

## Best Visiting Company

Here you will have the opportunity to show your ability to design an exhibition space with a clear connection to your product or service and show how you interact with customers in a new cultural context. The exhibition site and the exhibitors must attract the sale of their goods or services. The UF company must show understanding in how to communicate their offer to a new market.

The most important things the jury considers:

- If there is relevant information in the exhibition space
- The exhibition space's aesthetic design and its creative and unique properties
- Exhibitors' sales technology and ability to bring customers to the exhibition site
- Exhibitors' knowledge of the product or service
- Exhibitors' understanding of how to communicate their offer to an international market
- Exhibitors' collaborative ability and customer conversations. How do they adapt to interacting with customers from a new country?
- Exhibitors' connection to the product/service
- The exhibition site and the exhibitors' actions in their entirety, i.e. if there is a common thread in the appearance of the exhibition site and how the exhibitors represent the UF company and show that they are a part of the exhibition site.

**Oulu** Capital  
of Northern  
Scandinavia



**Interreg  
Nord**

Europeiska regionala utvecklingsfonden



EUROPEISKA UNIONEN