



HOW TO EXPAND  
**YOUR  
BUSINESS**  
BRAND INTO NEW MARKETS  
WITHOUT SPENDING  
CASH BY USING  
**TRADE  
EXCHANGE.**

# Summary of Proposal

World Trade Exchange can **offer you a range of advertising and public relations services in several of key markets** such as European countries, African countries, Canada, Mexico, UK & the USA as well as Asian countries such as India, China, Philippines, Indonesia, UAE etc, without your company spending additional cash.

**Advertising is offered to you on a pure Trade Exchange basis.** In other words, you will only pay for the advertising you will get using your own products or services in exchange, instead of using cash.

You can  
**benefit from:**

**Increased**  
brand exposure

**Reduced capital**  
expenditure on  
advertising and  
public relations

**Cash paying**  
**customers** - referred  
by happy recipients of  
your Trade Exchange  
offerings

# Other Reasons

## to Consider Trading for Advertising

### Trading Moves Excess Inventory & Fills Idle Space and Time

Every business owner struggles with the dilemma of what to do with depreciating inventory or idle time. By Trading for advertising you are using that excess capacity to generate more cash sales.

### Trading Improves Cash Flow

There are three basic ways to improve your cash flow - maximise your return on investment, generate additional sales and reduce costs. Trading does all three of these things. Trading allows you to buy advertising using your depreciating inventory or previously unsold time, empty hotel rooms or unfilled seats. Rather than discounting, you are maximising the value of those assets while generating incremental sales. When you purchase media using those credit the payment is made from new sales -- sales that would not have otherwise happened.

### Ensures Retention of Brand Value

Trading allows you to trade your product or service at full market value without impacting your brand or cash-paying customers. By selling "off-market" to WTE members a business retains full control over product placement and pricing. WTE matches sellers with buyers from across the globe providing a new outlet to move those products.

### Generates Cash Referrals

People who acquire your product or service on trade are likely to tell others. This may result in more "word-of-mouth" referrals, an increased work-portfolio, more recommendations, improved organizational skills, higher visibility and more cash sales.

### Trading Maximises The Value of Your Excess Capacity

Trading will return more value for your product or service than either discounting or cash liquidation would allow. Trading can even recover the original wholesale price, including the full anticipated profit.

### Creating Wholesale Buying Power

With Trading, the real cost of the advertising is the cost to make a new sale. For time or service based industries this is nominal. For product based industries this is either: the cost to manufacture a replacement product; or the extra margin that you would not have earned if you had sold for the distressed item at liquidation prices.

### Attracts new cash paying clients

By using Trading to acquire advertising you are increasing the possibilities that people will recognise your product or service and buy from you for cash when the time is right.

#### Trading for advertising can bring you many tangible benefits:

- Increase your brand value
- Take Customers away from competition
- Expand your market share
- Get referrals from trade members
- Enhance your sales portfolio
- Retain brand value and market price expectations
- Provides a low-risk and low-cost entry to foreign markets

# Types of Advertising

Available to Your Business on a Trade Basis

Billboards & Indoor Media

Internet Websites

Direct Mail / Flyers

Magazines

Newspapers

Internet Advertising

Public Relations Providers

Radio

Trade Show Exhibits

Sponsorship of Events

Television

Telemarketing

## Our Media Strengths

01

**A global database** of more than 45,650 media outlets

02

**Providing strategic** positioning against your competitors

03

**Workable business** and brand building PR strategies

04

**Excellent execution** skills

05

**Highly qualified,** talented and experienced PR specialists

06

**Every proposal** is tailor made to meet your unique needs

07

**Timely follow-up** and post project evaluation

08

**Seamless multi-lingual** and **global delivery**

09

All of our media is available on a Trade Exchange basis

## Basics of the

Trade Exchange Process

01

**We can work with you** to select a list of media suitable for your target market.

02

**We find the cash** equivalent rates for your required media.

03

**You confirm your booking** and, instead of paying cash, offer the same equivalent cash value of your own product or service.

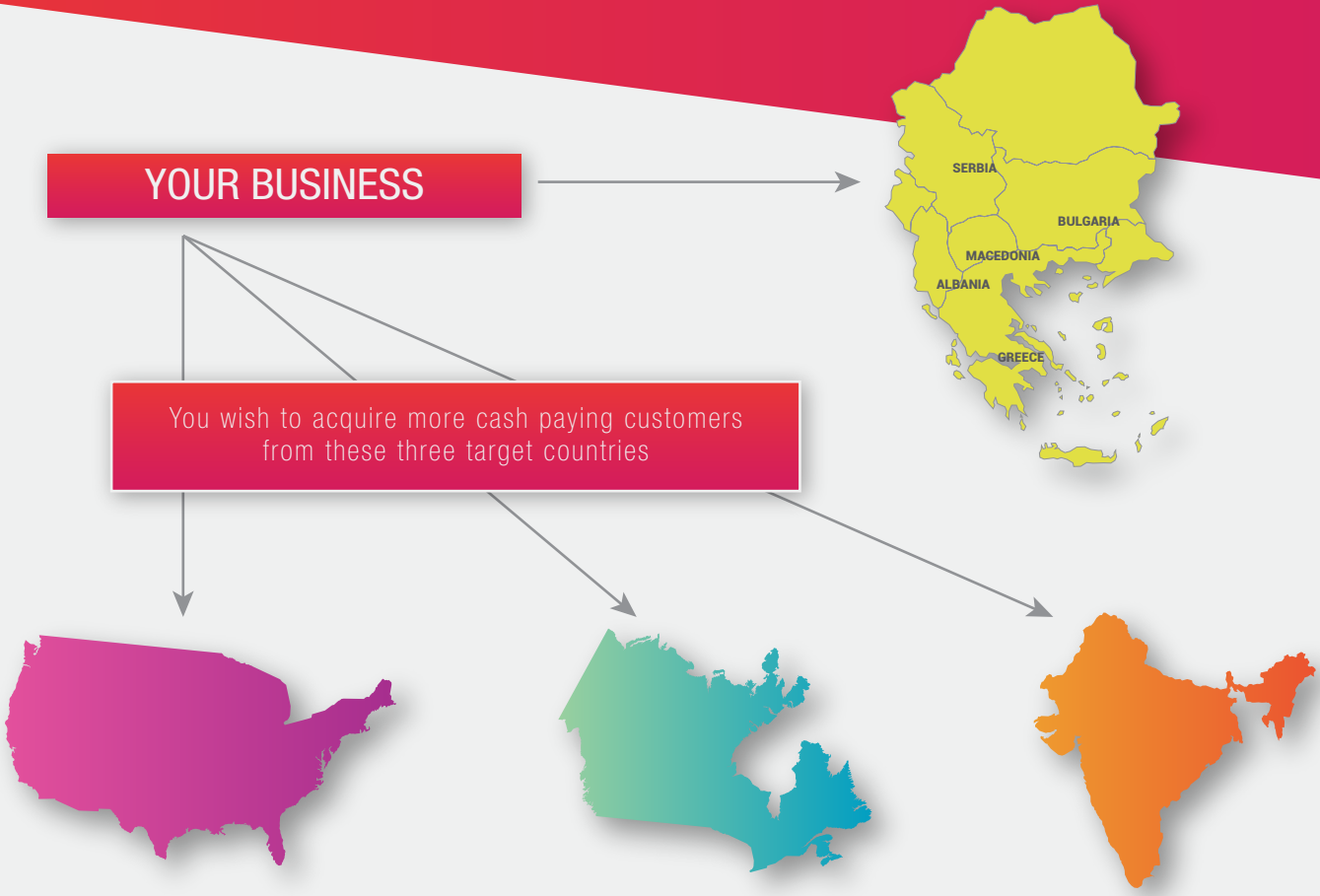
04

**No direct Trade Exchange** takes place. The media you are buying from may not be the same people who will take your product or service in return.

05

World Trade Exchange will **"onward Trade"** your product/service outside your local market.

# Basics of the Trade Exchange Process



## You have two options

**Pay cash to buy advertising and P.R.**

Doing this you run the risk of having no customers purchase from you and losing money.

**Trade Exchange / Swap for advertising and P.R.**

This way you are guaranteed to cover your advertising cost and new customers will be "trying" your product; thereby creating more referrals.

# Basics of the Trade Exchange Process



You get media from World Trade Exchange on a Trade Exchange

**WORLDTRADE**  
EXCHANGE  
You give World Trade Exchange your product or service in return



**World Trade Exchange**  
will Trade Exchange your product or service on

# World Trade Exchange

Will Trade Your Product  
or Service

## “Off Market”

01

World Trade Exchange **will never devalue your current cash** market

02

World Trade Exchange **will only offer your service for Trade Exchange into markets** where it does not currently exist and/or where there is low brand awareness

03

**Customers who acquire** your product or service through Trade Exchange are more likely to give positive feedback

04

**The cost for you to service an additional customer is nominal** versus what you gain in advertising in return

# Basics of the Trade Exchange Process

02

Every time you buy your account is **debited** for the value of the product or service you are purchasing

01

You can buy first and sell later

03

Every time you sell your account is credited

04

World Trade Exchange will provide you with an **interest-free line of credit**



We Can Tailor a

# Package to Meet

Your Needs With No Obligation to You

**We can custom-make a P.R. Campaign to meet your needs with no obligation to you.**

With thousands of international media assets, we can create a demographically targeted campaign that will attract your target audience based on any, or all, of these factors:

Age Group

Geographic Location

Income / Assets

Gender / Sexual Orientation

Occupation

Marital Status

Hobbies / Interests / Sporting And Social Activities

Professional Occupation

Industry Associations

**If you don't wish to go ahead**

you are not obligated to do the Trade Exchange deal or pay any other costs.



World Trade Exchange

# Members are New Revenue

01

World Trade Exchange  
**customers do not  
replace** existing cash  
customers

02

World Trade Exchange  
brings you **only new  
customers**

03

These customers  
generate new revenue

04

**Your businesses uses this  
revenue to pay for:**

- advertising
- Existing fixed costs
- Brand development
- Business expansion
- New acquisitions



# Some Examples of Recent Cross-Border Trades

## Kairali Resorts

([www.kairli.com](http://www.kairli.com))

**Took:** \$430,198 USD of advertising

**Repays in:** Hotel rooms, entertainment

**Hidden Benefits:** Rooms sold to new customers only who may come back and buy with cash.

## Nokia Electronics

([www.nokia.com](http://www.nokia.com))

**Took:** \$8,900,715 USD of advertising, printing and packaging

**Repays in:** Incorrectly packaged models / overstock models

**Hidden Benefits:** Models sold outside of their market only; thereby creating a new market for them who may buy with cash.

## Galena Cellars Winery

([www.gelenacellars.com](http://www.gelenacellars.com))

**Took:** \$350,000 USD of advertising plus expo space

**Repays in:** Wine

**Hidden Benefit:** Sold offshore to new markets only which had never experienced Galena Wines and for higher than local market value.

## Hertz Rentals

([www.hertz.com](http://www.hertz.com))

**Took:** \$2,740,150 USD of advertising

**Repays in:** End-of-life ex-rental cars

**Hidden Benefits:** Rental cars disposed of without warehousing, auction and other costs and at a higher margin than with outright cash sale.

## BlueScope Steel

([www.bluescope.com](http://www.bluescope.com))

**Took:** \$2,500,000 AUD of advertising.

**Repays in:** Surplus steel items

**Hidden Benefit:** Surplus only allowed to be sold to non-BlueScope customers, thereby taking customers away from their competitors.

## M.A.C. Cosmetics

([www.maccosmetics.com](http://www.maccosmetics.com))

**Took:** €680,175 of advertising

**Repays in:** Remnants / end-of-stock-lots of product

**Hidden Benefit:** Sold offshore to new markets only and for full retail value.



# How We Manage Stakeholder Perceptions

We are  
**involved in  
every phase** of  
normal PR  
activity

**Strategizing,  
planning,**  
implementation and  
measurement

Global **media  
delivery**

Intense  
stakeholder  
**mapping**

**Three-month  
reviews**

We help  
in other stakeholder  
**relationship  
management**

Regular Media  
**monitoring  
reports**

Competitor  
**Tracking**

# Together with its “Trade for Advertising Solution”,

WTE Provides a Range of Free Services to  
Businesses Looking to Enter Foreign Markets

## Free Localisation Services

In this ever shrinking world we live and work in,  
**product literature or packaging often  
needs to be produced** in the many various  
languages suitable for your market place.



## Free Translation

WTE provides its advertising clients with **free  
basic translation services of advertising,  
marketing and website design materials to/from the  
following languages:**



Marketing to the Chinese: [www.fattoriaeolia.com](http://www.fattoriaeolia.com)

Arabic

Bulgarian

Chinese

English

(AU/CA/NZ/UK/US)

French

Italian

Romanian

Spanish

Turkish

Ukrainian

Russian

**We can help alter any existing advertisements that you have  
and make them suitable for the foreign market.**

If you do not have any current advertising material we can provide  
a more-detailed graphic design service on barter .

# How to Get Started Today

Our award winning **“Trade for advertising”** solution lets you swap your time, space or excess and undervalued inventory for media campaigns locally, across the country, or across the world.

Trading for advertising **allows businesses to promote their products or services** and expand their market share without having to outlay extra cash costs to do so.

**Turn your excess inventory, excess capacity** or unsold time into local, national & international advertising campaigns.

Instead of paying cash for the advertising **you can exchange your own product or service.** You pay for your advertising using your own unsold capacity or inventory – **NOT CASH.**

To start the process of expanding your business brand into new markets without needing to spend additional cash,  
**Contact the Trade Exchange Director at**

**[director@worldtradeexchange.org](mailto:director@worldtradeexchange.org)**

In your message include the statement below:  
**“I am interested in a PROPOSAL for expanding our brand into new markets without spending cash.”**