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MONGOLIA



UNITED STATES DEPARTMENT OF
AGRICULTURE



HOW TO ORGANIZE MARKET DAYS



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1. INTRODUCTION

What are Market Days?

Market Days are a trade fair that aims to promote locally-made goods and services and increase income of local producers from across the aimag.

The objectives are to:

- showcase and sell locally-produced goods and services to aimag residents
- create an opportunity to link rural producers with local and regional markets
- create an environment for business information dissemination and sharing

Market Days are an important venue for local entrepreneurs to promote their products and services. Typical products offered include dairy items; vegetables; meat, felt, bread and bakery products; handicrafts; elite animals; metal goods; construction materials; stitched/woven garments; and alternative fuel sources.

In addition, Market Days are rapidly becoming popular community events, showcasing the best sporting, cultural, and other talents that each aimag has to offer.

Mercy Corps staff works with local individuals or groups to strengthen their planning and management skills related to the staging of the event, while also advocating for greater financial and in-kind contributions from non-Mercy Corps sources. The longer-term plan is that local stakeholders will have sufficient capacity and enthusiasm to ensure that future events are staged without the direct intervention of Mercy Corps.

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2. PLANNING MARKET DAYS

Duties of MC Staff

Several months in advance: Once you have decided to hold a MD event (or even while you are still debating whether or not to do so), you should organize a planning meeting. Discuss as many details as possible at this stage, and assign to each staff the duty(ies) s/he is in charge of in the preparation of the event. Work as a team. A lot of resources and time need to be dedicated to make the events a success. Don't hesitate to ask questions. Maintain close contact with UB staff and inform them of what is going on.¹

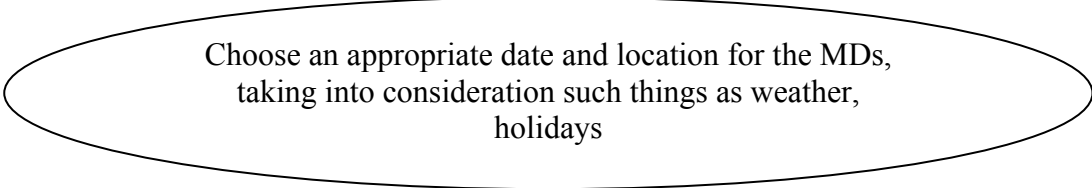
Plan: Write a plan. The plan should clearly indicate what needs to be done prior to the Market Days, duties and responsibilities of everyone and how the Market Days will be organized.

At least one week prior to the event: Hold another meeting to assign specific responsibilities to each person during the event. Where will each person be, at what time, doing what? Make a schedule of activities and make sure one or several persons is/are assigned to be responsible for each activity.

If other aimag staff are planning to come to help you out with the event preparation and implementation, discuss which tasks these visitors can help out with and, specifically, what each of the visitors will do during their time in your aimag. Make a table on a flip chart (or make it on the computer and print out a copy for each visitor) with a list of the activities, locations, things to do, etc.. Assign each person or group of people to be in charge of, or help out with, one or more activities. Make it clear to the visitors where, when, and in what way they can help you; this way you will make full use of the extra help from these visiting MC staff. Do this in advance, so that everything is well organized when they arrive.

In the end, **communication** is crucial in a large-scale event like this. Organizational structure and duties must be clear to everyone, and open communication channels must be maintained throughout the organization and implementation of the event.

Choosing Date and Location



Choose an appropriate date and location for the MDs, taking into consideration such things as weather, holidays

Mercy Corps has generally organized MDs in September. Why? Because the weather is still warm, people are back after holidays and vacations, livestock are fat and milk and dairy and vegetable products are abundant (thus, there are products available to sell and households have enough disposable income to buy goods). Early September might be a little early, since families have just paid their children's school fees. Buyers report that mid-September is a good time since they have just received their salary and thus have more money to spend on goods.

The choice of location is equally important. It's desirable to hold MDs in a large compound protected from the weather and located in the center of town. Mercy Corps has generally used the aimag sports center, because it is big and can hold many visitors; it is protected from the weather;

¹ We suggest there should be a contact person in UB, responsible for advising aimag staff

and it can be locked at night. If the sports center is not large enough, try to find another location, or consider setting up tables/booths in order to have some vendors inside and others outside. Remember that dairy products in particular go bad very quickly in hot weather. Take this into consideration when choosing your location and based on the number of people you expect will attend the event.

Finding Co-Organizers

The event should be co-organized with the local governmental and non-governmental organizations. MC has organized it in collaboration with the local government and the Chamber of Trade and Commerce.

It is important for local government and private organizations to take a leading role in planning, financing and managing the Market Days, to develop increased local ownership of the events; indeed, one day Mercy Corps will leave Mongolia and local organizations will have to take over the organization of Market Days.

Make sure you highlight how important the event is to the status and economic strength of the aimag, and that you give very clear indications of what are the expected roles and responsibilities of your co-organizers in making the event a success. It is also very important to have regular follow-up meetings or phone calls with your co-organizers, to make sure they fulfill their obligations.

Developing an Agenda

Work with your staff to develop an agenda. Focus on achievable activities. It is more important for the event to be well-organized than for it to be very large, especially if this is one of the first times you organize it.

The agenda should include:

- Products to be displayed/sold
- Activities to be held, and time and location for each activity
Activities can include: elite animal show, evening herders' concert, sports (sumo wrestling, foot race, beach volleyball, football, etc.) and other competitions (airag drinking, cake eating, drawing, etc.), language lessons, music lessons, art displays, children's games...
- Daily schedule during the event
- List of prizes
- Collaborators and their roles and responsibilities
- Market Days logo

Again, a good choice of events is important. Emphasize quality over quantity. Having many different activities happening throughout town can make for a very festive atmosphere and increase the number of participants. However, it takes a lot of organization to ensure that everything runs smoothly, and these activities are not essential to the success of the event. In aimags with little organization experience, it would be best to focus on a well-organized market fair before moving on to adding "extra" activities.

It is also the responsibility of Mercy Corps staff to promote proper hygiene of food products at the MDs. The events should include a wide variety of products of **high quality**. It is important to emphasize satisfactory packaging of dairy and other products.

Attracting Sponsors

Attracting sponsors is really important. Sponsors help cover some – or even all – of the costs of organizing the event. Here are several basic steps on how to attract potential sponsors:

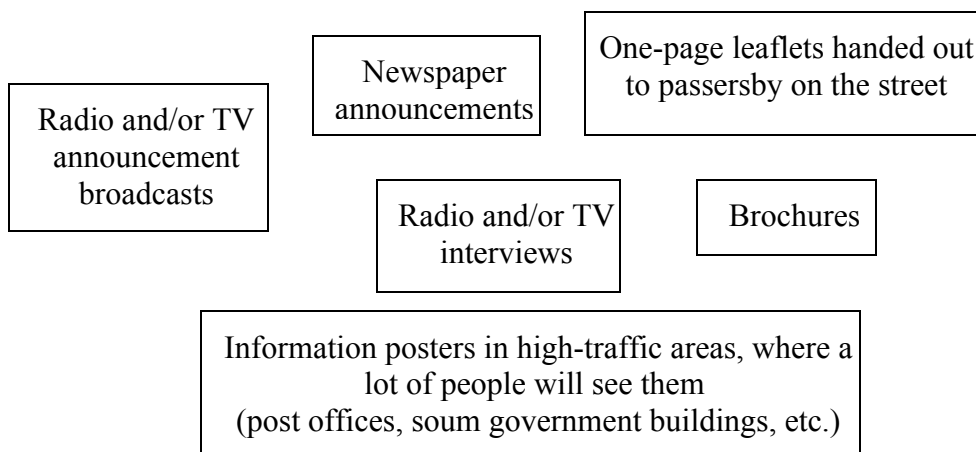
- Develop a list of potential local and UB sponsors based on past trade fair sponsorship and culled from the Internet
- Phone each of these prospects to introduce to them the Market Days concept
- Email introduction, sponsorship benefits letter and Market Days information to interested parties
- Phone the people you emailed and follow up
- Conclude contracts with sponsors. The contract/agreement needs to include how much funding is the sponsor ready to provide and how MC will obtain that funding. Duties and responsibilities of each party must be written out in detail
- After the Market Days send out a thank you email to each sponsor and include some pertinent marketing information. Number of people who attended the event, photos showing the sponsor's logo prominently displayed, and a count of the number of times the sponsor's name was mentioned on the loudspeakers

Promoting the Event

One of most important parts of planning for the event is to let everybody know about it

Work with local and national media to promote the event. Start early. Ask your collaborators to do their part in promotion too.

Promotion can be done in the following ways:



Brochures should contain only the main points of the agenda for the event, and they can be distributed to all related organizations and people. Mercy Corps generally publishes booklets in

English and Mongolian, a month before the event. It is important to work with UB staff (send drafts of the brochures to the UB staff, have it approved and then go ahead with the printing) and make sure that brochures are published early.

Try to invite at least one high ranking official, such as a Member of Parliament elected from this region, or the Prime Minister of Mongolia. The presence of this person will attract a lot of participants in the event.

Preparing **the Site**

Good preparation of the site is essential for the success of the event.

Market stalls can be set up inside the sports gym or at any other chosen location for the MDs. Although the price is high for the construction of such stalls (as much as MNT 1 million – but the materials can be re-used year after year), they provide a very attractive and practical space for vendors to display their products. The stalls make the market area look neat, clean and well-organized. Each stall has a number to facilitate registration. Mercy Corps needs to organize for enough tables and chairs to be brought into the area at least one day before the event.



Market stalls



Buyers admiring products on display in each stall

A cheaper alternative to the stalls is to have simply tables and chairs for the sellers. This works well also, provided there are enough tables for the sellers to have ample display space.

Decorating the sports gym with balloons, banners and streamers makes the area more appealing and adds to the festive atmosphere for the event. This should be done the day before the start of the event.

It is a good idea to make sure garbage cans are available, and to hire one or two cleaners, as well as to have local police doing crowd-control in busy areas and at busy times (opening and closing ceremonies).



Tables and chairs prepared for vendors in the sports gym

Registering Participants

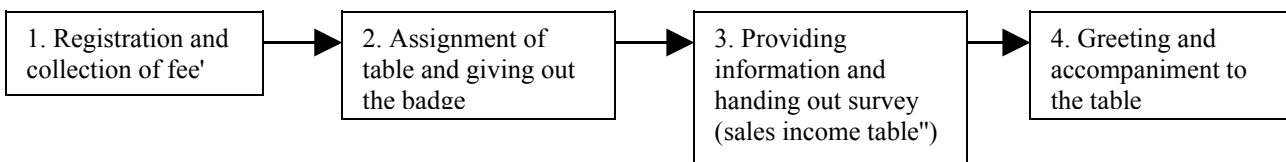
It is very important for the registration process to go smoothly; this is the first indicator of good organization of the MDs.



Participants should register on the day before the beginning of the event. In order to avoid the problem of crowds of people coming at the same time, talking loudly and trying to explain how much space they need, several of the aimag staff (and perhaps other collaborators) should be in charge of registering participants.

It is important to provide a lot of information to participants in advance, so that there are less repeated questions during registration. It would be a good idea to think of common questions in advance, and to provide a "frequently asked questions" handout for participants, or to write down questions on a board posters/flip charts and put them up, clearly visible, on the wall near the registration desk. In addition, at least one aimag staff should be available at all times to answer participants' questions, both during registration and during the event.

The registration process can take place in the following way, involving four people:



' During the registration a significant amount of money is gathered, thus it is a good idea for the Finance Officer to be in charge of the collection of fees.

" The form should be developed beforehand, and distributed to participants at the beginning of the event for them to track their sales accurately.

Since space is generally limited if the MDs are held in the sports gym, the layout should be thought out carefully to make sure there is as much room as possible for stalls or tables, as well as adequate space for buyers to move around.

It is important to draw the floor plan in advance on a flip-chart or other large piece of paper, in order to make registration easier: full names of businesses can be written down on this master copy floor plan, and it will be easy to keep track of which stalls have been rented out to whom.

Participants should, as much as possible, be grouped according to the type of their business. Thus, dairy products sellers should be near other dairy product sellers and felt goods should be gathered together, vegetables also, and so on.

Timeline

The following is a suggested timeline for organizing MDs:

Months	May		June		July		August				September			
Weeks	I	II	I	II	I	II	I	II	III	IV	I	II	III	IV
First planning meeting														
General plan														

Find co-organizers															
Develop the agenda															
Send out email and letter to sponsors															
Send out invitations to clients															
Follow-up meetings															
Promotion of the event															
Planning details: opening and closing ceremonies, decorations, tables and chairs, prizes, etc.															
Write report															

It is important to start early with preparations. It takes a lot of time and effort to organize this kind of event, so preparation and planning need to be done starting at least several months before the MDs.

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### 3. MARKET DAYS

#### Opening and Closing Ceremonies



Opening ceremony speech

Openings are generally scheduled for 10 or 11 a.m. Local authorities and other high ranking officials come to open the event and give a speech. Unfortunately they almost always come late. So try to emphasize the importance of coming on time to start the opening ceremony on schedule.

A large crowd will gather for these ceremonies. Space inside the sports gym may be limited.

Consider holding the ceremonies outside, if the weather permits; there will be more space for participants and spectators there. A stand can be installed for the speakers/presenters, and chairs set out around the "crowd-control" perimeter, for dignitaries and older people to sit down, and also to maintain a large open space in front of the presenters.

In addition to speeches by dignitaries and Mercy Corps representatives, the opening ceremony can include traditional music (singing and morin huur), dances, fashion shows, children's presentations, etc.



Camel ballet dancers

#### Entertainment

*Sporting and cultural events are very popular with local residents and help to attract large numbers of fairgoers*



Games like sumo wrestling, basketball, beach volleyball, soccer, and even music lessons, singing and dancing, provide entertainment for all ages.





Airag drinking Competition

Lotteries also help promote goods and services. Concerts of local and national singers are well attended. While national singers are very expensive, famous singers from your own aimag can be quite good.

The most important message is to have as many people as possible attend, in order to make the MDs a popular community event – with a festive atmosphere and a showcase of sporting, cultural, educational and other talents in the aimag.



English lessons

However, quality is more important than quantity – do not overestimate how much entertainment you can handle in a well-organized way (see Appendix for more indications on entertainment).

### Awards

MD participants hope their products will win a prize. An award will be the pride of their family, herder group, company or soum. It will also help promote the product or service.



Work with other organizers, appoint a selection committee, and let everyone know what kind of awards there will be (e.g. best dairy product, most creative product, best artwork product, most popular product, etc.)



Encourage participants to be creative with their products. New products can make their debut at a market events – this is also a good occasion to test the popularity of a new product. Reward creative entrepreneurs with awards or prizes.

### Coverage

Take a lot of pictures. Invite local and national media to cover the event. RBN can be of great help to promote coverage and publicity for the event. The more coverage you have, the better, as this helps increase the spread of information about the event.

## Survey

Monitoring and evaluation will help improve events year after year. It is useful to do know how many people attended the event, what kind of products were sold, sales figures, whether customers were satisfied with the MDs, obstacles, mistakes, lessons learned and so on. All of this information will help to compose the report. There should be a team working on gathering such information; team members should wear a badge so that sellers know they are from the organizing team. Develop a questionnaire/survey table, and sales record keeping forms (see Appendix for suggested forms).

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## 4. REPORT WRITING

After the MDs you will need to write a report. Provide a detailed analysis of the event. Include number of visitors, sellers, sponsors. How much were the total sales? Which kind of products were the best sellers? Did you encounter some problems? What are some solutions you can think of to avoid such problems in future events? Any success stories? How we could make a better MD next year? Include good pictures.

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5. MARKET DAYS CHECKLIST

Before you start to work on organizing MDs, prepare a checklist. It will help you to organize a good event. Here is a suggested checklist:

- Hold a meeting, develop a plan
- Select date and location of MD
- Find a proper place for MD and locate necessary equipment (shelves, stands, chair, tables etc.)
- Find co-organizers, sponsors
- Develop an agenda
- Invite herder groups, cooperatives, businesses
- Advertise: announcements on radio, TV, newspapers, word of mouth, brochures, posters
- Plan the opening and closing ceremonies
- Plan the registration process
- Plan entertainment: concert, games, competitions
- Plan awards
- Prepare the survey
- Prepare the report

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## 6. APPENDICES

1. Sample Letter to Aimag Government
2. Sample Letter to Co-organizers
3. Sample Cover Email to Sponsors with Letter and Brochure Attachment
4. Template for Registration Forms
5. Template for Lottery Tickets
6. Template for Survey Forms
7. Overview of Successes and Lessons Learned at the 2005 Uvurhangai Trade Fair

### **1. Sample Letter to Aimag Government**

(to come soon)

### **2. Sample Letter to Co-organizers**

(to come soon)

### **3. Sample Cover Email to Sponsors with Letter and Brochure Attachment:**

Dear Sir or Madam:

I would like to introduce you to Gobi Festival which will take place in Umnugovi on September 2 and 3, 2005. Gobi Festival will draw people from all over the aimag, from other parts of Mongolia and beyond. Gobi Festival will feature a craft and trade fair, elite animal fair, musical performances, sports competitions, activities for children, business, health and English seminars and more. Gobi Festival is a unique sponsorship opportunity for your organization. I have attached a letter explaining sponsorship opportunities and a brochure describing Gobi Festival in detail.

Please take a moment to look at these documents. To sponsor, or if you have any questions, please call me at 01532-23006.

Best Regards,

D. Tsendsuren  
Umnugovi Program Representative  
Gobi Initiative



Umnugovi aimag Representative Office  
Shuudan Khairstag 458  
Tel. 01532-23006  
Fax. 01532-23002  
Initiative\_ug@mongol.net

Dear \_\_\_\_\_,

Gobi Initiative's Umnugovi aimag Representative Office and the Umnugovi aimag Government are organizing "Gobi Festival 2005" that will take place in Dalanzadgad, Umnugovi on September 2 - 3, 2005. Gobi Festival will feature two full days of fun events for the whole family. Planned events are listed in the attached brochure.

This event will attract a wide variety of people: children, adults and the elderly; men and women; countryside dwellers and city dwellers, and so on. The festival will be exciting and fun. We believe that Gobi Fest represents a great opportunity for you to reach many existing and potential customers at once.

Listed below are the benefits your organization can receive by sponsoring Gobi Festival:

- |      |               |                   |                                                                                                                                                                                                                                                                                                                                                        |
|------|---------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I.   | 25,000 MNT    | Supporter         | Sponsor's name will appear on all pamphlets and fliers advertising the event                                                                                                                                                                                                                                                                           |
| II.  | 50,000 MNT    | Friend            | Complimentary display booth in shopping pavilion. Sponsor's name will appear on all pamphlets and fliers advertising the event                                                                                                                                                                                                                         |
| III. | 100,000 MNT   | Sponsor           | Festival award will carry the sponsor's name. (Ex. "Best Product prize donated by ABC Co.") Complimentary display booth in shopping pavilion. Sponsor's name will appear on all pamphlets and fliers advertising the event                                                                                                                             |
| IV.  | 250,000 MNT   | Patron            | Sponsor's <u>logo</u> will appear on all pamphlets and fliers advertising the event. Festival award will carry the sponsor's name. (Ex. "Best Product prize donated by ABC Co.") Complimentary display booth in shopping pavilion                                                                                                                      |
| V.   | 500,000 MNT   | Sustainer         | Sponsor's name will be mentioned during announcements and on radio/TV ads. Ex. "Gobi Festival 2005 sponsored by ABC Co. Sponsor's <u>logo</u> will appear on all pamphlets, fliers and signage. (Ex. "Best Product prize donated by ABC Co.") Complimentary display booth in shopping pavilion. Complimentary admissions to all events for two people. |
| VI.  | 1,000,000 MNT | Golden Benefactor | - Sponsor's logo will be first and largest on all pamphlets, fliers and signage. Festival will be referred to as "XYZ Co. presents Gobi Festival 2005." 5 minute welcome address at the start of the festival. Complimentary display booth in shopping pavilion. Complimentary admissions to all events for four people.                               |

To sponsor or if you have any questions, please call us at 01532-23006.

Sincerely,

Tsendsuren  
Umnugovi Program Representative



Dates: 02-03 September 2005

Time: 09:00 - 19:00 each day

Location: Sport Gym, Demuul and Bor  
Squares, Theater, Library  
Dalanzadgad

Purpose:

- To promote and sell locally-made goods
- To promote the importance of elite animals
- To provide a forum for businesses to conclude contracts and agreements and to share information and experiences
- To acknowledge "best products"
- To offer short marketing training
- Promote Umnogovi as a tourist destination for Mongolian and foreign tourists.
- To support collaboration of local organizations and NGOs
- To support sport and cultural activities
- To offer health trainings and concerts for children
- To encourage the continuation of the Festival in the future

Products:

- Exhibition and trade fair
- Best product awards
- Elite animal fair
- Many types of services
- Camel and horse riding
- Foot race
- Sumo, children wrestling and tug o' war competitions
- Archery
- Herder performances
- Trainings and consultancies
- Book display and sales
- English, health, morin huur and long song classes

- Storytelling and games
- Meetings between businesses
- Opening night dance party

Participation Requirements:

- Advance registration with GI staff is required
- Registration fee for trade fair, elite animal fair and other activities
- Participants will set up their exhibition areas one day before Festival
- Participants will be responsible for decorating their areas and keeping them clean
- All products must meet quality standards. Dairy products must be packaged appropriately
- Security will be provided by the Sports Gym

Planned Awards:

- Best all-around product
- Most original product
- Best organic product
- Best handicraft
- Best packaged product
- Most popular product
- Enterprise with the highest sales
- Best customer services
- Best advertisement
- Best food product
- Best elite animal
- Best organized enterprise

Trade Fair Organizers:

- Mercy Corps/Gobi Initiative
- Umnugovi Aimag Government Office
- Herders Association
- Umnugovi Aimag Agricultural Extension Center

Trade Fair Supporters:

- Ivanhoe Mines
- South Gobi Special Protected Areas Administration
- Veterinary Association
- Employers Association
- Cooperative Training Center
- XAAN Bank
- XAC Bank
- Shuudan Bank
- Capital Bank

## GOBI FESTIVAL 2005



SEPTEMBER 2 - 3, 2005  
DALANZADGAD

Mercy Corps/Gobi Initiative  
Dalanzadgad  
Tel: 01532-23006  
Fax: 01532-23002



RESEARCH OF MARKET DAYS PARTICIPANTS

Counter No: \_\_\_\_\_

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Sex:  Female  Male

Aimag: \_\_\_\_\_ Soum: \_\_\_\_\_

Name of entity: \_\_\_\_\_

Type of entity:

- Stock  Partnership  HG  Patent holder  
 LLC  Cooperative  Private Businessman

Did you receive any assistance from Mercy Corps?

- Yes since \_\_\_\_\_ ;  
 No

Type of business:

- |                                                 |                                                  |                                                   |
|-------------------------------------------------|--------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Dairy products         | <input type="checkbox"/> Vegetables and fruit    | <input type="checkbox"/> Electric appliances      |
| <input type="checkbox"/> Wool/cashmere products | <input type="checkbox"/> Bread and baked goods   | <input type="checkbox"/> Hides and skins          |
| <input type="checkbox"/> Felt products          | <input type="checkbox"/> Construction materials  | <input type="checkbox"/> Wooden products          |
| <input type="checkbox"/> Animals                | <input type="checkbox"/> Handicrafts             | <input type="checkbox"/> Gold and silver products |
| <input type="checkbox"/> Metal products         | <input type="checkbox"/> Stitched/woven products | <input type="checkbox"/> Printed products         |
| <input type="checkbox"/> Meat products          | <input type="checkbox"/> Boots                   | <input type="checkbox"/> Fuel blocks              |
| <input type="checkbox"/> Services               | <input type="checkbox"/> Others                  |                                                   |

Annual sales \_\_\_\_\_

# of employees/members \_\_\_\_\_

What types of products did you bring?

- |                                                 |                                                  |                                                   |
|-------------------------------------------------|--------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Dairy products         | <input type="checkbox"/> Vegetables and fruit    | <input type="checkbox"/> Electric appliances      |
| <input type="checkbox"/> Wool/cashmere products | <input type="checkbox"/> Bread and baked goods   | <input type="checkbox"/> Hides and skins          |
| <input type="checkbox"/> Felt products          | <input type="checkbox"/> Construction materials  | <input type="checkbox"/> Wooden products          |
| <input type="checkbox"/> Animals                | <input type="checkbox"/> Handicrafts             | <input type="checkbox"/> Gold and silver products |
| <input type="checkbox"/> Metal products         | <input type="checkbox"/> Stitched/woven products | <input type="checkbox"/> Printed products         |
| <input type="checkbox"/> Meat products          | <input type="checkbox"/> Boots                   | <input type="checkbox"/> Fuel blocks              |
| <input type="checkbox"/> Services               | <input type="checkbox"/> Others                  |                                                   |

What is the total value of the products you brought?

- |                                                 |                                                  |
|-------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Less than 500,000      | <input type="checkbox"/> 500,000 - 1,000,000     |
| <input type="checkbox"/> 1,000,000 - 2,000,000  | <input type="checkbox"/> 2,000,000 - 5,000,000   |
| <input type="checkbox"/> 5,000,000 - 10,000,000 | <input type="checkbox"/> Greater than 10,000,000 |

Booth rental fee: \_\_\_\_\_

Size of booth: \_\_\_\_\_

Have you participated in Market Days before?

- No  
 Yes .... When..... Where ..... Did you win prize or award?  Yes  No  
                  When ..... Where ..... Did you win prize or award?  Yes  No

## Seller Questionnaire No

1. Aimag: ..... Soum: .....

2. Age: 18-25      26-40      40-55      over 55      Sex: male  female

### 3. Where did you learn about the event?

- |                                                    |                                             |
|----------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> TV                        | <input type="checkbox"/> Announcement board |
| <input type="checkbox"/> Radio                     | <input type="checkbox"/> Word of mouth      |
| <input type="checkbox"/> Newspaper                 | <input type="checkbox"/> Mercy Corps        |
| <input type="checkbox"/> Almag/soum administration | <input type="checkbox"/> Other              |

### 4. How important was this event for you?

- |                                                             |                                                     |
|-------------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> I sold products                    | <input type="checkbox"/> I learnt new technology    |
| <input type="checkbox"/> I learnt experience                | <input type="checkbox"/> I bought equipment         |
| <input type="checkbox"/> I concluded a contract             | <input type="checkbox"/> I received new information |
| <input type="checkbox"/> I promoted my products, services   | <input type="checkbox"/> Other:                     |
| -----                                                       |                                                     |
| <input type="checkbox"/> I found a new market, new partners | <input type="checkbox"/> It was not important       |

### 5. How would you evaluate this event?

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Satisfactory |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Poor         |

### 6. What were weaknesses of the event?

- |                                                 |                                                 |
|-------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Poorly organized       | <input type="checkbox"/> Too far from my home   |
| <input type="checkbox"/> Too short              | <input type="checkbox"/> Bad space for my booth |
| <input type="checkbox"/> Not enough activities  | <input type="checkbox"/> Other:                 |
| -----                                           |                                                 |
| <input type="checkbox"/> Not enough people came |                                                 |

### 7. What would you advise to improve the event?

- |                                                        |                                                  |
|--------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Organize better               | <input type="checkbox"/> Group sellers better    |
| <input type="checkbox"/> Different activities          | <input type="checkbox"/> Change venue            |
| <input type="checkbox"/> More activities               | <input type="checkbox"/> Keep venue cleaner      |
| <input type="checkbox"/> More participating businesses | <input type="checkbox"/> Increase number of days |
| <input type="checkbox"/> Advertise better              | <input type="checkbox"/> Other:                  |
| -----                                                  |                                                  |

### 8. What was the most interesting part of the event?

*[each aimag should make options according to the activities at their respective fairs]*

### 10. Are Market Days necessary in future?

- Yes       Need to be changed       No

### 11. Have you been to this event before?

- No
- Yes....       Once before
- Twice before
- Three or more times before

### 12. Will you come to this event next year?

- Yes

- No

## Seller Questionnaire No

1. Aimag: ..... Soum: .....

2. Age: 18-25      26-40      40-55      over 55      Sex: male  female

### 3. Where did you learn about the event?

- |                                                    |                                             |
|----------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> TV                        | <input type="checkbox"/> Announcement board |
| <input type="checkbox"/> Radio                     | <input type="checkbox"/> Word of mouth      |
| <input type="checkbox"/> Newspaper                 | <input type="checkbox"/> Mercy Corps        |
| <input type="checkbox"/> Almag/soum administration | <input type="checkbox"/> Other              |

### 4. How important was this event for you?

- |                                                             |                                                     |
|-------------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> I sold products                    | <input type="checkbox"/> I learnt new technology    |
| <input type="checkbox"/> I learnt experience                | <input type="checkbox"/> I bought equipment         |
| <input type="checkbox"/> I concluded a contract             | <input type="checkbox"/> I received new information |
| <input type="checkbox"/> I promoted my products, services   | <input type="checkbox"/> Other:                     |
| -----                                                       |                                                     |
| <input type="checkbox"/> I found a new market, new partners | <input type="checkbox"/> It was not important       |

### 5. How would you evaluate this event?

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Satisfactory |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Poor         |

### 6. What were weaknesses of the event?

- |                                                 |                                                 |
|-------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Poorly organized       | <input type="checkbox"/> Too far from my home   |
| <input type="checkbox"/> Too short              | <input type="checkbox"/> Bad space for my booth |
| <input type="checkbox"/> Not enough activities  | <input type="checkbox"/> Other:                 |
| -----                                           |                                                 |
| <input type="checkbox"/> Not enough people came |                                                 |

### 7. What would you advise to improve the event?

- |                                                        |                                                  |
|--------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Organize better               | <input type="checkbox"/> Group sellers better    |
| <input type="checkbox"/> Different activities          | <input type="checkbox"/> Change venue            |
| <input type="checkbox"/> More activities               | <input type="checkbox"/> Keep venue cleaner      |
| <input type="checkbox"/> More participating businesses | <input type="checkbox"/> Increase number of days |
| <input type="checkbox"/> Advertise better              | <input type="checkbox"/> Other:                  |
| -----                                                  |                                                  |

### 8. What was the most interesting part of the event?

*[each aimag should make options according to the activities at their respective fairs]*

### 10. Are Market Days necessary in future?

- Yes       Need to be changed       No

### 11. Have you been to this event before?

- No
- Yes....       Once before
- Twice before
- Three or more times before

**12. Will you come to this event next year?**

Yes

No

## Buyer Questionnaire No

1. Aimag ..... Soum .....

2. Age: 18-25    26-40    40-55    over 55    Sex: male  female

### 3. Where did you learn about the event?

- |                                                    |                                             |
|----------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> TV                        | <input type="checkbox"/> Announcement board |
| <input type="checkbox"/> Radio                     | <input type="checkbox"/> Word of mouth      |
| <input type="checkbox"/> Newspaper                 | <input type="checkbox"/> Mercy Corps        |
| <input type="checkbox"/> Almag/soum administration | <input type="checkbox"/> Other              |

### 4. How important was this event for you?

- |                                                       |                                                         |
|-------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> I bought products            | <input type="checkbox"/> I learned about new technology |
| <input type="checkbox"/> I learned about new products | <input type="checkbox"/> I participated in activities   |
| <input type="checkbox"/> I concluded a contract       | <input type="checkbox"/> Other: _____                   |
| <input type="checkbox"/> I met with friends           | <input type="checkbox"/> It was not important           |
| <input type="checkbox"/> I received new information   |                                                         |

### 5. How would you evaluate this event?

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Satisfactory |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Poor         |

### 6. What were weaknesses of the event?

- |                                                |                                                                |
|------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Poorly organized      | <input type="checkbox"/> Too far from my home                  |
| <input type="checkbox"/> Too short there       | <input type="checkbox"/> Products that I wanted were not there |
| <input type="checkbox"/> Not enough activities | <input type="checkbox"/> Bad quality of products               |
| <input type="checkbox"/> Too crowded           | <input type="checkbox"/> Other: _____                          |

### 7. What would you advise to improve the event?

- |                                                        |                                                  |
|--------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Organize better               | <input type="checkbox"/> Group sellers better    |
| <input type="checkbox"/> Different activities          | <input type="checkbox"/> Change venue            |
| <input type="checkbox"/> More activities               | <input type="checkbox"/> Keep venue cleaner      |
| <input type="checkbox"/> More participating businesses | <input type="checkbox"/> Increase number of days |
| <input type="checkbox"/> Advertise better              | <input type="checkbox"/> Other: _____            |

### 8. What was the most interesting part of the event?

*[each aimag should make options according to the activities at their respective fairs]*

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### 12. Will you come to this event next year?

- Yes
- No

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1. Aimag ..... Soum .....

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### 3. Where did you learn about the event?

- |                                                    |                                             |
|----------------------------------------------------|---------------------------------------------|
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| <input type="checkbox"/> Radio                     | <input type="checkbox"/> Word of mouth      |
| <input type="checkbox"/> Newspaper                 | <input type="checkbox"/> Mercy Corps        |
| <input type="checkbox"/> Almag/soum administration | <input type="checkbox"/> Other              |

### 4. How important was this event for you?

- |                                                       |                                                         |
|-------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> I bought products            | <input type="checkbox"/> I learned about new technology |
| <input type="checkbox"/> I learned about new products | <input type="checkbox"/> I participated in activities   |
| <input type="checkbox"/> I concluded a contract       | <input type="checkbox"/> Other: _____                   |
| <input type="checkbox"/> I met with friends           | <input type="checkbox"/> It was not important           |
| <input type="checkbox"/> I received new information   |                                                         |

### 5. How would you evaluate this event?

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Satisfactory |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Poor         |

### 6. What were weaknesses of the event?

- |                                                |                                                                |
|------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Poorly organized      | <input type="checkbox"/> Too far from my home                  |
| <input type="checkbox"/> Too short there       | <input type="checkbox"/> Products that I wanted were not there |
| <input type="checkbox"/> Not enough activities | <input type="checkbox"/> Bad quality of products               |
| <input type="checkbox"/> Too crowded           | <input type="checkbox"/> Other: _____                          |

### 7. What would you advise to improve the event?

- |                                                        |                                                  |
|--------------------------------------------------------|--------------------------------------------------|
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| <input type="checkbox"/> Different activities          | <input type="checkbox"/> Change venue            |
| <input type="checkbox"/> More activities               | <input type="checkbox"/> Keep venue cleaner      |
| <input type="checkbox"/> More participating businesses | <input type="checkbox"/> Increase number of days |
| <input type="checkbox"/> Advertise better              | <input type="checkbox"/> Other: _____            |

### 8. What was the most interesting part of the event?

*[each aimag should make options according to the activities at their respective fairs]*

### 10. Are Market Days necessary in future?

- Yes     Need to be changed     No

### 11. Have you been to this event before?

- No
- Yes....  Once before

- Twice before
- Three or more times before

12. Will you come to this event next year?

- Yes
- No

### SALES REGISTRATION FORM

Name of entity : \_\_\_\_\_

Aimag \_\_\_\_\_ Soum \_\_\_\_\_

Name of the seller \_\_\_\_\_

No of counter/booth: \_\_\_\_\_

Total orders received (MNT) \_\_\_\_\_

# of contracts and agreements made \_\_\_\_\_

| №  | Name of product | Total goods for sale |            |             | 1st day sales    |            |             | 2nd day sales    |            |             |
|----|-----------------|----------------------|------------|-------------|------------------|------------|-------------|------------------|------------|-------------|
|    |                 | Amount, quantity     | Unit Price | Total price | Amount, quantity | Unit Price | Total price | Amount, quantity | Unit Price | Total price |
| 1  |                 |                      |            |             |                  |            |             |                  |            |             |
| 2  |                 |                      |            |             |                  |            |             |                  |            |             |
| 3  |                 |                      |            |             |                  |            |             |                  |            |             |
| 4  |                 |                      |            |             |                  |            |             |                  |            |             |
| 5  |                 |                      |            |             |                  |            |             |                  |            |             |
| 6  |                 |                      |            |             |                  |            |             |                  |            |             |
| 7  |                 |                      |            |             |                  |            |             |                  |            |             |
| 8  |                 |                      |            |             |                  |            |             |                  |            |             |
| 9  |                 |                      |            |             |                  |            |             |                  |            |             |
| 10 |                 |                      |            |             |                  |            |             |                  |            |             |
| 11 |                 |                      |            |             |                  |            |             |                  |            |             |
| 12 |                 |                      |            |             |                  |            |             |                  |            |             |
| 13 |                 |                      |            |             |                  |            |             |                  |            |             |
| 14 |                 |                      |            |             |                  |            |             |                  |            |             |
| 15 |                 |                      |            |             |                  |            |             |                  |            |             |
| 16 |                 |                      |            |             |                  |            |             |                  |            |             |
| 17 |                 |                      |            |             |                  |            |             |                  |            |             |
| 18 |                 |                      |            |             |                  |            |             |                  |            |             |
| 19 |                 |                      |            |             |                  |            |             |                  |            |             |

|                    |  |  |  |
|--------------------|--|--|--|
| <b>Total Sales</b> |  |  |  |
|--------------------|--|--|--|

## **7. Overview of Successes and Lessons Learned at the 2005 Uvurhangai Trade Fair**

### **Successful activities, events and participation (by Laura Gonzalez)**

#### *Parade*

We kicked off the fair with a parade featuring 25 decorated vehicles of all kinds including autos, flat bed trucks, buses and vans. There were 32 children on bikes, 100 walkers and two horseback riders. A total of 159 people participated in the parade. The parade traveled 5 km, winding its way from the center of town out to the APU Center. The Uvurhangai army band played music and officials announced the fair and events over loud speakers. We don't have an estimate for how many people watched the parade.

We recruited parade participants from local businesses and other organizations that were already planning to participate in the trade fair. We had them register in advance and asked them to decorate their vehicles. We didn't charge for participation in the fair. We also recruited participants from Arvaiheer's schools and college as well as from the local Children's Center.

#### *Most popular events*

In order to keep people coming back to the fair, we spread interesting and exciting events throughout the three days. According to a survey of 70 people, people's favorite aspects of the fair included (in no particular order): sumo, large number of exhibitors, horseracing, concert, taste testing, first evening's activities, opening ceremonies, driving competition, products, wood and felt crafts, award ceremony, parade and the elite animal competition.

#### *Business participation - sponsorship growth*

In 2005 local and national business' sponsorship totaled over 4.6 million MNT in cash and in kind donations. In many cases businesses organized and ran the events that they sponsored. On the first evening, APU organized some warm-up exercises and friendly competitions among vendors. Xac Bank sponsored and ran the very successful airag drinking contest. Mongol Telecom installed managed loudspeakers inside and outside the APU Center venue. The local bread factory, Delgereh Huns, organized the sumo competition and paid for prizes. Other businesses donated cash or prizes to the lottery, finger games, driving competition, public run, etc.

#### *Collaboration with Arvagar heer*

We collaborated with "Arvagar Heer" Horse Racing Association during the 2005 fair. Arvagar Heer held its last race of the summer on the first day of the fair. This was very beneficial for both events. The attendance at both events was higher and the costs were lower than if they had been held separately.

#### *Other collaborations?*

Based on the success with Arvagar Heer, we are considering approaching other organizations to join their events with ours. One event is the "Golden Autumn Sports Competition" which is held in each school. This could be a great way to increase the numbers of young people who attend the fair. Other events include a jobs fair sponsored by the aimag government and a computer fair sponsored by the national government.

### **Lessons Learned**

#### *Success of dairy and vegetables*

At the fair, our vegetable and dairy producers sold out right away. UH Agriculture Office was responsible for recruiting vegetable and dairy sellers. We need to work with the Ag Office to

encourage sellers to increase the amount of product they bring to the fair and to increase the number of sellers. There is big capacity for more sellers because our vegetable and dairy room was only about 20% full. One constraint is that many vegetable producers prefer to save most of their harvest for winter and spring when prices are highest. This makes good business sense. But because sellers have the potential to sell such a large amount of vegetables in a short time and without much effort or cost, sellers have the opportunity to make a good profit because what they lose in price they gain in volume. We also need to target sellers who do not have access to a root cellar or warehouse and therefore need to sell vegetables right away.

### *Survey says*

Based on our survey, fair attendees have asked us to make the following improvements to the 2006 fair: more lighting inside APU center, better support for small and medium businesses, advertise the fair earlier, increase the number of exhibitors, decrease the dust outside, organize booths by product type, stick to the schedule better, keep the venue cleaner/pick up trash.

All of these problems could be solved through better organization and planning. Most people's complaints are about the details, not the overall event. This means that improvement is in our grasp as long as we pay attention to the problems cited and incorporate the solutions into our plans for next year.

### *Timeliness*

For the 2006 fair we need to be more persistent in getting potential sponsors and organizers to commit at least 6 weeks in advance of the fair. In the weeks leading up to the 2005 fair sponsors and organizers did not want to commit. They said that they took orders from their main offices in UB and UB did not make a decision until about 2 weeks leading up to the event. As a result we failed to submit complete schedule of events to UB. This incomplete schedule was what UB published all nice and glossy. Once we finalized events we were forced to print an updated schedule locally and at much lower quality and higher cost. With total sales approaching 100 million and attendance at almost 20,000, the fair is a strong economic and marketing force. We need to exercise this clout to force the local organizations to make decisions much earlier than they have in the past.

### *Monitoring and Evaluation*

At this trade fair we did not do a great job of monitoring results. This is because the people responsible for monitoring had too many other jobs. In 2006 we should have a dedicated group (ex. IOOs) responsible for distributing and collecting surveys, gathering sales information and estimating attendance. As the fair gets bigger every year and makes more and more money, it is more and more important to make accurate measurements. Attendance numbers are especially important for attracting sponsors.

### *Product Availability*

The huge amount of sales at each trade fair proves that there is certainly a demand for local goods, now we need to think about the supply, especially after the trade fair. Over and over I hear the same story: people went to the fair, bought a bottle of delicious pickled vegetables or beautiful handmade boots and then could not find the products again. How can we help producers make the products available outside of the trade fair? I have heard that the Herders Association is working on building a shop or a counter to sell their clients goods in the aimag center. This is a good start. In any case we need to help producers to let buyers know where they can buy these good once the fair is finished. If producers don't have a place to sell in the aimag we should help them to find one. If they only have enough product to sell during the TF and it regularly sells out, we should encourage them to produce more, because they have a proven market.

## **Looking Ahead**

### *Balancing quality and growth*

By examining the surveys we distributed we can learn about the public's reaction to our fair and use this information to craft our plans for next year. When we examine people's complaints about our fair we see that they mostly concern a need to improve quality and organization. I.e. more lighting inside APU center, advertise the fair earlier, decrease the dust outside, organize booths by product type, stick to the schedule better, keep the venue cleaner/pick up trash. When we examine people's favorite aspects of the fair we see that they related to the cultural and sport activities and the number of products for sale.

The conclusion that we can draw from these two sets of data is that next year we need to focus both on improving quality/organization and on growing the fair. A fair should get better every year and as we and other organizations gain experience, things get easier. 2005 saw many groups participating for the first time. When they return in 2006 they will be more knowledgeable and experienced and thus will do better.

### *Chinggis!*

2006 marks the 800th anniversary of the founding of Chinggis's empire. This represents both a great marketing hook and an excuse to plan really cool events. Being UH we are well positioned to take advantage of the anniversary. For example, we could ask a local business to organize excursions to Harhorin. People who come to Arvaiheer for the fair will find that a safe, reliable bus/van is leaving from the fair grounds at a set time and returning at a set time.

### *Conclusion*

We also must keep in mind that with only three trade fairs to go under MC watch we must continually challenge our partner organizations, the government and the community to take more and more ownership of the events. We are pleased with the progress the Chamber of Commerce made with respect to taking on more responsibilities. However, at the fair's current size and budget, the Chamber of Commerce will not be able to fund the fair as fully as MC has been able to. So in order to maintain the size of the fair, we must continue to work with businesses and organizations to expand their presence in the fair. This is where it is important to be able to have good estimates of attendance and sales income. We can use this information to show sponsors well spent their money will be if they donate to the fair. We have two goals for 2006: to give more and more responsibility to participating organizations, the government and the community and to continually raise the standards of the fair.