



Exhibition Center Guidelines

**Department of Trade
Ministry of Economic Affairs
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1. Background

The Exhibition Center is first of its kind in the country planned and established by the Department of Trade, Ministry of Economic Affairs. The establishment of the center was supported by the Hon'ble Prime Minister, DASHO TSHERING TOBGAY during the Mid-term Review of 2015, to help promote the use of locally produced products for construction purpose and export. Considering the need and importance of such interventions to help the business community, the Royal Government has spent about Nu.6.85 million to construct the Exhibition center. The center was inaugurated jointly by the Hon'ble Minister of the Ministry of Economic Affairs, LYONPO LEKEY DORJI and Hon'ble Minister of the Ministry of Works and Human Settlement, LYONPO DORJI CHODEN on 27th March, 2017. The center aims to enhance export and minimize our dependency on imports.

2. Introduction

The Exhibition Center will serve as an efficient means to promote locally produced goods such as construction materials (plumbing and electrical items), agricultural products, textile, handicraft products and other related products through way of advertising. Therefore, it shall not indulge in profit making by selling the products rather it shall provide public service to the people.

In future, the center is expected to be a **“Must Visit Place”** for the foreigners visiting Bhutan. It is also expected to attract students, researchers, guests, producers, traders, etc to learn about different products available within the country.

The purpose of this guideline is to help local producers, business firms and individuals to showcase their products to the consumers. It outlines the type of products and all procedural requirements for the display of the products.

3. Key Objectives

The objectives of the exhibition center are:

- To facilitate Business to Business (B2B) and Business to Consumer (B2C) interactions.
- To promote export and marketing of locally produced agro products, handicraft items and construction materials.
- To promote international trade and create business linkages for the Bhutanese manufacturers.
- To disseminate information on goods and services to the consumers.
- To support local producers and industries to showcase their products.
- To encourage the use of locally produced products.
- To advertise and market “Brand Bhutan”
- To provide a platform for consumers to engage in an in-depth and collaborative inquiry of the products.
- To provide a platform for potential importers and consumers to examine the products physically before placing orders and get detail information on the price, quality and other related information.
- To encourage young entrepreneurs to take up new businesses and help in creation of self employment opportunities.

4. Definition of Exhibition Center

For the purpose of this guideline, the exhibition center is defined as a large room or space to display the selected products, organize presentation and disseminate information on products and services by bringing the buyers and sellers together for B2B and B2C interactions and promotion of business linkages.

5. Types of Exhibition

5.1 Commercial Exhibition: Commercial exhibitions, refers to exhibition where all types of consumer and industrial commodities are exhibited for promotional purposes only. The exhibitors shall not be allowed to sell any of the goods brought in for display

5.2 Art Exhibition: Art exhibition refers to exhibition where various paintings, drawings, crafts, sculpture, interactive art, etc are displayed. Fine arts exhibitions typically highlight works of art with generous space and lighting, supplying information through labels or audio guides designed to be unobtrusive to the art itself.

5.3 Interpretive Exhibition: Interpretive Exhibition refers to exhibition where text, dioramas, charts, maps and interactive display are displayed to provide necessary explanation of background and concepts. It covers a wide range of interpretive graphics including archaeology, anthropology, ethnology, history, science, technology and natural history.

6. Display of Products

Any Bhutanese manufacturer, private or government agency, autonomous agency, Civil Society Organizations (CSOs) and business entity may be allowed to display their products in the exhibition center with the prior approval of the Department of Trade (DoT), Ministry of Economic Affairs (MoEA).

7. Duration for Display of Products

There is no time duration for display of products. However, the duration for the display of products which are perishable in nature shall not exceed the expiry date mentioned on the product and shall be replaced one month before the expiry date. The expired products shall be removed/ disposed from the date of expiry.

8. Procedure to seek approval

Those who wish to display their products in the exhibition center should assure that their products are made in Bhutan and shall submit an application in the prescribed format (*annexure I*) to the Exhibition management, DoT, MoEA.

9. Roles and Responsibilities

9.1. The Exhibition management shall:

- 9.1.1.** Identify and prepare a list of products to be displayed in the center.
- 9.1.2.** Provide appropriate space for the exhibitors.
- 9.1.3.** Provide general information, direction and other related information to the exhibitors and visitors.
- 9.1.4.** Collect and disseminate promotional tools such as printed materials, business cards, posters and brochures to promote the products.
- 9.1.5.** To provide appropriate stand/racks, decorate stands, audio visual and other CCTV systems.
- 9.1.6.** Be responsible for maintaining a proper record of items displayed and ensure its security.
- 9.1.7.** Maintain a register of visitors and products displayed the center for record keeping.
- 9.1.8.** Should regularly contact and inform the exhibitors to display products, change products with new stocks and provide brochures, templates, promotional clips and business cards.
- 9.1.9.** Advocate B2B and B2C interactions.
- 9.1.10.** Advocate and publish annual bulletin/report of the center.
- 9.1.11.** Operate the center from Monday to Friday (9 AM to 5 PM.)

9.2 The Exhibitors shall:

- 9.2.1** Provide sample products, information brochures, product details, company banners, promotional audio visual clips and business cards.
- 9.2.2** Replace the products after the date of expiry.
- 9.2.3** Have adequate knowledge on products on display and be able to provide guidance and product information as and when required.
- 9.2.4** Exhibit the products which are locally produced
- 9.2.5** Extend cooperation with exhibition center/ DoT for any matters relating to products manufactured in the country
- 9.2.6** Facilitate visit of MoEA officials at their manufacturing industries and factories as and when necessary.

Registration form for the Exhibitors

Name of Establishment/ Company:

Name of License Holder:

Address:

Tel/ Fax:

Mobile:

Email:

URL:

Name of Products to be displayed in the Center: *(Please use additional sheet if required).*

Sl.	Name of the Product	Specification/Size	Date of Expiry
1			
2			
3			
4			
5			

Do you have company brochures /pamphlets?
(Yes or No): If Yes, Please Provide

Note: Must attach company profile

Please return the Form to: Exhibition Management