PALTRADE

Exhibition Portfolio

Connecting Palestinian businesses with international markets

PalTrade supports export development by helping Palestinian businesses explore appropriate trade-promotion opportunities and make their participation more purposeful.

Why Trade Exhibitions Matter

- International exhibitions provide businesses with opportunities to present products, meet potential buyers, understand market trends, and build relationships with distributors and business partners.
- For Palestinian companies, carefully selected exhibitions can support market diversification, product visibility, and direct engagement with international trade channels.

Types of Participation and Support

Sector-focused exhibitions	Participation opportunities may be explored in line with Palestinian export sectors, company readiness, and the objectives of specific programmes.
Buyer meetings	Where available, business-to-business meetings can help participating companies engage with potential importers, retailers, distributors, and other relevant buyers.
Company preparation	Preparation may include reviewing company profiles, product information, presentation materials, target-buyer priorities, and meeting objectives.
On-site visibility	Exhibitor materials and product displays can help communicate the value proposition, origin, quality, and strengths of Palestinian products.
Follow-up	After an exhibition, companies should record leads, follow up with buyers promptly, and assess outcomes such as qualified contacts, samples requested, quotations, and sales opportunities.

A Practical Participation Cycle

- 1. Identify target markets and relevant exhibitions.
- 2. Assess company readiness and product-market fit.
- 3. Prepare company and product materials in the appropriate languages.

- 4. Set measurable objectives and arrange buyer meetings where possible.
- 5. Track leads and follow up after the event.
- 6. Evaluate results and lessons learned for future participation.

Important Note

- Specific exhibition names, dates, participating companies, booth locations, and results should be added only after they are confirmed for the relevant year or programme.

This portfolio describes the general approach. It is not a confirmed calendar of upcoming exhibitions.