



2020 Development Company LLC
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Marketing and Trade efforts.

Trade Marketing Training

20/20DC and our training division (2020 Learning Institute) have been providing export training since 2000 and have delivered our courses in six different languages. These courses are designed with adult learning principles to provide the students with the tools to achieve success in marketing their products be it in trade shows, face-to-face marketing or distance (web and email based) marketing.

Participating in a trade mission, tradeshow or buyers' mission after training from 2020LI has proven to be less effective and provide a significantly lower ROI than when 2020LI Tradeshow training has occurred.

Tradeshows and Conferences

Tradeshows have been a staple of brand marketing and business linkage development for decades. The value of a tradeshow has changed significantly due to the internet, available data from company profiles to import, and trade records available through various sources.

20/20DC team members have participated in trade shows globally as exhibitors and visitors both for the private sector and development efforts. Recent tradeshows supported by 20/20DC on behalf of our clients include:

Gulfoods (four of the last five years for different projects – Ethiopia (2), Ukraine (1) and Uzbekistan (1)). We are scheduled to support the ITC Ukraine project for fruits and vegetables (F&V) marketing at the 2018 Gulfoods show.

Trade Missions

A Trade Mission is where sellers visit the markets to promote their company and its products. We often do this in juxtaposition to trade show or trade event. In an ideal situation, we work the project to provide pre-mission training and meeting arrangements where we meet with targeted buyers before the trade event at the buyers' facilities. This face-to-face meeting at the buyers' office provides a stronger connection than the chance meetings achieved at the trade show. We often visit five or more cities to meet with targeted buyers and end the visit at the tradeshow where we facilitate meetings and market education.

Trade Missions include extensive European marketing for several food product promotion efforts including fruits and vegetables to the Middle East from Ukraine, Uzbekistan and Ethiopia. Other trade missions include tours with sellers in Japan, the USA, and Europe.

Buyer's Mission

A Buyer's Mission is often the third step of developing a relationship and can lead to a number of alliances. In this effort, buyers who have a sincere interest in the products produced by the company visit the company and explore cooperation. This is often done with financial support from the project, however, is driven by market demands.

Buyer's missions are the most difficult to facilitate but often the most productive. 20/20DC has facilitated buyers' missions for honey to Ethiopia and Zambia, blueberry jam to Mongolia, wood products and meat to Paraguay, sacha inchi and quinoa to Peru.

Arranged global produce buyers to visit Uzbekistan to review crops and production facilities.