

Munich trade fair a great success

Norfolkline's participation in the 2009 Transport & Logistics Trade Fair in Munich from May 12th to 15th was a tremendous success. The company gained many new business leads and was able to meet with a number of existing key freight customers from all over Europe.



The company's presence at the exhibition, the world's largest logistics, telematics and transport event, was organised from start to finish by Norfolkline Dover's Joanna Hardman and Sonia Carballido. Joanna had also organised the company's presence at last year's Munich trade fair, which had confirmed the importance of the event for Norfolkline. The 2009 project took six months of

planning, hard work and determination to achieve the results Joanna and Sonia were aiming for, during which they still had to maintain their usual activities in the Freight Sales Department. Despite creating a really impressive stand, they also managed to keep well within the pre-agreed budget. "Visitors were particularly impressed by the design of our stand, which replicated our vessels on the English Channel route," says Freight Sales Director Wayne Bullen. "We also proudly displayed our company and freight DVDs, which worked as a 'magnet' to attract customers."

Positive signal

In spite of the current recession the exhibition sent a positive signal to the industry, with a total of 1,760 companies from 55 countries exhibiting their products and services to a total of 48,000 trade visitors – the same number who attended the last edition of the fair, in the logistics boom year of 2007. The Dover – Dunkerque Freight sales team were evenly staggered over the four days, actively selling & representing Norfolkline for all routes of the ferry division.

The unique design of the stand provided a professional look for Norfolkline. It was created by Unicum Expo of the Netherlands, who worked very closely with Joanna and Sonia. It played its part in ensuring that the event delivered many new business leads for Norfolkline. "There was also a free prize draw, itself generating 65 new prospects, which are all being actively pursued," adds Wayne. "Our success will be

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evaluated and monitored during the months ahead and we feel confident that we will gain many new customers for the various routes within the Norfolkline ferry division".

Great value

A large number of existing customers also visited the stand for meetings, such as Transferry (Italy), Kadir Demir Limited (Turkey), Fobos (Czech Republic), VIB (Belgium), Transcamion (Germany), Transervice (Slovakia) and Autransa (Spain). The fact that the sales team would not normally have the opportunity to meet these and the many other customers who visited without extensive travel is a testament to the great value of participating in events like these – perhaps especially in challenging economic times.

"A special thanks should be extended to Joanna and Sonia, who impressively arranged everything from start to finish," Wayne says. "Every detail was perfectly covered, and within a very challenging financial budget. The tremendous success of the trade fair is thanks to their hard work and professional commitment and that of the entire freight sales team." •

