

# Messe Frankfurt 2019 Internship Programme

**Time** January – April 2019

**Location** Taipei

**Total Candidate  
Required** One

**Hourly Rate** NTD 220 / hr

**About the Company** Messe Frankfurt is the world's largest trade fair organizer with more than 140 exhibitions held worldwide annually. The branch in Taiwan, Messe Frankfurt New Era Business Media, organized Secutech in Taipei, India, Vietnam and Thailand, building strongest business platforms for security, smart building and fire safety industry in these countries.

**Opportunity** This programme is designed for the candidate who are aiming their future career in marketing position in B2B industry and aspiring for hands-on experience from international corporate before graduation.

The candidate will be offered an opportunity to work with the team of Secutech Vietnam, the largest security and fire safety show in Vietnam, organized by Messe Frankfurt New Era Business Media.

Through this 3-month programme, the candidate will get a comprehensive experience upon marketing campaign from market research to market survey, survey analysis and marketing content writing from the angle of trade fair industry.

**Programme  
Deliverables**

**[Market Research]**

## 1. General Market Information

- Ongoing or the upcoming infrastructure projects in Vietnam (metro, harbor, highway, power grids, etc.)
- Main FDI in Vietnam (factory, industrial zone, office, etc.)

## 2. Identify the key associations in construction, hospitality, architecture, retail and consultancy.

For example:

Find the top 10 real estate and constructors in Vietnam

- Identify the leading ones in the north, middle and south;
- Identify the main projects they worked on in the last few years and undergoing now;
- Try to find the security and building automation systems brands adopted in the premises;
- Identify the contact window of the companies (decision makers/buyers) and create call-out list

## 3. Find the official department or bureau in charge of smart city in the country

- Hanoi, HCMC, Da Nang, Binh Duong, etc.
- Other supporting association or organization for smart city plan

### **[Market Survey]**

#### 1. 2018 Fair Exhibitor and Visitor Survey

- Design questionnaire to for collecting exhibitors and visitors' feedback after the show in terms of business follow-ups and market interests

#### 2. 2019 Potential Client Survey

- Survey potential clients' market interest in smart city and smart building industry

#### 3. Survey Analysis

### **[Online Marketing & Content Writing]**

Identify online promotion channels that are most ideal for B2B industry and work on online marketing timeline plan and budget plan to increase brand awareness and exposure to the target audience. At the end of the programme, the candidate will learn how to draft marketing materials for the campaign.