

TANZANIA TRADE DEVELOPMENT AUTHORITY



JUDGING EXERCISE FOR THE 41ST DAR ES SALAAM INTERNATIONAL TRADE FAIR – 29TH - 30TH JUNE, 2017

1.0 JUDGING CRITERIA

1.1 Judging of Best Pavilions

Exhibitors who have registered with TanTrade will be subjected to Judging Exercise. Exhibitors themselves will choose one Category in which they want to contest.

CRITERIA FOR JUDGING

i) Overall Appearance of the Stand/Pavilion

The Judges will consider the overall appearance of the Stand/Pavilions with special attention to the visual appearance to potential clients. The function of a stand is to attract attention and to communicate with clients/visitors.

Important considerations under this will be:-

- Professional touch (an eye catching display),
- Color co-ordination
- Visible signage and illustrative graphs,
- Mobile features – working models,
- Cleanliness

TOTAL POINTS (0 –20)

ii) Professional Display of Exhibits

The Judge will evaluate the effectiveness of the display in presenting products and services to the best advantage. The following elements are to be examined when considering product and service layout and display:-

- Grouping of related products/services,
- Order in the display of exhibits,
- Effective use of background materials (posters, photos, crafts, tools, corporate colors),
- Appropriate use of lighting (spot lights)
- Demonstrations
- Absence of clutter and ease of viewing
- Creativity and innovativeness in presentation

TOTOPOINTS (0 – 25)

iii) *Quality of Products and Services*

The assessment of Quality will be determined with the distinction of good quality products/services from poor quality products/services.

The following factors will help Judges to assess quality:-

- Skill/Professional attribute, experience
- Design of the product/service delivery
- Performance, user function, usefulness of the product/service)
- Fineness of the product/finishing
- Certification TBS/ISO, etc.

TOTAL POINTS (0 – 25)

iv) *Alignment to the theme*

The Judges will evaluate the effectiveness of the display in presenting products and services and examine if the exhibitor is aware of the theme, and has aligned his/her presentation to it to the best advantage.

Theme: Linking Production to Markets

TOTAL POINTS (0 – 5)

v) *Business Information and Stand Management*

Exhibiting personnel is expected to be knowledgeable about the exhibits. Judges may ask few questions to elicit trade information, promotional materials; business cards etc. which can be taken home by prospective clients are available at the stand.

Ideal exhibitors are expected to have all necessary information to conclude a business deal.

The following things will be examined in addition to the above:-

- Alert and knowledgeable staff (ability to answer questions clearly and concisely),
- Availability of brochures (product catalogues) and other stationery for order taking,
- Business cards,
- Signboard with clear indication of company name, visitor's book, and official contacts.

TOTAL POINTS (0 - 10)

vi) Customer Care

Judges will examine the appearance of Stand personnel, customer care and degree of alertness and the staff demonstrates how they would handle a customer in the normal business set up.

The following factors will help Judges to assess quality of Customer care:-

- Greetings (Look interested, friendly and approachable)
- Smart appearance
- Body language (posture, nervous, shy, folding arms etc)
- Make eye contact and pay attention
- Able to answer questions, provide details on product or service, ask for customer information for effective follow up after event.
- Introduce themselves with a one minute overview of a company and its benefits.
- Approach people from the front

TOTAL POINTS (0 – 10)

2.0 SPECIAL AWARD FOR SPECIAL CATEGORIES

Since the main objective of the Fair is to promote trade, both domestic and foreign, two Special Categories namely **THE BEST EXPORT PRODUCT EXHIBITOR** and **THE BEST DOMESTIC PRODUCT EXHIBITOR** were established to recognise the exhibitors' roles in the export and domestic market respectively.

The exhibitors interested in competing in these categories will have to register themselves earlier as Judges will need extra information. For the Category of **THE DOMESTIC PRODUCT EXHIBITOR** information such as production capacity for the past 3 years, certification by local authorities e.g. TBS, TFDA and distribution channels will be required. For the Category of **THE BEST EXPORT PRODUCT EXHIBITOR**, information required will include export figures for the past 3 consecutive years, external markets services and where relevant local and international certification. This information has to be available at the stand.

2.1 Criteria for Best Export Products Exhibitor

The Panel of Judges will evaluate and consider the following factors in determining the Best Export Product Exhibitor:-

- Value addition of the Product (not raw form)
- Quality certification where necessary by local and international organizations
- Packaging (primary package and secondary package) and labeling of the product,
- Creativity and innovativeness,
- Production Capacity and Export Figures (3 consecutive years)
- Products presentation – how the product is displayed/or demonstrated,
- External Markets Serviced, Participation in International Trade Exhibitions/Fairs (Name of the Countries)
- Skills or professionalism in delivering the services
- Tangible tools or equipment used to provide services
- Communication – keeping customers informed in language they can understand
- Reliability – consistency of performance and dependability, after sale services

TOTAL POINTS (0 – 100)

2.2 Criteria for Best Domestic Product Exhibitor

The Panel of Judges will evaluate and consider the following factors in determining the Best Local Product Exhibitor:-

- Value addition of the Product (not raw form)
- Quality certification by local organizations e.g. TBS, TFDA
- Packaging (primary package and secondary package) and labeling
- Creativity and innovativeness,
- Production capacity, Sales Volumes (3 consecutive years)
- Products presentation – how the product is displayed/or demonstrated,
- Distribution Network in the domestic market (extent to rural areas)
- Skills or professionalism in delivering the services
- Tangible tools or equipment used to provide services
- Communication – keeping customers informed in language they can understand
- Reliability – consistency of performance and dependability, after sale services
- Participation in local fairs (DITF, SIDO, Nane Nane, etc)

TOTAL POINTS (0 – 100)

2.3 The Overall Winning Tanzania Exhibitor

The Overall Winner shall be obtained in the second round of judging to be performed by a Panel of Judges who shall judge the first winners of each Ordinary Category by using the same criteria applied in determining the winners of the latter (i.e. ordinary category).

However, the judges shall apply the criteria to the entire stand/pavilion in order to assess the overall impression. The Judges are requested to be anonymous while performing this exercise.

TOTAL POINTS (0 – 100)

SPECIAL NOTE: The above trophies will be presented to the winners at the Official Opening Ceremony on 1st July, 2017.