Reconnecting, Globally And in Person At the 2021 SEMA Show

By Linda Spencer

International travel restrictions are beginning to ease, and trade buyers from all parts of the globe are finalizing their plans to attend the 2021 SEMA Show. These global buyers join U.S.-based resellers and SEMA Show exhibitors eagerly awaiting the opportunity to meet face to face once again and collectively see up close and in person all the latest products and trends the nearly 2,000 SEMA Show exhibitors will have on display in Las Vegas.

The 2021 SEMA Show marks a longed-for milestone for the global automotive specialty-equipment industry to once again reconvene amid much pent-up demand for in-person events. They are preplanning and strategizing for exhibitors to engage with visiting global buyers and expand or develop ties with those coming from abroad seeking to find the latest products their customers want. This article focuses on the SEMA Show programs and resources to help exhibitors and global buyers connect during Show week.

Global Media Awards Program

In recognition of the SEMA Show’s global appeal, SEMA will once again host the Global Media Awards, now in its 17th year. Leading international journalists from throughout the globe—from China, Europe, the Middle East and Canada—will serve on a panel, each selecting 10 products from the New Products Showcase that they felt would resonate with consumers in their home markets.

The 2022 Global Media Award winners will be feted at the International Happy Hour (IHH). Meet with this first-rate global panel of enthusiast journalists and trade buyers at this year’s event. See QR (right) to register.

International Happy Hour

- Wednesday November 3
  5:00 p.m.–6:30 p.m.
- Join us for the 2021 International Happy Hour (IHH)—the SEMA Show’s largest annual international specialty-equipment trade gathering.

Exhibitor registration is complimentary but required. Scan the QR code below to register for the IHH.
ROUNDTABLES: MONDAY NOVEMBER 1
Meet international buyers before the Show even opens. Join SEMA Monday, November 1, for a series of roundtables focused on key international markets. Hear from top buyers and media about the opportunities and challenges U.S. companies face in doing business in their part of the world. Exchange business cards and invite these international resellers and media to visit you in your booth where you can discuss which of your products might resonate best with their customers and where there might be unmet local demand creating an opportunity for your company. The roundtables will all be held in the Las Vegas Convention Center, Upper West Hall W229.

MIDDLE EAST TAZWEED (CUSTOMIZING)
• 11:00 a.m.–12:00 p.m.
• Meet with buyers from throughout the region who can let you know what their customers want! Learn how to cash in on this lucrative region with passionate consumers who possess disposable income. The United Arab Emirates and surrounding countries provide some of the best opportunities for U.S. specialty parts manufacturers. Off-roading, classic-car collecting and motorsports are all strong markets throughout the region. Attendees will also learn about plans for the 2022 SEMA Middle East Business Development Program.

CONNECT WITH BUYERS DOWN UNDER: AUSTRALIA AND NEW ZEALAND
• 12:15 p.m.–1:15 p.m.
• Meet for lunch and conversations with top buyers from Down Under. Learn the latest trends from distributors of off-road, styling, restoration and performance products and the opportunities in these countries of pickup (Utes) and SUV customizing fanatics, V8 lovers and diehard hot-rod enthusiasts.

NORDIC REGION: EXPLORE THE OPPORTUNITIES IN THE VINTAGE CAR AND PERFORMANCE NICHEs
• 2:30 p.m.–3:30 p.m.
• Learn the potential for your products in this performance and classic-car paradise. Meet with top trade buyers enabling the half-century-old craze of restoring and upgrading American classic cars in Sweden and the surrounding countries of Norway, Finland and Denmark as well as other European countries. Performance upgrades are among the top modifications sought for a range of vehicles. After all, the region is the headquaters of the European drag racing championship as well as performance for street use, circuit racing, drag racing, rally racing and drifting. High disposable income coupled with a passion for personalization make this a very attractive region. Hear from those who recently participated on the first SEMA Nordic trip.

LATIN AMERICA: LEARN WHAT’S HOT AND WHAT’S NOT
• 3:45 p.m.–4:45 pm.
• Trade buyers and media from Central and South America will discuss their respective markets and the opportunities in this pickup-truck- and car-crazy region. Learn what’s hot and what’s not. Get insider tips into which vehicles are local customizers’ rides of choice and the top-selling products. Learn more about the opportunities and challenges faced by U.S. manufacturers seeking to sell into Latin America—everything from language issues, tariffs and small fragmented markets to how U.S. companies have overcome them.

Want a quiet meeting space to meet with international buyers? Come to the Center for International Commerce (CIC) in West Hall W233 for free use of private conference rooms. Interpreters for most major languages are available in the CIC to help facilitate communication with your potential or current international customers. Complimentary coffee and tea are available throughout the day.