

Business



Running head: SUMMARY OF A BUSINESS EVENT Summary of a Business Event March 16, Summary of a Business Event The United States of America is the richest country in the world having a GDP per capita of \$47, 400, which makes it an ideal rendezvous for local business organizations, importers, and exporters to engage in fair as well as legal business activities (Sanders, “ February- USA Month,” par. 1). This paper briefly summarizes the enormous business potential in the USA as witnessed at one of the major business events known as “ Denver Gift, Home, Jewelry & Resort Show” held in Denver, Colorado from February 26, 2011 to March 1, 2011. To encourage the manufacturing and sale of Native American products, Denver Gift, Home, Jewelry & Resort Show hosted 450 exhibitors selling nearly 4000 types of products including jewelry, furniture, gifts, cosmetics, stationery, handicrafts, garden accessories, interior decoration, etc. (“ Denver Gift, Home, Jewelry & Resort Show,” par. 1). It was an ideal place for the manufacturers to showcase their talent to the buyers who had thronged from almost every major city in continental North America. Since the products were being sold directly by the manufacturers, the wholesale prices offered to the buyers were incredibly low. Due to the absence of agents that usually comprise the supply chain, the buyers from large departmental stores, independent stores, hospital gifts shops, theme parks, museums, and airport gifts shops from the USA and Canada had placed direct orders with the exhibitors of Native American products (“ Denver Gift, Home, Jewelry & Resort Show,” par. 2). To facilitate maximum participation in the show held at the Denver Merchandise Mart Complex, the organizers had provided free hotel shuttle and parking, complimentary buffet, and entertainment for the visitors. More business events, such as Denver Gift, Home, Jewelry & Resort Show, should

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be encouraged to provide business opportunities for Americans and overcome economic recession. Works Cited " Gift, Home, Jewelry & Resort Show." Denver Merchandise Mart. 16 March 2011. Sanders, Rachael C. " February- USA Month." 1 February 2011. Major Events International. 16 March 2011.