

# Better use of trade fairs sought

## **By A Correspondent**

Small and Medium Enterprises (SMEs) have been challenged to effectively utilise the opportunities they get in trade fairs to develop their skills, secure markets and business contacts, among others.

Speaking in Dar es Salaam on Monday, SME Competitiveness Facility

(SCF) manager Mr Sosthenes Sambua said taking part in trade fairs without strategies was wastage of time and money, insisting on effective participation to exploit the market's benefit.

"We should now change our participation attitude and aim higher. We should think of growing in business, increase incomes and acquire export contacts through trade fairs and exhi-

bitions," Mr. Sembua told participants when officiating at an ongoing course on 'effective trade fair participation' at a Bagamoyo Hotel.

The course is a practical and innovative training programme designed to help business development service providers and association leaders understand and advice on effective trade fair participation.