Trade Fair Case Study
January 24-26th – Hosted by Dori Municipality

**Involve the private sector**
- Cost-sharing between mayor’s office and energy firms
- Energy firms use their own resources to fund the activity have stalls and sell products and do marketing; need marketing materials and enough staff to talk to prospective customers
- Mayor’s office advertises fair and attract local communities

**Capture market research**
- Energy firms and mayor’s office must capture information: attendance / tickets issued (or something else that can be counted) / sales achieved and/or prospects
- Data can be used to plan for and promote future fairs
- Firms can ask customers a few questions to understand more about preferences and use information for marketing and sales

**Create fun and excitement**
- Energy firms or mayor’s office hold a raffle. Best practices:
  1) Winners should win a product, not just a discount for a product
  2) Have 10-50 winners (the more who win, the more will tell neighbours/friends/family about the product. 3) After the raffle, all winners come together to get any training on the product – more cost effective
- Energy firms or mayor’s office organise an activity where people assemble the energy product, or say a poem about solar energy, etc. The goal here is more the social vibes (and not competition)

**Invite local media**
- e.g. Radio and newspapers interview the businesses at the fair as well as interview some of the energy users
- (Note, this will also help firms start seeing good ways to work with media)

**Integrate energy into other fairs**
- A space can be dedicated at other fairs for promoting energy products. e.g. At a ‘food festival’, firms can show how their products can be used to cook food.

**Include women and families**
- Women are key customers for all energy products and come together in groups to get financing
- Encourage women to participate, including standing up to talk publicly about energy products and inspire other women
- Children are invited to enjoy competitions and activities

**Include the local businesses**
- e.g. local retailers of energy products or local re-sale agents
- e.g. technicians who can provide repair and maintenance support for energy products. Such services could be at the stall (offering a co-promotion)

**Make the fair educational**
- Energy firms give demos of their products, explain how they work and how to maintain and repair, and deliver the value proposition – verbally, pictures, videos
- A ‘demo house’ or ‘showroom’ set up and energy products put on display

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**Trade Fair Case Study**

Trade fairs are a common market activity that has social, cultural and economic impacts. This material was developed by MEI and EcoVentures International (a consulting firm that has developed materials for public and private sector actors, globally, for renewable energy and other sectors, such as, agriculture). This event was organised with support from the Dori Municipality. Please contact 1er Adjoint, Bocoum Boureima and 2ème Adjoint, Cissé Boubacar for further information and a list of future events.

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**Results**

- **Media**: Radio advertised the fair in the three different languages. An advert was put in the edition of the evening newspaper. Radio reported on the fair’s progress and entertained listeners.

**Market assessment**:
- All energy firms achieved their goals both in terms of visibility and sales
- All energy firms believe in the profitability and the market potential in Dori
- All firms identified prospective sales, dealerships, re-sale agents and sales partners
- Refugees from Goudoubo camp bought solar lamps, Sodigaz gas bottle and a cookstove

- **Quantitative assessment**: Sales value CFA 1,572,800 / £2,095; Sales units = 82 pcs

- **Future**: The mayor’s office is satisfied with the progress of the trade fair and plans to organize a second edition probably September 2018

**Partners**:

- **Energy firms**: Naafa Nana, BETA Energy, Projet Production Solaire (PPS)
- Naafa Nana and PPS came with their own vehicle carrying both the sales staff and the products to be exhibited and sold. BETA used public transport.
- **Dori Municipality**
- Vocational training centre (ANPE)
- Solar product technicians
- **Dori Municipal Radio**

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