

Plenty of assistance is available at both trade shows for both those selling products and those buying them. If your company has questions about importing and shipping, there are experts on hand to provide instructions.



Making the Sale, Making the Buy.

F A Q

Q. What's the weather like?

A. September in Cologne offers beautiful weather with daytime temps in the high 70s and cool evenings. Precipitation is fairly rare. BETA is held in February, which often means cool, wet weather and even the possibility of snow.

Q. What's the money situation?

A. Germany's currency, the Euro, has recently lost some of its strength due to unrest within the European Union. The average exchange rate over the past year has been about \$1.30 for one Euro. The British Pound continues to be one of the world's premiere currencies. You can expect to pay nearly \$2 for one Pound. Thus, double the price quoted in pounds to get the dollar amount.

Q. What's the easiest way to negotiate currency?

A. By far the most convenient method is to stick your ATM card into a machine in either country and pull out local currency. Beware of charges various card companies make for this service—you may be better off exchanging your dollars before you travel. Neither Germany nor Britain are as prepared to take credit cards as businesses in the United States, so it's best to have a stash of cash.

Q. Is it safe?

A. Infinitely. There's always risk when you travel overseas, but the organizers of both trade shows go out of their way to make sure everyone enjoys a safe experience. It's always wise to heed U.S. State Department warnings about not making yourself a target.

Q. Do I need to speak German to attend SPOGA?

A. Truthfully, you might have more difficulty understanding the English spoken at BETA than the English spoken at SPOGA. The bulk of the vendors at SPOGA have at least one English-speaking individual at their disposal, and the trade show organizers offer translation services. **CONTINUED >**



If you have additional questions about SPOGA and BETA, please send an email to pwahl@tackntogs.com. The editor also extends a personal invitation to anyone planning to attend either market to travel with him.