



ARTISAN TEXTILE DESIGN.

REPORT "GO & See" Inés Rodriguez Rodriguez

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Inés Rodríguez

Rúa Hortas 7
Allariz - Ourense

988 442 521
647 719 216

www.rirandco.com
ines@rirandco.com



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Rúa Hortas 7
Allariz - Ourense

Inés Rodríguez and RiR & Co. Craft Business

OVERVIEW



- My name is Inés Rodríguez Rodríguez, I am Creative and Artisan Textile Designer. I have my own Textile Studio called RIR & CO Artisan Textile Design that is dedicated to the design and manufacture of textile products, research into new fibers, training and creative consulting for entrepreneurship and crafts.
- I have a Textile Studio and Shop in Allariz- Ourense region of Galicia in northwestern Spain.
- Textile design since 2011, when I started working as a Freelance for other companies and stores. In 2017, after several years of training and work, I opened my Textile studio in Allariz. This studio has a store in the lower part selling craft products of different types, for tourists and quality gifts. At the top is the Weaving Workshop and an office on the top floor. In total there are 3 floors. In addition to the production of fabrics, I dedicate myself to teaching in Fashion Schools (Masters and specific courses) and to carry out research work related to Crafts, entrepreneurship, sustainability, new materials as a consultant.

WEB AND SOCIAL MEDIA

-My Web

www.rirandco.com

-Instagram

[https://instagram/
@ines_rirandco](https://instagram/@ines_rirandco)

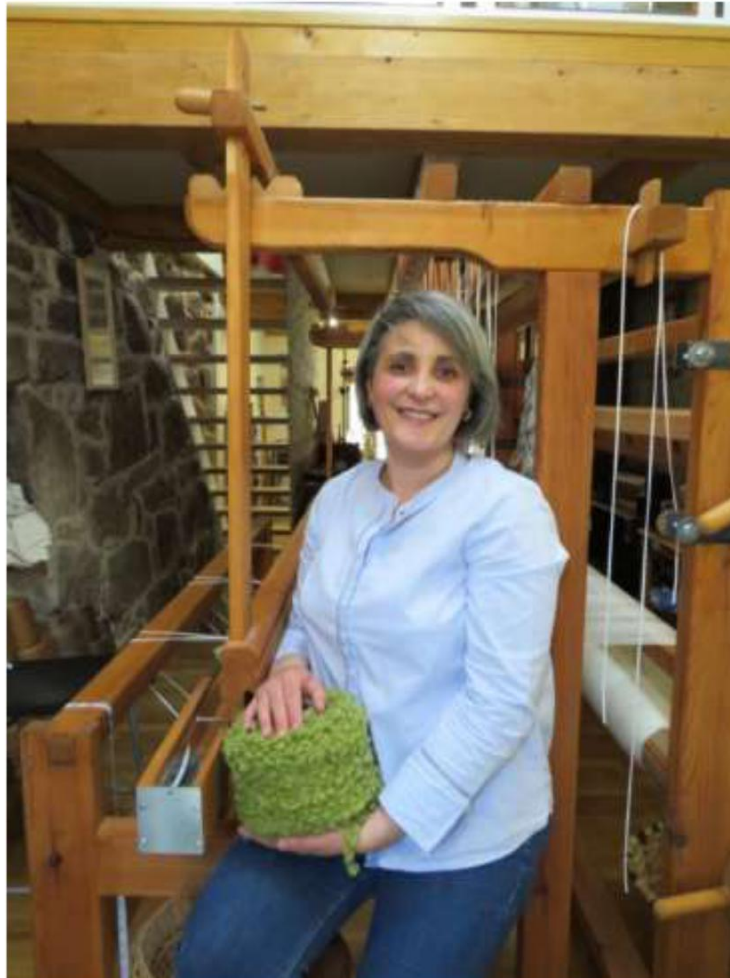
-Facebook

<https://facebook/rirartesaniasyco>

-LinkedIn

<https://linkedin/InésRiR>

ABOUT RIR & Co



CRAFT BUSINESS MODEL



My Business Model is based on:

- Design and production of textile collections for the store and my website (online store.)
- Custom textile designs.
Collaborations with other companies (fashion, Gastronomy , Design, product making
- Training in Design Schools, Crafts disclosure talks.
- Consulting and creative mentoring for companies, Foundations and the Management.

Awards and Mentions

- National Award for Innovation for Rural Women for my business model that unites innovation and artisan tradition. I have also been a Finalist for the National Craft Award in the Entrepreneurship Category.
- I have also been selected for the Michel Angelo Foundation Homo Faber Guide
- In my company, young people have carried out internships in the Fashion and Marketing sectors.

Products-

Design- Innovation and sustainability



Products.

- My products are characterized by:
- Design, which joins the textile tradition in terms of the techniques used (loom). Tailor-made textiles and fabrics with contemporary hand-woven designs.
- Innovation in materials and sustainability I really like researching new fibers and mixing different textile, recycling or technological materials.
- I have a milk protein fiber blanket that has been selected for the New European Bauhaus 2021 awards and has received the Innovative Materials Award in the Craft category from the Galician Innovation Agency of the regional government. Government of Galicia.
- This material and another fabric made with fiber optics are in the Materioteca de Galicia (Library of Materials) as innovative designs. This fabric is registered with the SPTO as a new industrial design and has participated in different exhibitions in Spain.

D-Leite Milk Fiber Blanket for Babies. Ecodesign.



More about my business model



MATERIALS AND SUPPLIERS

- The materials I use are from local producers, merino wool from Castilla in Spain and also leftovers from factories in Europe. I buy in small quantities according to the designs and the production that I am going to carry out and I look for differentiation. Different fibers such as dairy protein fiber, quality such as merino wool, wool with silk or linen. I try to know the history of the producers and I like that they are European. I bet on small producers and I am especially interested in businesses in rural areas like mine, which I try to buy so that they can support themselves.
- At this time I do not subcontract any product outside of my Textile Studio, only sometimes a clothing workshop sews a product such as bags. Yes, I subcontract the management of the web, photography in some cases, advertising in digital marketing with other companies that advise or help me, although I manage the social networks myself, we study the joint marketing plan.

Future: Innovative Designs and Creative Mentoring.

- Right now I am trying to expand production and make my fabrics so that I can hire a lighting company to do the entire structure and assembly. This way you could make more units to sell B2B. Likewise, a rug company has offered me to produce my textile designs, and I don't have such a large loom, so it would also be an interesting collaboration. But both companies are in Spain or Portugal.
- For my latest fiber optic fabric design for lamps, I collaborate with a Spanish company that provides me with the fiber and the assembly to be able to make the fabric.
- I am used to collaborating with different sectors both for fabric design and for projects as well. In reference to consulting services, I have just completed an agenda on Crafts and new Innovative materials for VET centers, as well as I am going to be a mentor for a Fashion business accelerator in Galicia.

Sales Channels and Internationalization



- I usually sell my products in different ways:
 - **Directly in store.** Small products, such as textile bags, scarves, tablecloths, cushions and blankets to customers who visit me or who come to my area for tourism. In the store I also include crafts other than my textile products, such as ceramics, jewelry, wood, natural cosmetics to support local and rural commerce.
 - **On demand:Artistic** products that clients order me or more high-end. I also make designs for companies from different sectors, gastronomy (Michelin-star chefs), Fashion, product design. These exclusive designs for companies and the relationship is longer.
 - **On-line.** I sell my textile products on my website, on etsy and now also on Faire for other companies. Social networks and the blog on my website help me to publicize my products and create a serious, innovative and responsible brand image. I have a digital marketing campaign and there are products that I am interested in selling that I promote through social networks.
 - **Sales are usually in Spain through e-commerce and local in store. I have sold something to other countries but in a timely manner and I would like to increase international trade.**

First steps for internationalization

- To start selling on international channels, I started an internationalization project in 2019 with a collection of artistic tapestries with which I visited Maison Objet in January 2020.
- But the Covid -19 did not allow me to continue with the internationalization until this opportunity I have not traveled to other countries, since the fairs were suspended. I hope to return to Maison Objet in 2023 with new home products and also to Germany.
- The internationalization of my products is important because it would allow me to increase my income and sales, since my products are expensive and it is more difficult to sell them in Spain. Craftsmanship is not highly valued and it is difficult for them to pay their cost, as is the case in countries like France or Germany, where craftsmanship is more appreciated. I would also like to work more artistic products, such as tapestries or textile paintings for decoration or interior design and to be able to sell them in Galleries. In Spain, crafts are not included in these establishments.

- Stand at Maison Objet 2020



Reasons for internationalization



- In 2022, Internationalization is more necessary since the Ukraine crisis has lowered sales in the store, and online because competition has increased and it is more complex to sell if you do not have a well-known brand. In my case, in 2021 in the physical and online store I sold 60% of annual income, collaborations and designs for companies 20% and training and consulting 10%.

In 2022 these sales have fallen in the first 6 months and billing in store and online is 20% of income while 80% corresponds to training and consulting, since I have done more work for entities and administration. (This was one of the objectives of the training received in the Craft Code program, together with the internationalization of the project).

- Although the previous year more than 60 percent of sales occurred between the months of August - December, coinciding with the Christmas campaign and the arrival of older tourists and with more purchasing power who are our potential clients. I hope that this year will be the same, although the effects of the energy crisis may cause consumption to fall.
- For all these reasons, I consider that the internationalization of my products for sale in stores, specialized marketplaces and professional fairs can be an opportunity for growth and consolidation of my company.



BEFORE MY TRAVEL

Before making my visit and even presenting my candidacy for the “Go & See” project, I had carried out a feasibility study of internationalization in Germany. Before visiting the Fairs, I have done another jointly with some Commerce and Marketing students who have done internships in my workshop. I include it as Annex I in an attached document.

Research about German customers and Fairs



- Before my trip I have done several market studies.
- I did the first one withan internalization course of the CEO (BUSINESS ASSOCIATION) of Ourense 2020.It was about looking for optimal European countries for my textile product. In addition to France that I had already visited, I studied how to internationalize the Dutch Zone (Germany, Switzerland and Austria). Of these I stayed with Germany because of the conditions for internationalization, the taste for crafts, the consumption of textiles and purchasing power.
- Since I had to choose one of them so that the costs of internationalization could be viable for my company. The tutorials of the Crafting Europe Program “Creating a craft company” related to international trade also helped me.
- The second I have done before going to the Fair, when I was selected for the Crafting Europe Project, in order to find data to contact companies and know in advance the tastes of German consumption. In this way I could confirm if my study was correct when I went to the Fairs. Indeed, as I am going to tell later in the section on Visits to Fairs and the German Market, almost all the data was confirmed in terms of consumption trends, which is why the experience has been very valuable because that way I have more reliable data to be able to internationalize my product and look for sales channels.
- ATTACHED ANNEX I INVESTIGATION OF THE GERMANY MARKET



Previous contacts to arrange meetings



- **As for the meetings, it has been quite complex to contact companies through mail or internet, even with the staff of the Fairs, I have not received a response in most of them.**

- I have tried to contact commercial offices in Germany, related to Spain and also with Spanish organizations that could give me data (Xunta de Galicia) and I have not received help. After several attempts, **Silvia from Eol Fundesarte has helped me to contact representatives of the Craft Association in Germany, who were going to be at the Fair. I have spoken with them there, because I have asked them about stores and they have not provided me with contacts, they did tell me that the Fair was B2C and depended on the product and the seller's ability for it to be successful. Then there it was easier to make contacts and visit companies.** Although language is a barrier, I have been able to communicate in English, not everyone speaks it, but I have not had many problems, especially with young people.

I was also helped by the person in charge of ICEX (Institute of Foreign Trade of Spain) in Duseeldorf with whom I had a call and who provided me with little hopeful data on the internationalization of Crafts. There were no export agents, language is a barrier and although he told me that the International Fairs in Germany were more professional than Maison Object, I do not agree with him. Yes, I have seen more business and orders in Germany, especially in Trend Design. He indicated consumption characteristics such as sobriety, quality and taste for German products that did coincide with my studies and what I was able to observe on the trip. The fact is that he does not have data on Crafts and Internationalization and he has asked me to call him on my return from my trip and also inform him of my impressions.

- With him and the rest of the institutions I went to, I discovered that Craftsmanship for institutional organizations that are not in contact with the sector is unknown. It is considered as something not very serious, unstable and not as a business with possibilities of internationalization , the craft sector has a bad image at least in Spain.



VISIT FAIRS

The trip to the Fairs was not difficult. I traveled by train to Madrid and by plane from Madrid to Munich. I found a hotel near the Center city with very good metro and bus connections to the fairs. Both were on the outskirts of Munich but the U2 metro line reached the door. The transfer from the airport to the Center of Munich is easy by metro too, although it is 40 minutes from the city. In this case I did it with GET TRANSFER, a private car transfer company. I bought tickets to the fair in advance online.

HANDWERKMESSE FAIR



- I visited this fair on July 7 and although it lasted 3 days, I spent a whole day at the Fair and it is enough because although it has several pavilions it is not very big. It is a B2C Fair, that is, products can be sold to the visiting public, which is private and professional. To get there from the center of Munich there is a U2 metro line and it is easy to get there from anywhere in the city.

- The Fair is well signposted and you have to buy tickets in advance online. The largest pavilion is dedicated to crafts, although all sectors are mixed, including food (typical country products or locally produced products, such as cheeses, drinks or sausages).
The result is a bit chaotic.

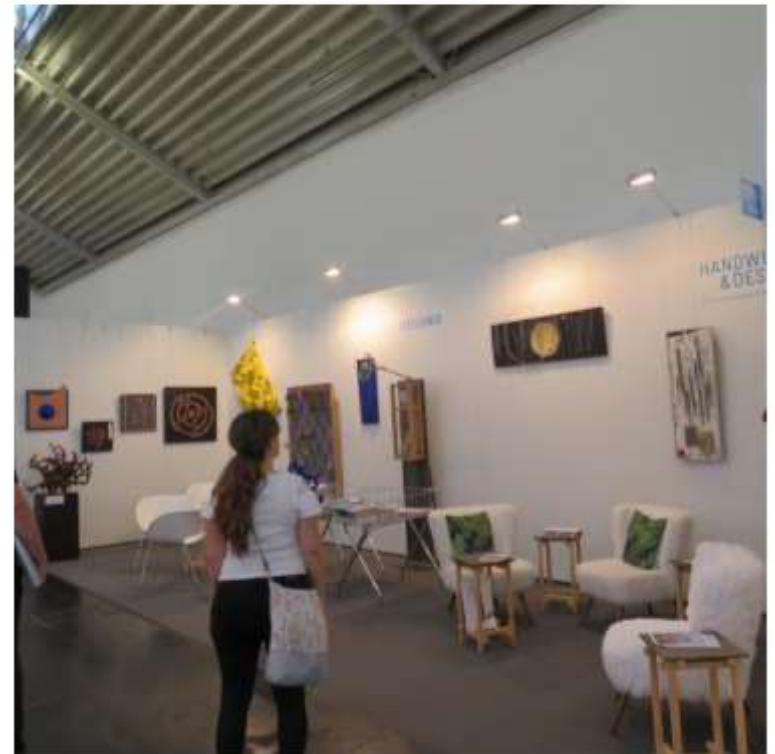
- The signage is not done by the Fair in a unified way but by each of the exhibitors, so if you go to the Fair you have to take into account signage, the stand, distribution of space and it does not seem that furniture is provided either. The stands are all different, in size and location, and they do not have uniformity in space. I have asked for information about this from the organization of the Fair when I was there but they will send it to me in two weeks. So the management of spaces is not very agile either. I think it would have to be processed well in advance, I sent several emails and did not get a response, in this sense the organization is not very good.

Type of craft companies

ARTISANS AND OTHERS

- The type of handicraft that has the most stands at the Fair is: Jewelry, Wood, Textile, Leather, Glass and Ceramics, although there are some other trades but less.
-
- There are also Design and Craft School demonstrations and Parades, as well as different places to eat and many food stands. In other pavilions, there are already companies from the industrial, furniture and construction sectors.

German Craft Association Stand.



Meeting at the Fair: Representative Association of German Craftsmen



- Language is not a problem although I don't speak German, I didn't have any problems in general as many people speak or understand English. But for the sale it is advisable to know the language, not everyone speaks English and they prefer their language when it comes to being served.

This was also indicated to me by the person in charge of the German Craft Association, who were at stand B5 number 424 with whom I was able to speak during the Fair. It tells me that the German public appreciates handmade things and craftsmanship very much. **Especially design or artistic.**

Prices are high, unlike Christmas markets and street fairs, where other types of cheaper craft.

I do not recommend this type of event.



- Although **there are no Spanish companies**, there are some that use trade names in Spanish even though they are German (especially fashion or clothing, I understand that the Spanish textile sector should be appreciated in Germany and it could be an opportunity for me)
- Most of the artisans are from Germany, Italy, Denmark, Norway and there is also a stand from Korea. That is why it is considered international, although its size and level does not reach that of other Fairs that I have visited, such as Maison Objet.
- The influx of public is average during the day and although I speak with artisans they do not tell me the number of sales. They tell me that it depends on the product and the customer. Yes, I can see that the textile has visitors but what is most interesting is the jewelry.
- **At the fair I also contact a German Gallery, although their specialty is Jewelry, I consider the possibility of writing to them for exclusive artistic products.** They tell me that their customers purchase these products for personal enjoyment and as an art object to display in their homes. Prices range between 300 and 3000 euros.
In general, the prices of all the stands double and even triple those of the products in Spain. In textiles there are different products: accessories, scarves, home, blankets, cushions, clothing and clothing (many inspired by the traditional German costume) and the retail prices are much higher than in my country. I think this is very beneficial to sell in this market as profit margins are higher than in Spain. This is one of the reasons why I have decided to try to internationalize my textile work.
- **In summary, the Fair is not very big and although the level of exhibition is not very high, it is interesting to be able to attend it, if the costs are not too high to exhibit. It could be a possibility to start introducing different products in Germany through direct sales to the consumer who could then order your products online. Also another sales channel is the galleries or shops. I have learned that you have to raise prices, adapt designs to German tastes, make excellent and exclusive pieces for a high target.**

PHOTOS HANDWERKMESSE

MUNICH textile stands



EXHIBITION CRAFTS

SHOW TRADE CRAFTS

FASHION SHOW





TREND SET DESIGN DECOR

This fair is mainly dedicated to Interior Design and Decoration and is mostly professional, although some stands did sell to individuals. I visited her on Sunday, July 10. I was interested in the visit because it was a strict professional sector and I was interested in seeing market trends in reference to Decoration and Interior Design products.

“Artisan” companies in TREND SET FAIR

- In this professional Fair there were several pavilions dedicated to Decoration, Gardening, and Sustainable or Singular Commerce in General.
- Although I was able to find three craft companies that produce in a semi-industrial way:
 - A Nordic sock company, which designs socks and produces them on small industrial looms
 - Czechoslovakia linen fabrics that makes linen pieces in a similar way (pieces between 35-65 euros)
 - Woolen fabrics from Italy, produces bespoke shawls, blankets and rugs.
- One of home products, with handmade glass and ceramics made in Germany
- Handcrafted Nordic fabrics with plastic (PHOTO)
- **I have been able to make a comparative study with the other Craft Fair and the local trade to learn more about the type of products that shops and individual consumers of the German market are looking for.**



Crafts from third countries in Trend Set Design



- The rest of the companies, although they offer "artisanal pieces" or handmade, are mostly made in India or China and become designers or distributors. These pieces are still cheaper, ranging in the case of textiles between 30 and 100 euros in the case of blankets.
- At this Fair I have realized that it would be very difficult to sell my products since I compete with prices much lower than mine. Despite the fact that there are semi-artisanal producers with slightly higher prices, the professional client is looking above all for low prices for their establishments and large productions. Most of the visitors are retail and small gift shops.
- I have learned that to be able to attend this professional fair I would have to make designs and look for a local semi-artisanal production as the companies I have seen are similar to mine but the production is made in other countries. I find this possibility interesting to expand my production, so that I can design the fabrics and produce them in Italy (the Italian company accepts orders from 300 scarves or also designs custom-made rugs).
- As for the form of sale, you can place orders at the Fair, with discounts or benefits for customers who come to them or also leave your contact and then invite you to calmly see the catalog and register on the web. Most try to close sales at the Fair, even if the payment is made later. To attend these
- Fairs, it is necessary to have a good catalogue and quality brochures.
- The rest of the Fair, although it is professional and has several pavilions, is larger than
- Handwerksmesse but does not have as many international exhibitors or public influx as Maison Objet. The public is professional and most seemed local, there are not as many nationalities as in Paris. Exhibitors are also mostly European, German, Nordic and Italian. The stands are also less cared for and mixed.
- Although there is a section on sustainability or local and different trade, there are really small production companies in relation to jewelry and accessories. There is no specific space for sustainability or crafts.

I have learned that I would not be able to sell my limited edition or high end products at this Fair. Although they have also agreed to send me the expenses to exhibit, I think it is quite expensive and the effort will not obtain results since my prices are not competitive. I don't have a large production and my prices are too high for the professionals who come to this Fair, mostly shops.

The Fair has served me for:

Compare with the other Fair in reference to craft products, prices, designs.

See trends in colors in reference to Home Decoration and interior design

Compare prices with semi-artisanal companies from different parts of Europe (Italy, Switzerland, Germany, Sweden, Czechoslovakia)

There was no Spanish company of any kind.

Although I have spoken with different exhibiting companies at both Fairs, I have not been able to obtain data on sales. I believe that the success will depend on the originality of the products, the suitability of the designs to the German culture and also the international economic situation.



TREND SET FAIR





AFTER THE VISIT

The evaluation of the trip has been very positive, not only because of the knowledge of the Fairs for the sale of my product but also because of the knowledge of the international craft sector and the German market. I hope that this knowledge will also serve me in the future to carry out consultancy and mentoring work within the artisan sector.

After the visits I have learned that...



- After these two visits and the study of the trade, also visiting the city of Munich, I believe that it is possible to Internationalize my products in Germany, for this I must make a specific design plan adapted to the German culture. Right now I am going to try to sell through the Galleries and contacts made. I would like to attend next year as an exhibitor at Handwerksmesse.
- I think that this area and Germany in general can be a good business area for my textile products, especially scarves and blankets or high-end home products.
- You could also explore new art products for Galleries.

-CONTACT WITH GALLERY IN GERMANY





ADVICES FOR THE CRAFT SECTOR

This photograph is taken at the Fair and you can see the type of pieces that are exhibited in it, with design, bright colors and especially ceramics, jewelry, wood and textiles.

Tips for the craft sector

- **My advice for the rest of the craft sector would be:**
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- Adapt products to German culture. Designs, colours, prints, motifs... etc.
- It's a very interesting market for jewelry, wood, glass and felt-products.
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- The most artistic craftsmanship is highly appreciated.
- They are very interested in nature, they highly value design and sustainability, although the latter is not essential.
- The Products must be of impeccable quality and manufacturing.
- There are different perceptions of Crafts, high-end and other "more commercial" crafts with lower prices than for semi-industrial craft companies can also be interesting.
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TRADE STUDY GERMANY.

“CRAFTING EUROPE” PROJECT

During my stay in Munich from July 6-11, 2022, I visited the Handwerksmesse Munchen Craft Fair on the 7th and 10th- Trend Set Design International professional fair for Decoration and Design Trends. On the free days between the fairs I have visited different local businesses that have allowed me to establish contacts and study the type of local business in reference to Crafts. Annex I of the preliminary study of the German consumer is attached

General Market Study. Munich



- In the central areas of Munich, around the central square called Marienplatz, most of the shops are concentrated. Although there are different classes, higher-end, luxury and multi-brand stores, there are also mid-range and large shopping centers. All the premises have a large influx of people and there is no sense of economic crisis, I have even seen queues at the Dior Store. Although some people who live there and have businesses tell me that the impact of the war in Ukraine has been noticed, especially in consumption.
- The largest number of stores that are concentrated in the streets around the square are for fashion, home decoration, large shopping centers with multi-brand stores, aesthetics and souvenirs.
- Fashion is highly influenced by the traditional Bavarian or Tyrolean costume that serves as a reference in shop windows and as inspiration. Most of the most valued products and designs have to do with the German culture of which the population is very proud. They also welcome products of Italian origin and cultures close to theirs, such as the Nordic culture and those that come from countries such as Norway or Denmark.
- The aesthetic for the high-end consumer is sober, with timeless colours and in some cases there are more designer textile accessories or more striking and vivid colours but in a single tone.
- As for home decoration, the aesthetic is more Nordic, they like natural products and in the decoration stores visited (Zara, HM and similar) the prices are very low (cushions 2.99 and blankets 39 euros). The most exclusive or artisan brand products are found in specialized galleries or Decoration and Architecture studios (located more in the Odeons Platz square), a more residential area and where the shops are more high-end. This type of more artistic shops or galleries are located in this area and also near the Museums or Pinakotek in a neighbourhood considered more artistic and where there are antique shops and design and decoration establishments with more exclusive pieces.
- It is in one of these neighbourhoods where I have contacted a Gallery for the possibility of selling my textile pieces (scarves) in it and also exhibiting more artistic decoration pieces. The requirements are to belong to the Gallery through a registration and request the exhibition space. We are still in talks when we return to Spain but it has been a good contact.
- Likewise, I have contacted a multi-brand store of a company led by a Spanish woman who is dedicated to the sale of singular or exclusive objects and to which I have also left my card and we have arranged to be in contact to manage a possible point of sale in Germany. .

Store visits

Concept store of Crafts and Galleries



- **In this same line of evaluation of possible markets, I have visited the Manufactum Store, which is located near the most central square and in a medium-high commercial area. This store was recommended to me by the staff of the ICEX (Spanish Export Office) in Duseldorf with whom I previously contacted to prepare the trip to Germany and business contacts.**
- It has been very interesting for the concept of the store and also for seeing the type of customer that buys in it. The products that are sold are varied, household items, kitchen, stationery, cleaning, eco and vintage products, natural cosmetics and retro products. The products are manufactured and noble materials and careful aesthetics and design or retro are used. They link Tradition and Vanguard.
- There is a large influx of public and the target is younger than in fairs where the average age is higher.
- They are interested in manufactured and design products, although some of them are not manufactured directly by artisans but by companies with semi-artisanal production, not so much by the author. Prices are medium-high in general, except for textiles, which are a little lower than average.
- In my sector there are firms of artisan blankets similar to the ones I make from different countries. (Portugal, England, Ireland among others). The visit to this store helps me to study the competition; Know the prices and the product they sell, colors, textures, sizes... 1.35 – 2.20) in the case of home blankets.
- **In this store I was able to observe that although all the products have an artisanal aesthetic (although they are not entirely handmade), they are more valued and have a higher price, the same as if they are ecological.**

Visiting Manufactum



- **In this country, crafts are considered a luxury good, they are of high quality both in materials and manufacturing, the design is timeless or very risky, as is the case with jewelry, more in line with artistic crafts (the most valued).**
- As for the rest of the commercial activity, outside the downtown areas there are residential neighbourhoods where there is no commercial activity, beyond the basic necessities, so all the businesses are concentrated in the center and, depending on the area, they specialize in some sector. There are high-end stores that are ideal for selling craft products and the population appreciates products of German origin or that have some reference to their culture, as well as those from neighboring countries (Italy, Switzerland, Austria), Duch territory and Although they appreciate and know Spanish products, I have not found much presence of Spanish marches beyond the big firms, of course not crafts.
- **Personal evaluation in reference to my company.**
- **I had previously done some market research in reference to the consumption of textiles in Germany and the possibility of selling my textile products there, both scarves, household products, cushions, blankets, linen tablecloths. This theoretical marketing study told me that it was a good market.**
- **The visit to these Fairs has confirmed to me that the German market is indeed a good market for me. The German consumer appreciates craftsmanship, values it and is willing to pay high prices for it. I think it is a good market for my products.**

Conclusions- Learning



- **Through these days of stay in Munich and the visit to the two fairs Handwerkmesse and Trend Design I have been able to learn:**
- **How to introduce my products on the German market**, through online market place, sales in stores or small fairs. In this sense, I have confirmed with my visit to Munich that there are different ways of marketing my product there through specialized stores or galleries or online market place, even through the Handwerkmesse fair itself. I don't see the smaller craft markets because the Association of Artisans doesn't recommend them to me because of the low cost of the products. And I don't contemplate the Trend Set fair either because many distributors of products manufactured in India or Eastern countries attend it and I can't compete with them on prices.
- **Design of products.** In order to market the products, I must adapt them to the type of market and consumer tastes. It is very important to know the culture to design these products and to know how to sell them. Germans highly appreciate products that remind them of their culture, colours and materials that are familiar to them. That is why to market my products there I would make my own designs for this market both in reference to accessories for men and women (scarves) and home accessories. Even consider new artistic products for the galleries I want to address
- **Knowledge of consumption habits.** Visiting the city and seeing the different types of shops and areas has also allowed me to learn what types of products the German consumer likes. In this way I can also address a specific type of consumer with a target, tastes and an age that coincides with the theoretical market studies that I had previously carried out regarding B2B sales. Also o choose the areas or stores to go to offer exclusive home or artistic craft products. **IT IS VERY IMPORTANT TO VISIT THE FAIR BEFORE TO GO TO SELL.**
- **Sustainability** Although sustainable and eco products are especially valued in food, it is not a determining factor for the purchase of the product. Yes, it adds value to it, but the quality in the manufacture, the design and its exclusivity is more valued.

REPORT BY
INES RODRIGUEZ RODRIGUEZ
FOR THE “GO & SEE” PROJECT



Annex I. Below