamericaexpo.com.br/en](http://www.transamericaexpo.com.br/en)) is near Congonhas Airport and has seven halls with roughly 430,000 square feet of exhibit and event space.

# LONDON


**Value-Added Tax**

**£** ▶ VAT in London is 20 percent, and it is charged on most goods imported into or purchased in the United Kingdom. A 5-percent duty tax is often applied to shipments as well.

▶ Exhibitors can recover most VAT charges by submitting the appropriate forms to HM Revenue and Customs ([www.hmrc.gov.uk](http://www.hmrc.gov.uk)), but enlisting a tax expert is advised.


▶ An ATA Carnet may be used to avoid VAT on items that will not remain in the United Kingdom.

**Cellphones**

 ▶ Arrange an international calling plan from your provider before arriving in London.

▶ Alternately, a prepaid phone, an international calling card, or a SIM card can be purchased at the airport or at local kiosks.

**Voltage**

 ▶ London operates on 240 volts, and electric sockets require either the standard round two-prong Euro-pean plug or a rectangular three-prong plug.

▶ Adapters for each plug style are easily obtained from the show-services desk or local stores, but it is advisable to bring transformers from home.

**Shipping**


 ▶ To allow adequate time for port handling, customs, etc., ocean freight should be scheduled to arrive at least seven days before it is required at an exhibition. Airfreight shipments should arrive at least five days in advance.

▶ Airfreight shipments to London can take two to three days. Ocean freight can take one month.

**Garbage**

 ▶ Booth cleaning can be ordered from the show organizer, and exhibitors can contract with the venue for garbage handling.

**Payments**

 ▶ U.K. exhibit houses are typically paid via bank transfer. Common terms require 50 to 80 percent payment upon acceptance of the agreement.

▶ Some vendors accept credit cards, but it is not uncommon for them to add a 3-percent fee.



**Staff Attire**

▶ Business suits are standard for both men and women, although London style is trending toward chic, less-formal attire.

▶ It is advised that staffers remove piercings other than earrings, and tattoos should be concealed unless you are at a show serving an industry where such adornments are somewhat common.



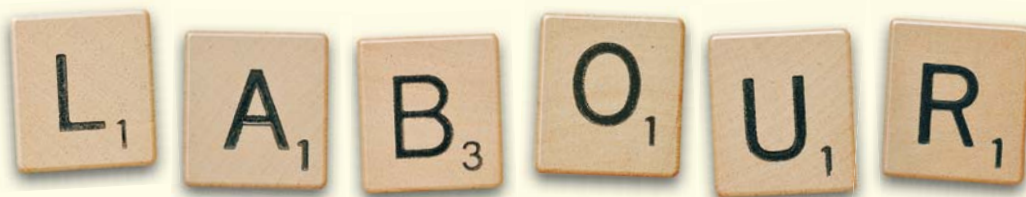
**Venues and Resources**

▶ ExCeL London ([www.excel-london.co.uk](http://www.excel-london.co.uk)) is the largest exhibit venue in the city, with 1.1 million square feet of meeting and exhibition space including 700,000 square feet of column-free exhibit halls. The venue also has five on-site hotels and more than 40 restaurants and bars attached.

▶ The Olympia Conference Centre has more than 500,000 square feet of event space divided into two halls and three large meeting rooms. The venue, which is four miles west of downtown London, is flanked by hotels, restaurants, and public transportation options.

▶ The Event Suppliers and Services Association ([www.essa.uk.com](http://www.essa.uk.com)) is a trade association representing contractors and suppliers of goods and services to the events industry.





### Language

- ▶ English is obviously the native language in London, and though many immigrants live there, it is universally spoken in the business community.
- ▶ Signs and literature should be printed with British English spellings. For example, in Great Britain, the American English spelling of catalog would be catalogue, organize would be organise, and labor is spelled labour.

### Installation and Dismantle

- ▶ London does not have labor unions, and drayage is not charged at shows held in the United Kingdom.
- ▶ Exhibitors may set up their own booths, though they may be required to contract the venue's labor for rigging, mechanized equipment, and electricity.
- ▶ Most exhibit houses and contractors will quote a turnkey price for services, but exhibitors should ask whether any quote is subject to overage charges for labor.
- ▶ You will need to provide booth plans to the show organizer prior to exhibiting, and an engineer usually must approve the safety of the structure.

- ▶ Exhibit fabrics must carry a Class 1 fireproof rating.
- ▶ Walls extending higher than 8 feet must be covered on both sides.
- ▶ Regulations can differ significantly from one trade show to the next, and exhibitors should be careful to consult the show manual.



### Hospitality

- ▶ In-booth hospitality is common in large exhibits, which typically have some sort of bar or lounge for visitors. Very large companies may serve full meals, and others often provide finger sandwiches and canapés along with an assortment of hot and cold beverages.
- ▶ While hospitality is less elaborate in small booths, most serve coffee, soft drinks, and candies or snack mixes.
- ▶ Alcohol is common on the show floor, with beer most often served. Exhibitors at some shows will host happy hours in their exhibits. Refer to the show manual for regulations.

### Greetings and Culture

- ▶ A handshake with a friendly "Hello" is appropriate.
- ▶ You should not address people by their first names unless they have invited you to do so.
- ▶ Respecting personal space and presenting a calm demeanor are very important in English culture. The English may be put off by overly loud or close conversations.
- ▶ Business cards are typically exchanged at the end of a conversation or meeting.

### General Facts and Tips

- ▶ London's subway, called the London Underground or the Tube, is an efficient means of travel. If you need to take multiple rides on the subway, purchase an Oyster card for discounted fares.
- ▶ When traveling in groups of four or more, taking a taxi will be cheaper than four adult fares on the Tube.
- ▶ Hotels within walking distance of major convention centers are plentiful, although the venues are also accessible from downtown London hotels within approximately 15 minutes.
- ▶ Making the peace sign with your palm facing you is an insulting gesture in the United Kingdom.
- ▶ Be sure to carry a portable umbrella with you in London, as rain is frequent.
- ▶ Ask show organizers for permission to play music in your booth. Royalties should be paid to one of several music-licensing organizations.
- ▶ London has multiple airports. Heathrow and London City are the closest and most accessible to the city center. Gatwick, Luton, and Stansted are farther away and require longer travel times.



# SHANGHAI



## Value-Added Tax

► Officially, China's VAT is 17 percent, but its assessment and refundability vary among shows and venues. A 5-percent business tax may also be levied on some goods and services.

► Giveaways shipped into the country may be subject to a customs import tax in addition to VAT. To minimize or avoid this tax, send only small quantities and ensure their value is low.



## Payments

► Show organizers require prepayment for all services. ► Exhibit houses typically require a 75 to 80 percent down payment, most often paid via wire transfer. Clients who have established relationships with firms may only be required to pay 50 percent of the total bill up front, with the remainder due upon shipping or delivery.



## Cellphones

► Prepaid SIM cards are available at the airport or any China Mobile/China Unicom office. A disposable phone with a local phone number may be a better option for communicating with Chinese suppliers, as many do not have international dialing capabilities. ► Keep in mind that you will not have access to many social-media sites while in China.



## Garbage

► Trash-removal services are included in most shows' space-rental fees.



## Voltage

► Most exhibit halls use 220 volts, but 110-volt power can sometimes be ordered.



## Shipping

► Sending your shipments to Shanghai via airfreight takes about a week, while ocean freight can take five to six weeks. Clearing customs typically takes an additional week. ► All wooden crates and pallets must be heat treated for fumigation before they will be allowed into China.



## Hospitality



► Many large exhibits feature elaborate hospitality lounges, and even smaller exhibits usually include some sort of hospitality. ► Snacks, candy, and hot and cold beverages are commonly served. Typical snacks include baked goods such as sponge cakes, flaky pastries, and stuffed buns. ► Alcohol is uncommon, but it is allowed in most venues. Check with show organizers for regulations. ► Toasting is important in Chinese culture. Generally the most senior host will initiate the first toast. Hold your glass in your right hand and slightly lower than the host's to clink. ► When meeting with clients or prospects for dinner, always let the guest take the first bite before eating your own food.

## Language

► English is widely spoken in the Chinese business community, but exhibitors should have a translator who speaks Mandarin Chinese. ► Signs, literature, and business cards should be printed in both English and Mandarin. Avoid computer translations and pay for translation services or consult your exhibit house.



### Booth Attire

- ▶ Business attire is typical for exhibitors. Men usually wear suits, and women often wear business suits or skirts.
- ▶ Don't wear a lot of jewelry on the show floor. Visible piercings and tattoos are also discouraged unless they are appropriate for the industry being served by the event.
- ▶ Men should not wear green caps, as in China that color signifies the wearer is an unfaithful spouse.



### Venues and Resources

- ▶ The National Exhibition and Convention Center ([www.necsc.com](http://www.necsc.com)) is the largest exhibit hall in Asia, with 16 halls and 5.4 million square feet of show and meeting space.
- ▶ Shanghai International Convention Center ([www.shicc.net](http://www.shicc.net)) has 362,000 square feet of show and meeting space.
- ▶ For in-depth information on all Chinese exhibition venues, visit [www.expo-china.com](http://www.expo-china.com).



### Greetings and Culture

- ▶ Shaking hands is appropriate for men and women, although in Chinese culture handshakes are sometimes longer than Americans consider normal.
- ▶ Treat a business card with great respect. Always give and receive business cards with two hands, and read the cards completely before putting them away. Never write on a card or put it in your pocket in front of the person who presented it to you.
- ▶ If a Chinese businessperson speaks English, he or she will have an English name. However, it is still polite to use his or her Chinese name. In China, the last name comes first. For example, "Li Xiao" would be Mr. Li.
- ▶ When exhibiting in China, it is important to make friendly conversation with clients and booth visitors before discussing business matters.



### General Facts and Tips

- ▶ Most exhibits built in China are for one-time use, and the materials may be of a lower quality than American exhibitors expect. You may need to send samples of what you want to your Chinese exhibit builder in order to obtain the caliber of materials you're used to receiving.
- ▶ The paint used on exhibits tends to have a chalky appearance and will require multiple coats. Americans may prefer to specify laminate finishes.
- ▶ Hotels often fill up completely during large shows, so make reservations six months to a year in advance.
- ▶ Shanghai has a variety of public transportation options, including subways, buses, maglev trains, and taxis. While the metro system is efficient, taxis or hired drivers are often the quickest way to travel in the city.
- ▶ Shanghai has an excellent, free English-speaking information service for foreigners. Dial 962288 from any local phone.
- ▶ The Chinese are very appreciative of efforts to fit into their culture. Visitors would be wise learn a few simple Chinese phrases.



### Installation and Dismantle

- ▶ Exhibitors do not need to use union labor, though many show organizers require that contractors fill out certain labor forms.
- ▶ Exhibitors may set up their own displays, but it is advisable to work with a local exhibition firm to navigate safety requirements.
- ▶ Make sure the exhibit company you work with has an English-speaking representative on site at all times, as most Chinese laborers will not speak English.
- ▶ Drayage is not typically charged in Shanghai, but some large shows have begun to do so.