

CASE STUDY

GITEX - Quebec Ministry of Economic Development

BACKGROUND & OBJECTIVES

The *Gulf Information Technology Exhibition (GITEX)* is one of the largest technology exhibitions. It is held in Dubai, United Arab Emirates at the Dubai International Convention and Exhibition Centre. The 2003 edition attracted 774 exhibitors and over 75,000 visitors from approximately 140 countries.

The *International Federation of Multimedia Associations (FIAM)* was assigned by the *Quebec Ministry of Economic Development* to organize a trade mission to *GITEX 2003*. They invited high-tech companies interested in developing business partnerships with companies in the Middle-East, to be present at the Quebec Government booth. It was a good opportunity to showcase Quebec's technology expertise.

CHALLENGE

The Quebec Government booth was located inside the Canadian Pavilion, in Hall 8. This Hall was for National Pavilions. It was a new location compared to previous years.

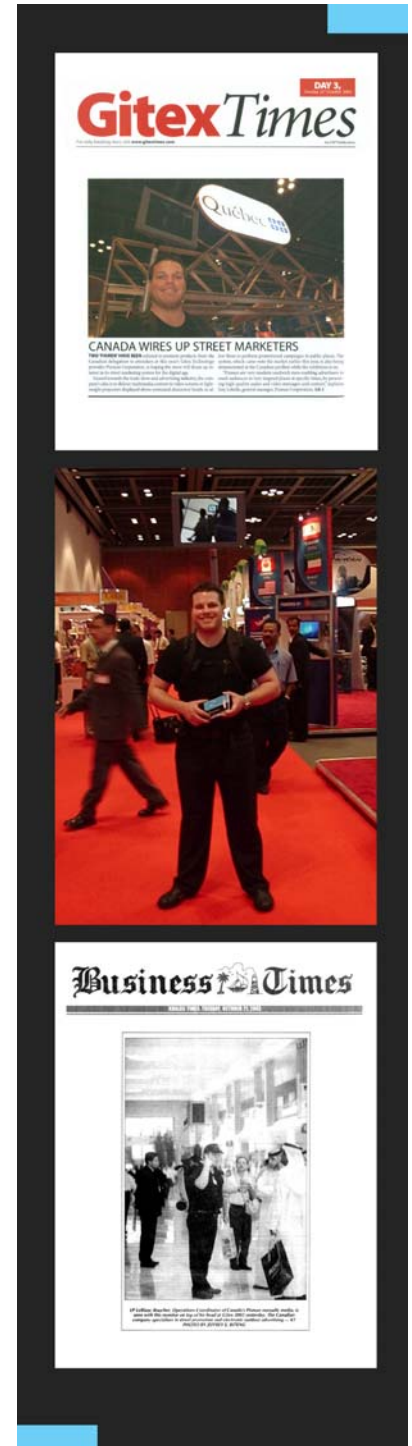
The Canadian exhibitors needed to drive awareness and traffic toward the Pavilion.

SOLUTION

FIAM and the *Quebec Ministry of Economic Development* invited Pixman Corporation to showcase its mobile technology at the Quebec Government booth.

On the exhibition floor, the Pixman promoter greeted conventioners and distributed flyers about Quebec's exhibitors to increase awareness.

He wore a black uniform, a Canada cap and waved a Canadian flag.





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RESULTS

- The Pixman helped to highlight the presence of the Canadian Pavilion and Quebec's booth while increasing traffic to these locations.
- The traffic generated by the Pixman created the opportunity for many exhibitors to develop business partnerships.
- As a direct result of Pixman's sampling capabilities, the number of flyers distributed at *GITEX 2003* significantly increased versus past years. The Quebec Government was forced to ask Pixman to slow down on flyer distribution otherwise their exhibition day stock would be depleted. Over 2500 flyers were handed out for Quebec's booth.
- The Pixman received press coverage in the business section of the Khaleej Times, a daily newspaper published in Dubai, and in the Gitex Times, the convention publication.
- Pixman's presence at Gitex generated high interest by local media and resulted in many interviews for the Quebec Government representatives on local radio and TV stations.

HIGHLIGHTS

- Industry: Government, Trade Missions
- Type of Event: IT Exhibition
- Market: Middle-East, South Africa & South-East Asia
- Highlight of the Canadian Pavilion and Quebec's booth
- Drove traffic to the Canadian Pavilion
- Due to high traffic, many exhibitors had the opportunity to sign business partnerships
- Large number of flyers distributed
- Press coverage