Trade Fair Customized

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Vocabulary:

Purpose: the reason for which something exists or is done, made, used, etc.

Showcase: an exhibit or display, usually of an ideal or representative model of something.

Start-up: a business enterprise that has been launched recently.

Shipping: the transport of goods by sea or some other means.

Promotions: The publicizing of a product, organization, or venture so as to increase sales.

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Introduction

A customized trade fair is an exhibition event in which a number of companies showcase their unique, innovative and recent products or services. These fair trades are organized for various **purposes** among which are:

- to display distinctive products to attract potential customers.
- to offer customized alternative products for clients.
- study the activities of rival companies.
- Promotional offers.
- Promotion of **start-up** companies.

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