Üçüncü Sektör Sosyal Ekonomi Dergisi
Third Sector Social Economic Review
56(3) 2021, 1982-1996
doi: 10.15659/3.sektor-sosyal-ekonomi.21.09.1648

Araştırma Makalesi

The Effect of Trade Show Support on Trade Performance: A Study on Exporting Firms from Turkey[1]

Uluslararası Fuar Desteklerinin İhracata Etkisi: Türkiye'de İhracat Yapan Firmalar Üzerine Bir Araştırma

Hülya YILMAZ	**Ahmet GÖKSEL**
Dr. Öğr. Üyesi, Doğuş Üniversitesi	İMMİB
İ.İ.B.F. Uluslararası Ticaret ve İşletmecilik Bölümü	a-goksel@hotmail.com
hulyayilmaz@dogus.edu.tr	https://orcid.org/0000-0003-3350-9826
https://orcid.org/0000-0002-1735-445X	

Makale Gönderme Tarihi	**Revizyon Tarihi**	**Kabul Tarihi**
27.06.2021	05.08.2021	10.09.2021

Öz

Devletin ihracatı teşvik etmek için verdiği teşvikler arasında fuar desteğinin firmaların ihracat hacimlerini artırmada çok önemli bir rolü vardır. Bu çalışmada, uluslararası fuar desteğinin firmaların ihracat hacimleri üzerindeki etkisi incelenmiştir. Bu amaçla, Türkiye İhracatçılar Meclisi'nin resmi kayıtlarından elde edilen verilerle Ocak 2014 ile Aralık 2018 tarihleri arasında Türkiye Cumhuriyeti Ticaret Bakanlığına uluslararası fuar desteği başvurusunda bulunmuş Metal, Mücevherat, Madencilik, Çelik, Kimya ve Elektrik sektörlerinden ihracat yapan toplam 3027 firmanın ihracat hacimleri ve aldıkları fuar destek miktarları arasındaki ilişki analiz edilmiştir. Sonuçlar fuar desteklerinin etki büyüklüklerinin ihmal edilebilir düzeyde de olsa firmaların ihracat oranları üzerinde etkili olduğunu göstermektedir. Fuar desteğindeki bir dolar artış, ihracatta on dolarlık artışla ilişkilidir. Bu da firma başına 16 bin dolar civarında olan ortalama bir fuar desteğinin ihracatta neredeyse 150 bin dolarlık bir artışla ilişkili olduğu anlamına gelmektedir. Desteğin ihracat üzerindeki etkisi firmaların faaliyet gösterdiği sektöre göre değişmektedir. Araştırma sonuçlarına göre, fuar desteklerinin verimliliğini artırmak için firmaların faaliyet gösterdiği sektörlerin ihracat oranlarına göre destek miktarı yeniden gözden geçirilmesi tavsiye edilmektedir.

Anahtar Kelimeler: *Fuar Desteği, İhracat, Uluslararası Ticaret*

Abstract

Among the incentives given by the government to encourage exports, trade show support plays a crucial role to increase the export volumes of companies. This study examines the effect of trade show support on export volumes on a sample of exporting firms in Turkey. The study utilizes the *export volumes and the trade show support of exporting firms from the Metal, Jewelry, Mining,*

[1] This study is derived from Ahmet Göksel's unpublished master's thesis titled "Devlet Yardımları Kapsamında Bulunan Yurt Dışı Fuar Desteğinin İhracata Etkisi, İstanbul Gelişim Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı"

Önerilen Atıf /Suggested Citation
Yılmaz, H., Göksel, A. 2021 The Effect of Trade Show Support on Trade Performance: A Study on Exporting Firms from Turkey, *Üçüncü Sektör Sosyal Ekonomi Dergisi,* 56(3), 1982-1996.

Steel, Chemical, and Electric industries that applied for international trade show support to the Turkish Government between January 2014 and December 2018. The data was obtained from the official records of Turkish Exporter Assembly. The cross-sectional dimension of the data consists of 3,027 firms while the time dimension comprises 5 periods, which brings the total number of observations to 15,135. A panel data analysis with two fixed-effects and one random-effects model was conducted to estimate the effect of support on export. Results indicated that trade show supports have an impact on the export rates of firms even though the effect size is small. A dollar increase in trade show support is associated with an almost ten-dollar increase in export. This means that an average trade show support, which is around $16 thousand, is associated with an almost $150 thousand increase in export. The impact of support on export varies by industry. To increase the efficiency of the trade show supports, the amount of support should be reconsidered according to the export rates of the industries in which companies operate.

Key Words: *Trade Show Support, Export, International Trade*

1. Introduction

Among the government incentives, trade show supports have a crucial role to expand the export performance of domestic firms. Trade shows have the potential of being a good and efficient way for businesses to reach existing and prospective customers in their industry (Seringhaus and Rosson 1989). Trade shows not only serve the advertisement and sales of new products but also help firms organize industry-related group conferences and meet with suppliers. Instead of high-cost advertising and promotional activities, participating in low-cost trade shows is much cheaper for firms that involve in international business.

Thanks to trade shows, companies find the opportunity to test the quality of their products from the perspective of their customers and to meet their rival companies on a face-to-face basis. Companies, institutions, or trade unions organize or decide to participate in trade shows to promote new products or services, create a good image in the eyes of the public, develop active sales opportunity, use the opportunity to conduct opinion polls, direct the interest of the media to the organizations, improve the organization's distribution and sales efforts, measure competitor's performance, and exchange information with visitors (Cavusgil and Czinkota, 1990; Durmusoglu, 2012).

Turkish government supports the promotional expenditures of the trade show participants under the policy of "Decision on Supporting Trade Show Participations Held Abroad". The government aims to increase export volumes of companies from every industry, help them hold on to the markets that they currently export and diversify their existing markets by supporting the participation of companies in an export show held abroad and the promotional activities carried out for international trade shows. Export show supports are granted to the companies, established under the Turkish CommercialCode,the members of exporter's associations, and the resident manufacturers and service providers. Applicants are required to submit their applications to the Secretariat Generals of their respective Exporter's Unions. While calculating the amount of support, the ministry of trade considers the space rent, stand fee, and transportation costs. The government pays from 50 to 70% of the expenditures of the shows participated in target and other countries. In 2021, the amount of maximum support is 92,000 TL (Turkish Lira) for general trade shows, 140,000 TL for the industry-based trade shows, and 472,000 TL for the prestigious trade shows. These limits are updated regularly by the ministry of trade at the beginning of each fiscal year (Ticaret Bakanlığı, 2021).

Although governments provide international trade show support to exporting firms, the extent to which these supports are reflected in their performance is still a question. The answer to this question will help governments draft better export policies and contribute to the existing literature on international trade. This study aims to identify the effectiveness of international trade show subsidies on the export performance of a sample of exporting firms in Turkey. Future sections

discuss the findings of existing literature, the method used in this study, findings, and policy implications.

2. Literature Review

The effect of government incentives on firms' international business activities has been extensively studied since the 1960s. Previous studies were grouped under three different categories: Studies on the awareness and utilization level of firms on government incentives for exports, studies on the link between export financing and export performance of firms, and studies on the effectiveness of trade show one export.

The first line of inquiry analyzed the awareness and utilization level of government support by exporting and non-exporting firms. In a study of 129 U.S. firms, Albaum (1983) found evidence of non-exporters having low awareness of government incentives for export assistance. Keida and Chhokar's (1986) study on 96 US firms also drew attention to the importance of lack of knowledge about government incentives as the reason for non-exporters not to start exporting. In another study of Turkish firms, Kumcu et al. (1995) found that managers of non-exporting companies considered government incentives inadequate regardless of their future and past interest in exporting activities. They also noted that the awareness level of managers is positively associated with company size. Koksal (2009) reported that the utilization level of firms in Turkey tends to be low despite adequate awareness. On the other hand, Torres, Clegg, and Varum (2016) pointed the missing link between awareness and utilization of government incentives for export on a sample of Portuguese firms. As seen in these examples, this line of the study yielded mixed evidence on the link between the awareness and the utilization level of government support.

The second set of studies investigated the relationship between financing and firms' export performance. Since most countries provide various financing options for exporting firms, the effectiveness of such options has long been questioned. Felbermayr and Yalcin (2013) identified the export-enhancing effect of Hermes guarantees, a type of export credit guarantee in Germany. In their study of 91 countries from different income categories, Auboin and Engemann (2014) found a strong relationship between short-term trade credits and international trade by testing the link between trade credits and trade. Polat and Yeşilyaprak (2017) estimated a positive effect of export credit insurance on Turkish export. Köksal and Genç (2019) reported that export insurance given by EXIMBANK of 22 high-income countries had a positive impact on exports. Despite such evidence, the size of the effect remained relatively small in most cases. For instance, Felbermary and Yalcin found that a one percent increase in export credit guarantee triggered only a 0.012 percent increase in export.

Another set of studies focused on the effectiveness of trade show on firms' sales performance (Bello, 1992; O'Hara, Palumbo, and Herbig, 1993; Dekimpe et. al., 1997; Situma, 2012; Gottlieb, Brown, and Ferrier, 2014; Gavric, 2018). However, these studies mostly measured the impact of trade show rather than the impact of trade show support on the trade performance of firms. The absence of enough evidence in this direction can be attributed to the difficulties in obtaining the actual trade show support received by individual firms and their export volumes. This study is aiming to fill this gap by making such a comparison using the data obtained from Turkish Exporter Assembly records on a sample of 3,027 exporting firms.

3. Method

The current study investigates the effect of trade show supports on export rates of domestic firms. The dependent variable surveys the export rates of firms, while the independent variable measures international trade show subsidies given by the government. The following hypotheses are tested to answer the research questions of interest.

H1: International trade show supports increase export volumes of domestic firms.

H2: The effect of trade fair support on the exporting firms changes by industry.

H3: The effect of trade fair support on the exporting firms changes by year.

This study utilizes the export figures and the export subsidies of 3,027 companies from the Metal, Jewelry, Mining, Steel, Chemical, and Electric industries that applied for international trade show support to the Turkish Government between January 2014 and December 2018. The population of interest is the entire exporting companies that regularly apply to the government for international trade show support within this period. In the dataset, there are 3,027 supported companies that are registered to the Turkish Exporter Assembly. The sample size is large enough to represent the population of interest.

3.1. Descriptive Statistics

This section summarizes the descriptive statistics about the export and trade show support figures. As seen in Table-1, the data set includes export figures of 3,027 companies from six different industries, 94 from steel, 790 from electricity, 1002 from chemical, 284 from mining, 635 from metal, and 222 from jewelry.

Table-1 Companies by Industry

	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Steel	94	3,1	3,1	3,1
Electricity	790	26,1	26,1	26,1
Chemical	1002	33,1	33,1	33,1
Mining	284	9,4	9,4	9,4
Metal	635	21	21	21
Jewelry	222	7,3	7,3	7,3
Total	3027	100,0	100,0	100,0

The companies included in the data set exported a total of 12,059 times in 5 years. Table-2 shows the mean and median export rates of each observation of export. The lowest export amount was $10, while the highest amount was $715,853,046. The mean export per observation was $5,611,743 (*ss*=$21,724,011) while the median export was $837,556. Since export figures are not normally distributed, it would be appropriate to take median export figures as a basis for comparison.

Table-2 Export Volumes

Valid Case	12,059
Mean	$5.611.743
Median	$837.556
Std. Deviation	$21.724.011
Minimum	$10
Maximum	$715.853.046

Table-3 illustrates the mean, median, minimum, and maximum export rates by industry. Accordingly, the steel industry has a median export volume of approximately $4.5 million, significantly higher than the total median export volume of $837.556. After the steel, chemical, and mining were the top two industries ranked by the median volume of export between 2014 and 2018.

Table-3 Export Rates by Industry

	N	Mean	Std. Dev.	Minimum	Maximum	Median
Steel	395	$25.347.746	$71.583.025	$1.312	$715.853.046	$4.521.215
Electricity	3121	$4.395.160	$15.720.537	$100	$286.101.655	$661.790
Chemical	4068	$5.386.112	$17.499.345	$10	$406.421.224	$978.350
Mining	1145	$4.394.985	$25.377.816	$200	$456.773.651	$995.385
Metal	2528	$5.142.224	$15.131.972	$99	$288.627.706	$721.388
Jewelry	802	$4.987.339	$14.929.013	$405	$164.012.606	$712.434
Total	12,059	$5.611.743	$21.724.011	$10	$715.853.046	$837.556

Companies in the data set received trade show support for a total of 6,095 times between 2014-2018. As seen in Table-4, the lowest trade show support received was $120, while the highest support was $457.047. The mean support per observation was $16.071 (*ss*=$31.155), while the median support was $8,445.

Table-4 Trade Show Support

Valid Case	6,095
Mean	$16.071
Median	$8.445
Std. Deviation	$31.155
Minimum	$120
Maximum	$457.047

Table-5 shows the mean, median, minimum, and maximum trade show supports by industry. The jewelry industry received the highest amount, with median support of about $15,478 per observation. After the jewelry, mining and chemicals were the two industries ranked by the volume of support received between 2014-2018. When we compare export and support rates, we see an opposite trend. Despite having the highest export volume, the steel industry received the lowest trade show support. On the other hand, the jewelry made the lowest export while having the highest support.

Table-5 Trade Show Support by Industry

	N	Mean	Std. Dev.	Minimum	Maximum	Median
Steel	168	$11.081	$15.933	$347	$171.167	$6.437
Electricity	1524	$15.014	$25.473	$120	$388.882	$7.871
Chemical	2111	$15.113	$24.850	$285	$457.047	$8.494
Mining	538	$16.117	$15.881	$551	$106.324	$10.956
Metal	1217	$13.240	$21.728	$181	$281.430	$7.219
Jewelry	537	$30.771	$71.475	$662	$443.136	$15.478
Total	6095	$16.071	$31.155	$120	$457.047	$8.445

An independent sample t-test was conducted to see whether there is a significant difference between the export volume in cases with and without support. As seen in Table-6, the mean export of all observations with support (n=6,095) was approximately $5.4 million while the mean export of all observations (n=9,040) with no support was $3.8 million. The difference in the mean export volumes of these two groups is statistically significant (t=4,773, p<0.000). This finding shows that firms export more when they receive trade show support, or that firms with high export volumes receive more support than firms with low export volumes.

Table-6 Export and Support

	Support	*N*	Mean	Std. Dev.	Std. Error
Export	No Support	9,040	$3.849.717,20	$19.252.023,663	$202.484,681
	Support	6,095	$5.393.036,94	$19.881.727,906	$254.663,833

t=4,773, p<0.000

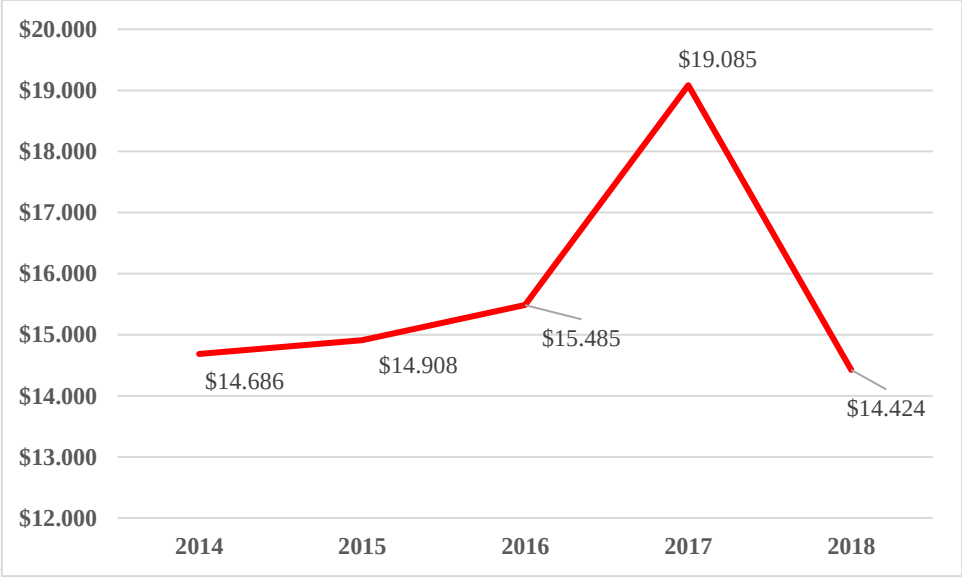

Figure-1 Average Support Rates per Firm by Year

As seen in Figure-1, average annual trade show support per firm was $14.686 in 2014, $14.908 in 2015, $15.485 in 2016, $19.085 in 2017, and $14,424 in 2018. As far as the trend is concerned, export support seems to follow a concave line.

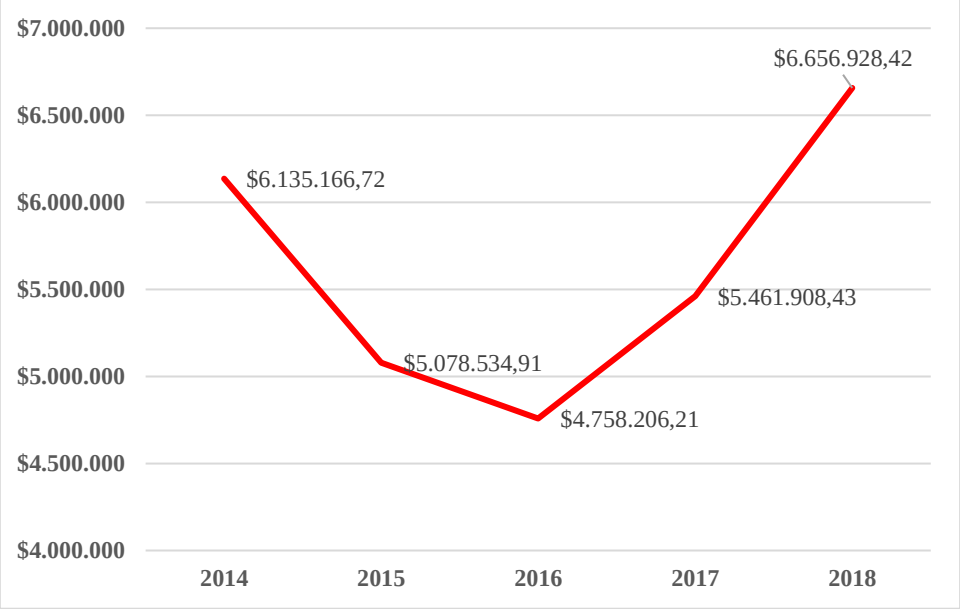

Figure-2 Export Rates by Year

Figure-2 shows average annual export rates per observation. Average annual export was $6,135 million in 2014, $5,078 million in 2015, $4,758 million in 2016, $5,462 million in 2017, and $6,657 million in 2018. Unlike the trend seen in support, export rates followed a convex line.

3.2. Statistical Models

This section describes the statistical models used to test research hypotheses. Three statistical models were tested to answer research question of interest. The first model is a fixed-effects model which tests the relationship between trade show *support* and *export* within companies. It is assumed that the individual characteristics of each firm may affect or bias the export decisions of that firm. The fixed-effects model is preferred here to control and remove the effect of such time-invariant characteristics. The fixed-effect model also allows assessing the net effect of trade show *support* on *export*. The first model is formulated as:

$$Y_{it} = \beta_1 \chi_{it} + \alpha_i + u_{it} \quad (1)$$

Where:

- Y represents dependent variable (*export*) where $i =$ firm and $t =$ time,
- β_1 represents the volume of export that occurs when the effect of the independent variable equals 0,
- χ_{it} is the independent variable (*support*),
- α_i (i =1…n) represents the unknown intercept for each firm (n firm-specific intercepts),
- u_{it} represents the error term.

Another fixed-effects model was tested by adding *time* to the *support*. This model was formed by adding a T_t (*time*) factor into the first equation. Accordingly, *export* is not only a function of *support* but, at the same time, a function of the time (*year*) in which *export* and *support* take different values. The model can be expressed with the following equation:

$$Y_{it} = \beta_0 + \beta_1 \chi_{1,it} + \cdots + \beta_k \chi_{k,it} + \delta_2 \mathrm{T}_2 + \cdots + \delta_t \mathrm{T}_t + u_{it} \quad (2)$$

Where:

- Y is the dependent variable (*export*) where i is firm and t is time,
- β_0 is the constant,
- $\chi_{k,it}$ is the independent variable (*support*),
- β_k represents the coefficient for the IV (*support*),
- T_t is the time dummy,
- δ_t is the coefficient for time dummy,
- u_{it} is the error term.

The third statistical model tested is a random effect model in which *industry* dummies were added to the first model. Since the *industry* is a fixed characteristic of a firm that does not change over time, it was not correlated with the firm's error term and constant, which captures such individual traits. Otherwise, *industry* dummies were most likely to be perfectly collinear with the *firm* dummy (panel variable). Therefore, fixed-effects estimator did not allow using such time-invariant variables in the model. With the random effect model, however, the industry dummy was included in the analysis. Random-effects model assumes that *export* is not only a function of trade show *support*, as assumed in the first model, but also a function of the respective industry in which the firm operates. This model can be expressed as:

$$Y_{it} = \beta \chi_{it} + \alpha + Y_2 \mathrm{I}_2 + \cdots + Y_n \mathrm{I}_n + u_{it} + \varepsilon_{it} \quad (3)$$

Where:

- Y represents dependent variable (*export*) where $i =$ firm and $t =$ time,
- χ_{it} represents independent variable (*support*),
- β represents the coefficient for the IVs,
- α represents the intercept,
- I_n represents the industry dummy,
- Y_2 represents the coefficient for the industry dummy.
- u_{it} represents the error term (between firm),
- ε_{it} represents the error term (within-firm).

Controlling for *industry* and *time* is important to estimate the net effect of *support* on *export*. Fixed-effects models were estimated through the standard within estimator and the random-effects model through the maximum likelihood estimator (MLE). The MLE was performed with the "suppressed the constant term" option so that the *industry* dummies will not be collinear with the *constant*.

3.3. Data Screening

Before starting the analysis, the *industry* and *year* variables in the last two models were transformed into different dummy variables since these measures are categorical in their original forms. The *industry* has six different values, therefore, six separate dummy variables were created, with *steel* being the reference category. Likewise, the *year* was transformed into five separate dummy variables, with *2014* being the reference category. Besides, observations with a z-score above +3.29 and below -3.29, were excluded from the analysis to assure the normality of the data and not to cause a bias in the correlation coefficients.

3.4. Findings

Table-7 Statistical Models

Variables	**Model1** (FE-Within)	**Model2** (FE-Within)	**Model3** (RE-MLE)
Constant	4421971***	4745228***	NA
	(76.57)	(39.46)	
Support	7.610406*	8.908885 **	11.17843**
	(2.60)	(2.60)	(3.32)
2014	NA	0	NA
2015	NA	-747931.9***	NA
		(-4.45)	
2016	NA	-951123.3***	NA
		(-5.65)	
2017	NA	-439790.6**	NA
		(-2.60)	
2018	NA	480544.9**	NA
		(2.86)	
Steel	NA	NA	21300000***
Electricity	NA	NA	3407980***
			(5.11)
Chemical	NA	NA	4302212***
			(7.27)
Mining	NA	NA	3475583**
			(3.13)
Metal	NA	NA	4037613***
			(5.43)
Jewelry	NA	NA	3437057**
			(2.73)
*** (p<0.000)	*F*=5.01*	*F*=19.90***	Chibar2(1) =2.2***
** (p<0.001)	R^2=, 0.0074	*Adj.* R^2=,0281	
* (p<0.05)			

t-values are in parentheses.

Table-7 shows the findings regarding the analysis of statistical models. All three models are statistically significant, which indicates that the data fit the models well. However, the explanatory powers are negligibly low. The first model, in which *support* is the only explanatory

variable, explains 1%, while the second model with *industry* dummies explains 3% of the variations in the *export*. These findings suggest that there are some other variables, not included in these models, that explain the variations in *export*. The impact of *support* is statistically significant in all three models. A $1 change in *support* leads to $7.6, $8.9, and $11.2 in *export*, respectively. The common *intercept* in the first model is about $4.4 million, which equals the estimated export per firm with all factors being constant. The addition of *time dummies* improved the explanatory power of the second model. More specifically, when the variation in *export* across different times is considered, the explanatory power of the model increased by 2 percent. The constant is $4.74 million, which equals the estimated amount of export of the reference year, which is 2014. The estimated export volume is $747 thousand less in 2015, $951 thousand less in 2016, $440 thousand less in 2017, and $480 thousand more in 2018. The coefficients in the third model are equal to the estimated export of a firm in the respective industry when there is no trade show support. Each $1 support increases the amount of export by $11. The coefficient for the steel, which was the reference category, was acquired when the analysis was repeated with the *jewelry* industry being the reference category. In the second attempt, the coefficient did not significantly change. Accordingly, when the effect of support is held constant, the estimated amount of export of a firm is $21 million, $3.4 million, $4.3 million, $3.5 million, $4 million, and $3.4 million, respectively to the order of industry in the model. When the estimated amount of export in all three models are considered, one can see that they do not differ from the actual amounts that are shown in Table-3 and Figure-2.

4. Conclusion

Among the incentives given by the government to encourage exports, trade show support plays a crucial role to increase the export volumes of companies. A recent statistic on the effectiveness of trade show support revealed that between 2010 and 2018 61% of the companies that utilized trade show support given by the Turkish Ministry of Trade exported later to the countries where those shows were organized. This study investigated the effect of trade show support on export performance of exporting companies.

Findings of this study showed that trade show supports have an impact on the export rates of companies even though the effect size is small. The inclusion of time and industry dummies in the analyses did not negate the significance of trade show support. One dollar increase in trade show support is associated with an almost ten-dollar increase in export. This means that an average trade show support, which is around $16 thousand as shown in Table-5, is associated with an almost $150 thousand increase in export. The impact of support on export varies by industry. Despite having the lowest median support, the steel industry makes the highest export. On the other hand, jewelry has the lowest export rate despite having the highest support. This contradiction can be seen in both descriptive and inferential statistics. To increase the efficiency of the trade show supports, the amount of support should be reconsidered according to the export rates of the industries in which companies operate.

This study contributes to the existing literature by measuring the impact of trade show subsidies on export performance. Findings are consistent with previous studies which reported a positive relationship between government incentives and export performance of companies (Felbermayr and Yalcin, 2013; Auboin and Engemann, 2014; Polat and Yeşilyaprak, 2017; Köksal and Genç, 2019). Like in previous studies, this study found that the impact of government incentives (trade show support in this case) is relatively small.

The statistical models tested in this paper have some implications for future studies. The accuracy of the correlation coefficient can be increased by enhancing the number of companies in each category of the industry as well as the period of the panel data. The findings of this study showed that export volumes of companies can only be estimated accurately if all the related factors are considered in the same model. Trade show support is one of the many factors affecting the export performance of companies. There are also internal and external factors, like financial capacity of

companies, awareness level of company owners, and exchange rates, that affect export volumes of exporting firms. The prediction capacity of a statistical model is related to the extent to which these factors are considered and included in the model. To the extent that all factors affecting export rates are considered, the prediction power of statistical models and the rate of accurate predictions will increase. Findings of this study are limited with the time factor of the panel data. That the time span of the data is limited with only five years makes the statistical models less powerful than they could be if all the available data can be obtained from the official sources.

Bibliography

Albaum, G. (1983). "Effectiveness of government export assistance for U.S. smaller-sized manufacturers: Some further evidence", International Marketing Review, Volume:1, Issue:1, 68–75.

Auboin, M., & Engemann, M. (2014). "Testing the trade credit and trade link: evidence from data on export credit insurance", Review of World Economics, Volume:150, Issue:4, 715-743.

Bello, D. C. (1992). "Industrial buyer behavior at trade shows: implications for selling effectiveness", Journal of Business Research, Volume: 25, Issue:1, 59-80.

Çavuşgil, S. T., & Czinkota, M. R. (Eds.). (1990). International perspectives on trade promotion and assistance, Greenwood Publishing Group.

Dekimpe, M. G., Francois, P., Gopalakrishna, S., Lilien, G. L., & Van den Bulte, C. (1997). "Generalizing about trade show effectiveness: A cross-national comparison", Journal of Marketing, Volume:61, Issue:4, 55-64.

Durmuşoğlu, S. S., Apfelthaler, G., Nayir, D. Z., Alvarez, R., & Mughan, T. (2012). "The effect of government-designed export promotion service use on small and medium-sized enterprise goal achievement: A multidimensional view of export performance. Industrial marketing management", Volume:41, Issue:4, 680-691.

Felbermayr, G. J., & Yalcin, E. (2013). "Export credit guarantees and export performance: An empirical analysis for Germany". The World Economy, Volume:36, Issue:8, 967-999.

Gavrić, T. (2018). "Sales effectiveness of domestic and international trade shows-from the perspective of furniture manufacturers in Bosnia and Herzegovina. International Journal of Sales, Retailing & Marketing", Volume:7, Issue:2, 114-128.

Gottlieb, U., Brown, M., & Ferrier, L. (2014). "Consumer perceptions of trade show effectiveness: Scale development and validation within a B2C context", European Journal of Marketing, Volume:48, Issue:1-2, 89-107.

Kedia, Ben L. and Jagdeep S. Chhokar (1986). "An empirical investigation of export promotion programs", Columbia Journal of World Business, Volume:21, Issue:4, 13–20.

Köksal, M. H. (2009). "Organizational and exporting determinants affecting export promotion program awareness, utilization, and usefulness level", Journal of Euromarketing, Volume:18, Issue:4, 219-232.

Köksal, C., & Genç, E. G. (2019). "İhracat kredi sigortalarının ihracat değeri üzerindeki etkisi: Gelişmiş ülkeler üzerine bir panel veri analizi", Maliye ve Finans Yazıları, Sayı:111, 155-170.

Kumcu, E., Harcar, T., & Kumcu, M. E. (1995). "Managerial perceptions of the adequacy of export incentive programs: implications for export-led economic development policy", Journal of Business Research, Volume:32, Issue:2, 163-174.

O'Hara, B., Palumbo, F., & Herbig, P. (1993). "Industrial trade shows abroad. Industrial Marketing Management", Volume:22, Issue:3, 233-237.

Rosson, P. J., & Seringhaus, F. H. (1989). International trade fairs: Firms and government exhibits, In Rosson, P.,&Seringhaus, F.H. (Ed.), Export Development and Promotion: The Role of Public Organizations (163-187), Springer Science+Business Media New York.

Situma, S. P. (2012). "The effectiveness of trade shows and exhibitions as organizational marketing tool (analysis of selected companies in Mombasa)", International Journal of Business And Social Science, Volume:3, Issue:22, 219-230.

Polat, A., & Yeşilyaprak, M. (2017). "Export credit insurance and export performance: An empirical gravity analysis for Turkey". International Journal of Economics and Finance, Volume:9, Issue: 8, 12-24.

Ticaret Bakanlığı (2021). Fuarlar. Retrieved June 10, 2021 from https://ticaret.gov.tr/ihracat/fuarlar.

Torres, M. M., Clegg, L. J., & Varum, C. A. (2016). "The missing link between awareness and use in the uptake of pro-internationalization incentives", International Business Review, Volume:25, Issue:2, 495-510.

Research Article

Uluslararası Fuar Desteklerinin İhracata Etkisi: Türkiye'de İhracat Yapan Firmalar Üzerine Bir Araştırma

The Effect of Trade Show Support on Trade Performance: A Study on Exporting Firms from Turkey

Hülya YILMAZ	Ahmet GÖKSEL
Dr. Öğr. Üyesi, Doğuş Üniversitesi	İMMİB
İ.İ.B.F. Uluslararası Ticaret ve İşletmecilik Bölümü	a-goksel@hotmail.com
hulyayilmaz@dogus.edu.tr	https://orcid.org/0000-0003-3350-9826
https://orcid.org/0000-0002-1735-445X	

Genişletilmiş Özet

Yurtdışı ihracat fuar destekleri devlet tarafından ihracat firmalarına sağlanan teşvikler arasında özel bir yere sahiptir. Fuarlar, işletmelerin kendi sektöründe bulunan mevcut ve potansiyel müşterilere ulaşmaları için önemlidir. Fuarlar sadece yeni ürünlerin reklam ve satışlarına hizmet etmekle kalmayıp aynı zamanda firmaların sektörle ilgili grup konferansları düzenlemesine ve tedarikçilerle buluşmasına yardımcı olmaktadırlar. Yüksek maliyetli reklam ve tanıtım faaliyetleri yerine, düşük maliyetli fuarlara katılmak, uluslararası iş yapan firmalar için çok daha düşük maliyetlidir. Fuarlar sayesinde firmalar, müşterilerinin gözünden ürünlerinin kalitesini test etme ve rakip firmalarla yüz yüze görüşme fırsatını bulmaktadırlar. Günümüzde birçok ihracatçı firma, yeni ürün veya hizmetlerini tanıtmak, müşterilerinin gözünde iyi bir imaj oluşturmak, aktif satış fırsatları elde etmek, kamuoyu yoklaması yapmak, medyanın ilgisini firmalarına yönlendirmek, firmanın dağıtım ve satış çalışmalarını iyileştirmek için uluslararası ihracat fuarlarına katılıp, rakiplerinin performansını ölçer ve ziyaretçileri ile bilgi alışverişinde bulunurlar.

Türkiye Cumhuriyeti Ticaret Bakanlığı, "Yurtdışında Düzenlenen Fuar Katılımlarının Desteklenmesi Hakkında Karar" doğrultusunda fuar katılımcılarının tanıtım harcamalarını desteklemektedir. Bakanlık, yurt dışında düzenlenen bir ihracat fuarına firmaların katılımını ve uluslararası fuarlara yönelik gerçekleştirilen tanıtım faaliyetlerini destekleyerek, her sektörden firmanın ihracat hacmini artırmayı, halihazırda ihracat yaptıkları pazarlara tutunmalarına yardımcı olmayı ve mevcut pazarlarını çeşitlendirmeyi hedeflemektedir. Uluslararası fuar destekleri ilgili kanun hükümleri kapsamında kurulan tüm firmalara, ihracatçı birlikleri üyelerine, yerleşik imalatçılara ve hizmet sağlayıcılara ihracat fuar destekleri verilmektedir. Başvuru sahiplerinin başvurularını ilgili İhracatçı Birlikleri Genel Sekreterliklerine yapmaları gerekmektedir.

Ticaret Bakanlığı destek miktarını hesaplarken yer kirası, stant ücreti ve ulaşım maliyetlerini de göz önünde bulundurmaktadır. Bakanlık, hedef ve diğer ülkelere katılan gösterilerin harcamalarının %50 ila %70'ini ödemektedir. 2021 yılında genel fuarlar için azami destek tutarı 92.000 TL, sektör bazlı fuarlar için 140.000 TL, prestijli fuarlar için ise 472.000 TL olarak belirlenmiştir. Bu limitler her mali yılın başında Ticaret Bakanlığı tarafından düzenli olarak güncellenmektedir.

Bu çalışmada, fuar desteklerinin yerli firmaların ihracat oranları üzerindeki etkisini araştırılmıştır. Bağımlı değişken firmaların ihracat oranlarından oluşurken, bağımsız değişken hükümet tarafından verilen uluslararası ticaret fuarı sübvansiyonlarından oluşmaktadır. Araştırma sorularının cevaplanması için aşağıdaki hipotezleri test edilmiştir.

H1: Uluslararası ticaret fuarı, yerli firmaların ihracat hacimlerini artırmaktadır.

H2: Desteklenen firmaların ihracat hacimleri faaliyet gösterdikleri sektöre göre farklılık göstermektedir.

H3: Firmaların ihracat oranları, desteklendikleri yıla göre farklı şekilde artmaktadır.

Çalışmada,Ocak 2014 ile Aralık 2018 arasında Türkiye Cumhuriyeti Ticaret Bakanlığına uluslararası fuar desteği için başvuran Metal, Kuyumculuk, Madencilik, Çelik, Kimya ve Elektrik sektörlerinde faaliyet gösteren firmaların ihracat rakamları ve fuar destek oranları kullanılmıştır. Veri setinde çelikten 94, elektrikten 790, kimyadan 1002, madencilikten 284, metalden 635 ve mücevherden 222 olmak üzere altı farklı sektörden toplam 3027 firmanın ihracat rakamları yer almaktadır.

Veriler, araştırmanın kapsadığı zaman dilimi içerisinde uluslararası fuar desteği için devlete başvuran ihracatçı firmaların tamamını içermektedir. Veri setinde Türkiye İhracatçılar Meclisi'ne kayıtlı 3027 destekli firma bulunmaktadır. Örneklem boyutu, incelenen araştırma evreninin tamamını temsil edebilecek yeteri büyüklüğe sahiptir.

Veri setinde yer alan firmalar 5 yılda toplam 12059 defa ihracat gerçekleştirmişlerdir. Bu süre zarfında en düşük ihracat tutarı 10 ABD doları, en yüksek miktar ise 715.853.046 ABD doları olmuştur. Gözlem başına ortalama ihracat 5.611.743 ABD doları iken medyan ihracat 837.556 ABD doları olmuştur. İhracat rakamları normal dağılım göstermediğinden karşılaştırma için medyan ihracat rakamlarının esas alınması uygun olacaktır. İhracat ortalama, medyan, minimum ve maksimum oranları sektörlere farklılık göstermektedir. Buna göre, çelik endüstrisinin medyan ihracat hacmi yaklaşık 4,5 milyon ABD dolarıdır. Bu da toplam medyan ihracat hacmi olan 837.556 ABD dolarından çok daha yüksektir. Çelikten sonra, kimya ve madencilik, 2014 ve 2018 yılları arasında medyan ihracat hacmine göre sıralanan diğer önemli iki sektör olmuştur.

Veri setindeki firmalar 2014-2018 yılları arasında toplam 6095 defa fuar desteği almışlardır. Alınan en düşük fuar desteği 120 ABD doları olurken, en yüksek destek ise 457.047 ABD doları olmuştur. Gözlem başına ortalama fuar desteği 16.071 ABD doları olup, medyan destek oranı 8.445 dolardır. Fuar desteği ortalama, medyan, minimum ve maksimum oranları sektörlere göre farklılık göstermektedir. Mücevher endüstrisi, gözlem başına yaklaşık 15.478 dolarlık medyan destekle en yüksek miktarı almıştır. Mücevherin ardından 2014-2018 yılları arasında alınan destek hacmine göre en yüksek desteği alan sektörler madencilik ve kimya olmuştur. İhracat ve destek oranlarını karşılaştırıldığında ise tam tersi bir eğilim görülmektedir. En yüksek ihracat hacmine sahip olmasına rağmen, çelik sektörü en düşük fuar desteğini alırken en düşük ihracatı yapan mücevher sektörü en yüksek desteği almıştır.

Çıkarımsalistatistik bulguları, etki büyüklüğü küçük olsa da fuar desteklerinin firmaların ihracat oranları üzerinde etkili olduğunu göstermiştir. Analizlere zaman ve sektör değişkenlerinin dahil edilmesi, fuar desteğinin önemini ortadan kaldırmamaktadır. Fuar desteğindeki bir dolarlık artış, ihracatta yaklaşık on dolarlık bir artışa neden olmaktadır. Bu da firma başına ortalama 16 bin dolar civarında olan ortalama bir fuar desteğinin, ihracatta yaklaşık 150 bin dolarlık bir artışla ilişkili olduğu anlamına gelmektedir.

Desteğin ihracat üzerindeki etkisi sektöre göre değişmektedir. En düşük medyan desteğe sahip olmasına rağmen en yüksek ihracatı çelik sektörü yapmaktadır. Öte yandan mücevher, en yüksek desteğe sahip olmasına rağmen en düşük ihracat oranına sahiptir. Destek ve ihracat oranlarındaki bu farklılık hem tanımlayıcı hem de çıkarımsal istatistiklerde görülmektedir.

Fuar desteklerinin etkinliğinin artırılması için destek miktarının firmaların faaliyet gösterdiği sektörlerin ihracat oranlarına göre yeniden gözden geçirilmesi gerekmektedir. Bu çalışmada test edilen istatistiksel modellerin, devletin ihracat politikası için bazı pratik uygulamaları vardır. Popülasyon parametresini temsil eden korelasyon katsayısının doğru tahmin edilmesi, panel verinin zaman periyodunun ve her sektörde bulunan firma sayısının artırılması ile mümkündür. Bu çalışmanın bulguları, firmaların ihracat hacimlerinin ancak ilgili tüm faktörlerin aynı modelde ele alınması durumunda doğru bir şekilde tahmin edilebileceğini göstermiştir. İstatistiksel bir modelin tahmin kapasitesi, bu faktörlerin ne ölçüde dikkate alındığı ve modele dahil edildiği ile ilgilidir. İhracat oranlarını etkileyen tüm faktörler dikkate alındığında istatistiksel modellerin tahmin gücü ve doğru tahmin oranı artacaktır.