



IFES 2005 Convention

CONCLUSIONS OF ROUND TABLE N°3 :

“CLIENTS CONTINUE TO EXPECT MORE FOR LESS”

28th June 2005

The goal of this round table was focused on knowing the more relevant issues on international subcontractation among stand builder companies. The following lines gather the thoughts and comments that more than 50 professionals and owners of the stand building.

The values that a client looks when subcontracting are: flexibility, honesty, quality, credibility, integrity and price. Always from a “partnership” point of view. This “partnership” has more importance when the local subcontractor guides his client on legal issues, prices and working conditions.

If it is not possible doing that before the job, then it would add much value that the subcontractor “converts” and “adapts” the client’s design to the regular construction system the subcontractor uses.

In short, many times the rigid specifications of the client are not suitable for the country where the stand will be built. Because of that, 2 possibilities can be taken:

- Work on a manual oriented on how to work our industry in different countries. In this way, there’s already a manual guide called “Secrets to Successful Exhibit in the US” by Ray Verhelst
- Include guide prices as reference on 2 groups:
 - o Depending on the kind of stand: custom, modular or portable
 - o Other services: electricity, carpenters, flowers...



To warranty the desired partnership a creation of a term was recommended: “certified company” or “Recommended Company”. This could be done following certain guidelines or requirements.

This idea needs a deep legal analysis as well as studying the viability of itself since it could end on possible responsibilities for IFES in case of confrontation.

On the other hand, there a thing that subcontracted professionals are worried about: the asurement of payments. In this way, it was proposed to study different ways that warranty the absence of payment troubles, for instance, IFES could negotiate a multi-national insurance or a contract where IFES verifies the terms of the contract though this “contract” has no legal properties.

Also, a list of companies that do not respect its compromises could be done, but again this point may cause legal implications for IFES.

Other ideas were exposed to improve international subcontractation as the negotiation of agreements with global service providers that make subcontractation easy on transport, rent a car or hotel reservation matters.

It is a fact that subconstraction between companies clearly benefits our industry since stops the intromision of fair organizers.

In any case, once again we go back to the beginning in the way that we will do business with people we know even if they are expensive. There is nothing like face-to-face communication to ensure subcontracting success.