

UPCOMING TRADE EVENTS

OCTOBER 2001 - MARCH 2002

DATES	EVENT	LOCATION
October 12 - 17 2001	China Hi-Tech Fair/Biotech 2001 This is the third edition of this event which will feature products in the following industries: biotech equipment, bioinformatics, biotech services, bioengineering material, technology and management and bio-agriculture. More than 350,000 professional visitors are expected to attend.	Shenzhen, China
October 13 - 21 2001	Genoa International Boat Show Genoa's International Boat Show is one of the largest and leading international boat shows in the world for motor boats, sailing boats, surf boards, inflatable crafts, diving and fishing equipment, engines, instruments and accessories. Last year's event attracted 350,000 visitors and had 1,468 exhibitors. This is the fourth consecutive year that the U.S. Commercial Service will hold a U.S. Catalog Exhibit at the Show.	Genoa, Italy
October 22 - 26 2001	Environmental Technologies Matchmaker There will be the traditional matchmaker offering of one-on-one, prescreened appointments at each stop as well as briefings, logistical support, and hospitality events.	Czech Republic, Hungary, Poland
October 22 - 26 2001	Healthcare Technologies Matchmaker to Brazil and Chile This event will be a traditional Matchmaker with two days of pre-screened appointments at each stop. Participants will also benefit from in-depth briefings and hospitality events.	Brazil and Chile
October 30 - 31 2001	Electrical Power Trade Mission and Seminar This trade event and seminar is designed to provide small to medium-sized export ready companies, utilities and their suppliers with a first-hand opportunity to become familiar with the Canadian electrical power market, establish new and profitable commercial relations, and provide valuable trade and market-related information from up-to-date industry briefings.	Toronto, Canada
October 30 - November 1, 2001	European Banking Technology Fair 2001 The European Banking Technology Fair is the leading European technology show for banks and financial institutions. Exhibitors include hardware and software products, security products and financial services.	Frankfurt, Germany
November 5 - 16 2001	Franchising Mission to China, Hong Kong and Taiwan Mission participants will develop business, establish government and industry contacts, and gain first-hand knowledge of the markets — with a program of tailored one-on-one meetings for each company. Organized in cooperation with International Franchise Association.	China, Hong Kong, Taiwan
November 10 - 13 2001	MediPhar Taipei - American Products Literature Center Mediphar is a major exhibition for the health care industry in Taiwan focusing on hi-tech products and the latest technologies. This event attracts decision-makers from some of the most advanced health care systems in Asia. American Products Literature Center offers smaller companies new to Taiwan a very cost-effective market introduction to the Taiwanese market.	Taipei, Taiwan
November 11 - 14 2001	Sixth International Transmission and Distribution Exhibition The biennial Distribution 2001 Exhibition is the leading event on the energy calendar for transmission and distribution utilities, manufacturers and suppliers in the Asia/Pacific region. This is an important forum for the presentation and discussion on new developments in transmission and distribution.	Brisbane, Australia
November 14 - 17 2001	International SHOPA show SHOPA is one of the 200 largest trade shows in the United States, according to <i>Tradeshow Week</i> . The show is offering seminars the day before the show and customized local store tours with association executives serving as speakers on an as-needed basis. Products will include: computer accessories and software, desk accessories, furniture, writing instruments and accessories, office storage, school supplies, and much more.	Miami, Florida
November 14 - 17 2001	International Amusement Parks Show IAAPA is the premier trade show for the amusement park and entertainment industry, encompassing the entire spectrum of companies from small family-run operations to large multinational corporations. Exhibitors run the gamut from high technology such as virtual reality simulators, to the latest games, rides, food and beverage and state-of-the-art themed attractions.	Orlando, Florida

INDUSTRY CONTACT INFORMATION

Biotechnology
Elizabeth Ausberry
Tel: (202) 482-4908
Email: Elizabeth.Ausberry@mail.doc.gov

Pleasure Boats
and Accessories
Susanna Lezzi
Tel: (39 010) 543-877
Email: Susanna.Lezzi@mail.doc.gov

Pollution Control
Equipment
Molly Costa
Tel: (202) 482-0692
Email: Molly.Costa@mail.doc.gov

Biotechnology,
Dental Equipment,
Health Care
Molly Costa
Tel: (202) 482-0692
Email: Molly.Costa@mail.doc.gov

Electrical Power
Systems, Pollution
Control,
Renewable Energy
Peter Dykeman
Tel: (416) 595-5412 x226
Email: Peter.Dykeman@mail.doc.gov

Computer
Software and
Financial Services
Elizabeth Powell
Tel: (49 69) 956-204-17
Email: Elizabeth.Powell@mail.doc.gov

Franchising
Raj Dwivedy
Tel: (202) 482-4581
Email: Raj_Dwivedy@ita.doc.gov

Medical
Equipment
Lisa Huot
Tel: (202) 482-2796
Email: Lisa_Huot@ita.doc.gov

Electrical Power
Systems
Noela Cain
Tel: (361 3) 9526-5924
Email: Noela.Cain@mail.doc.gov

Business
Equipment other
than Computers
Joan Hall
Tel: (202) 482-2267
Email: Joan.Hall@mail.doc.gov

Sports and
Recreation
Linda Burlingame
Tel: (202) 482-5416
Email: Linda.Burlingame@mail.doc.gov

HIGHLIGHTED EVENTS**SMAU 2001**

**OCTOBER 18 – 22, 2001
MILAN, ITALY**

SMAU is Europe's second largest exhibition in the Information and Communications Technology (ICT) sector. It attracts 2,400 exhibitors and 360,000 qualified visitors each year. The Italian market for products and services in the computer hardware, software and telecommunications sectors is \$40 billion, and the United States is Italy's largest supplier of such products and services. By participating in SMAU, small and medium-sized, new-to-market U.S. companies are introduced to top Italian distributors and business partners, and stand an excellent chance of benefiting from the opportunities offered by the Italian and surrounding markets.

Contact:
Dan Bjerck
Tel: (602) 640-2513 x15
Email: Dan.Bjerck@mail.doc.gov

Nicoletta Postiglione
Tel: (39 02) 659-2260
Email: Nicoletta.Postiglione@mail.doc.gov

**INTERNET/TELECOMMUNICATIONS
TRADE MISSION**

**NOVEMBER 4 - 9, 2001
BERLIN, HAMBURG, FRANKFURT, GERMANY**

This mission will include representatives from a variety of U.S. firms providing products and services for Internet and telecommunications who are interested in entering or expanding their presence in Germany. The mission aims to provide participants with first-hand market information as well as access to potential business partners and key government officials. It also will generate publicity and market exposure for participating companies. The mission will facilitate access for the participating companies to opportunities resulting from the increasing market demand in Germany for U.S. products and services for the Internet and telecommunications industries.

Contact:
Danielle Kriz
Tel: (202) 482-0568
Email: Danielle_Kriz@ita.doc.gov

Miles Denny-Brown
Tel: (202) 482-0398
Email: Miles_Denny-Brown@ita.doc.gov

DATES	EVENT	LOCATION
November 21 - 24 2001	CEO Medica 2001 This trade mission is a world's forum for doctors' surgeries and hospitals. A congress will be held in conjunction with this leading international trade fair.	Dusseldorf, Germany
December 3 - 5 2001	Maintenance, Repair and Overhaul Conference and Exhibition (MRO Asia) MRO Asia consists of a conference and an exhibition. They are targeting participants from high-level management positions from airlines, OEM/suppliers, the government, the military and the aviation industry.	Hong Kong
December 4 - 7 2001	Marintec China 2001 Marintec China is a major maritime event and will attract the most influential Chinese personalities and world-wide maritime companies. From ship building to ship registries, this is the maritime event in which to participate if you are interested in the world maritime industry.	Shanghai, China
December 14 - 17 2001	Paperex 2001 This is the fifth International Trade Fair and Conference on Pulp, Paper and Conversion Industry featuring raw material handling and preparation, pulping, bleaching and paper making, newsprint manufacture, conversion technology and automation in paper mills.	New Delhi, India
January 11 - 15 2002	Maison and Objet Maison et Objet is a European event for the homeware market. The show attracts more than 2,200 exhibitors with more than half coming from overseas. Visitors include 55,000 professional buyers with more than 15,000 coming from outside France.	Paris, France
January 29 - 30 2002	Visit North America Seminar The Visit North America Seminar is the main travel trade event promoting Swiss tourism exclusively to the United States and Canada. The exhibit features some 130 exhibitors, mostly from the United States. The program includes 70 educational workshops. Representatives from over 800 Swiss travel agencies will attend. The 410,000 Swiss tourists to the United States produced revenues in excess of \$2 billion in 2000.	Zurich, Switzerland
January 29 - February 1, 2002	Pacific 2002 International Maritime Exhibition Pacific 2002 will showcase the world's latest developments in maritime and naval technology.	Sydney, Australia
February 5 - 8 2002	Visit USA Destination and Product Seminars The seminars are aimed at educating retail travel agents on U.S. destinations and products. CS Australia will distribute literature for, and promote, any U.S. destination or tourism supplier participating.	Sydney, Melbourne, Brisbane and Perth, Australia
February 8-11 2002	International Builders' Show The International Builder's Show is the largest building industry trade show in the United States and also includes the largest number of related meetings, seminars and workshops in the world. ICCON gives international attendees access to commercial construction technologies and features over 100 exhibitors. Attendees will be able to take advantage of the latest home automation information featured in TechHOME Expo, a new pavilion devoted to high-technology solutions for the home-building industry. There are more than 200 technical programs. The New American Home tour is available at no additional charge. There are various housing tours operating throughout Atlanta for a nominal fee such as the Greater Atlanta Home Builders Assn Tour.	Atlanta, GA
March 19-23, 2002	ConExpo-Con/Agg 2002 As the premier industry exposition in the Western Hemisphere, CONEXPO-CON/AGG provides a showcase once every three years featuring the latest in equipment, services, product design and technological advances for the construction, aggregates and ready mixed concrete industries. The INTERNATIONAL FLUID POWER EXPOSITION will be co-located with CONEXPO-CON/AGG in 2002. IFPE is North America's largest exhibition and technical conference devoted to power transmission: hydraulics, pneumatics, electrical, mechanical components, systems and controls. The show features a technical conference with three key segments: Research & Design, Applications and Hydraulic Fluids. Additionally, CONEXPO-CON/AGG will offer a seminar program featuring more than 121 sessions designed specifically for industry professionals, and will offer the latest information, tools, and techniques in the construction industry.	Las Vegas, NV

INDUSTRY CONTACT INFORMATION

Dental Equipment, Drugs/Pharmaceuticals, Laboratory Instruments	Ed Fantasia Tel: (49 211) 737-767-10/80 Email: Edward.Fantasia@mail.doc.gov
Aircraft Parts, Ground Support Equipment and Aviation Services	Elanna Tam Tel: (852) 2521-5950 Email: Elanna.Tam@mail.doc.gov
Port/Shipbuilding Equipment	Elizabeth Ausberry Tel: (202) 482-4908 Email: Elizabeth.Ausberry@mail.doc.gov
Paper/Pulp	Elizabeth Ausberry Tel: (202) 482-4908 Email: Elizabeth.Ausberry@mail.doc.gov
Giftware, Household Consumer Goods, Toys and Games	Ludene Capone Tel: (202) 482-2087 Email: Ludene_Capone@ita.doc.gov
Travel and Tourism	Werner Wiedmer Tel: (41 31) 357-7342 Email: Werner.Wiedmer@mail.doc.gov
Defense Industry Equipment	Phil Keeling Tel: (61 2) 9373-9209 Email: Phil.Keeling@mail.doc.gov
Travel and Tourism	Monique Roos Tel: (61 2) 9373-9210 Email: Monique.Roos@mail.doc.gov
Building Products	Miguel Olivares Tel: (202) 861-2111 Email: Miguel.Olivares@mail.doc.gov
Construction Equipment	Kevin Haley Tel: (202) 482-5416 Email: Kevin.Haley@mail.doc.gov

ENVIRONMENT JAPAN 2001**NOVEMBER 27-30, 2001
TOKYO, JAPAN**

Japan's environmental market is large and growing fast. The market is expected to reach \$360 billion by the year 2010. Environmental regulations are getting stricter, yet existing solutions in Japan are not sufficient to cope with various environmental problems. This growing market is constantly seeking innovative and experienced overseas suppliers to fill its vast needs.

As one of Japanese government's export-to-Japan facilitation efforts, the Japanese External Trade Organization (JETRO), the organizer of this event, invites environmental companies looking to enter and/or expand their business in Japan to Environment Japan 2001.

Contact:
George Litman
Tel: (202) 482-0560
Email: George_Litman@ita.doc.gov

TELECOMMUNICATIONS TRADE MISSION**DECEMBER 1 - 8, 2001
POLAND, CZECH REPUBLIC, AND SLOVAKIA**

The U.S. Department of Commerce's Office of Telecommunications Technologies is organizing a telecommunications trade mission to Poland, Czech Republic and Slovakia. The Assistant Secretary of Trade Development at Commerce will lead the mission. As these markets liberalize their telecommunications markets to comply with their WTO commitments and EU membership requirements, this is the perfect time for you to enter these markets. All three countries will have achieved full liberalization in their telecommunications sectors by December 31, 2002, creating excellent opportunities for U.S. companies, that provide telecommunications services or sell equipment.

The mission will include representatives from a variety of U.S. firms providing products and services for the telecommunications industry who seek to enter or expand their presence in Central Europe.

Contact:
Beatrix Roberts
Tel: (202) 482-2952
Email: Beatrix_Roberts@ita.doc.gov