

Exhibition Strategy & Management

Napco National: Anchoring Market Leadership & Brand Image in Gulfood Manufacturing Show 2015 through 2019

« Napco National's participation throughout Gulfood Manufacturing 2015 to 2019, from planning to marketing to execution, has consolidated an overall communication strategy with consistent innovative concepts and messaging and has enabled us to strengthen a growing mutual experience with our business partners. Thank you for this major achievement! »

Dabbous, Vice President
NFP Sales

CHALLENGE

Limited experience
in exhibition
participation

Focusing on a selling
approach rather than
promoting a
partnership approach

Focusing on
product-based
marketing rather
than sector-based
marketing

Absence of a
unified Napco
National's
corporate and
brand image

OUR APPROACH

Established turnkey exhibition presence for the food and beverage industry in the UAE market for a Saudi manufacturer

Transitioned from targeting Quantity Leads (Selling Approach) to Nurturing Quality Relationships and growing with existing customers (Partnership Approach)

Developed a Return-on-Investment follow up system with tracking mechanism for measuring trade show performance

Aligned the corporate image, concept and theme with the 2030 Saudi vision

Broken silos between Napco National's business units and facilitated an integrated cross-selling sector approach

Created and grounded the concept of 'Growing Together' with customers and partners throughout the show editions

Implemented a fully-integrated promotional campaign with online and offline marketing tools for the food and beverage sector








Provided consultancy expertise for guests in Sustainability, Digital Transformation and Customer-Centricity

Leveraged on large network of third-party relationships

Guided brainstorming sessions, meetings and delegation trainings



WHAT WE ACHIEVED

-  Strengthened the sector-base selling approach & generated additional sales volumes with existing customers
-  Established & nurtured customer relationships into growing strategic customer partnerships
-  Positioned Napco National as an experienced and rooted supplier with deep market and industry knowledge
-  Strengthened Napco National's market leadership position in the MENA region
-  Positioned Napco National as an Expert Partner supporting its customers by leveraging on pioneering initiatives, such as Sustainability, Digital Transformation and Customer-Centricity initiatives
-  Anchored Napco National's unified corporate brand image and position in the food and beverage sector
-  Elevated presence from food packaging manufacturer to thought leader and partner in the food and beverage sector