

UPCOMING TRADE EVENTS

FEBRUARY - AUGUST 2002

DATES	EVENT	LOCATION
February 12 - 15	Expo Com Mexico 2002 The eleventh annual Expo Comm Mexico is Mexico's premier telecommunications technology exhibition. This year's theme includes telecommunications technologies, goods and services, research and development, information technologies, wireless and broadband technology.	Mexico City, Mexico
February 26 - 28	Expo Manufactura 2002 An American Products Literature Center will be part of Expo Manufactura 2002 in Monterrey, Mexico, a U.S. Commerce Department Certified Trade Fair organized by E.J. Krause Associates. The show focuses on materials, metalworking and manufacturing equipment and technology. To be held in a net exhibit space of 4,000 square meters at Cintermex in Monterrey (Mexico's leading manufacturing market), Expo Manufactura is Mexico's largest manufacturing show. There were more than 240 exhibitors from twelve countries at last year's show and nearly 8,000 trade-only attendees.	Monterrey, Mexico
February 26 - March 3	Asian Aerospace 2002 This is the largest aerospace show in the Asia-Pacific region. This trade event has taken on tremendous international importance since its inception in 1982 and is now the third largest aerospace show worldwide. Long-term opportunities for U.S. aerospace products in Singapore exist for aircraft, helicopters, missiles and radar systems. Opportunities for airborne and ground-based avionics and for aircraft repair/overhaul are strong.	Singapore
March 3 - 8	E-Commerce and IT Trade Mission The Department of Commerce, in coordination with the Software and Information Industry Association, is leading an e-commerce/IT mission to London and Paris. The mission will include pre-scheduled appointments with potential business partners, in-country market briefings and networking events with local business representatives and government officials.	London, Paris, Britain and France
March 3 - 8	Benelux Environmental Technologies Trade Mission The Hague and Commercial Service Brussels will host U.S. companies who will meet with pre-selected Dutch and Belgian contacts interested in partnering and pursuing business opportunities. This Trade Mission consists of a two day program of counseling and pre-scheduled appointments in each country.	Netherlands, Belgium
March 7 - 10	Hong Kong Information Infrastructure Expo 2002 The Hong Kong Information Infrastructure Expo 2002 is an ideal platform to showcase the latest IT products and services, as well as to generate new business partnerships. This year's Expo will cover the latest developments in IT, including wireless applications and Internet technologies, as well as software applications.	Hong Kong, China
March 18 - 22	Building and Renovations Equipment Matchmaker This event is a traditional Matchmaker with two days of prescreened appointments at each stop. Participants will also benefit from indepth briefings and hospitality events.	Canada
April 8 - 16	Services Matchmaker A Matchmaker Trade Delegation to Mexico City, Mexico, Santiago, Chile and Caracas, Venezuela for companies in services sectors. Participants will receive two days of Matchmaker appointments with potential agents/distributors/partners or end-users, along with a business briefing and reception.	Mexico, Chile, Venezuela
April 16 - 18	Seventh Southeast Asian Healthcare Show The medical and healthcare sectors have been identified as one of Malaysia's best sectors. The government of Malaysia has allocated \$1.4 billion to further develop the health service during the Eight Malaysia Plan (2001-2005)	Kuala Lumpur, Malaysia
April 24 - 27	Supply Chain and Logistics China 2002 This will be the most important national B2B supply chain event in China. China's transportation, warehousing, distribution and material handling industries are poised for explosive growth. This event will be one of the most effective sales and marketing channels to establish a foothold in this dynamic market.	Beijing, China

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HIGHLIGHTED EVENTS**ARAB HEALTH 2002**

**JANUARY 26 – 29, 2002
DUBAI, UNITED ARAB EMIRATES**

The Middle East is an increasingly important market for U.S. medical and dental equipment. Both private and public services and facilities continue to expand across the whole region as governments improve healthcare provision for growing populations. In 1999, the United States sold \$342 million in medical and dental equipment to the region.

Arab Health 2002 is the premier venue to market your products and services. For 26 years Arab Health has attracted the region's best healthcare specialists. In 2001, the show featured exhibitors from 42 countries and had 14 country pavilions. Of the 12,000 show attendees in 2001, 20 percent registered as dealers or distributors.

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**AEROSPACE EXECUTIVE SERVICE —
ASIAN AEROSPACE 2002**

**SINGAPORE
FEBRUARY 25-26, 2002**

The Aerospace Executive Service is a trade mission that will take place in conjunction with Asia's largest and most important air show, Asian Aerospace 2002. Participation in the Aerospace Executive Service will allow a smaller business to enjoy some of the benefits exhibitors of the show enjoy without the major expense.

The Commercial Service will provide customized, pre-arranged appointments with prospective partners, distributors, and/or end-users. Additionally, participants will receive a pre-show briefing, have access to official U.S. pavilion amenities, and receive an entry pass to the show as well as an invitation to the U.S. Embassy reception.

For more information, visit www.oceac.com/AME/Pages/AA2002.htm or contact:

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DATES	EVENT	LOCATION
May 5 - 17	Automation Alley MDCP Trade Mission Michigan firms in the relevant industries will benefit from Automation Alley's Small Business Export Initiative by participating in this mission to China. The benefits include a series of private meetings with pre-screened contacts, exhibit space at internationally recognized trade shows, customized briefings on the market and specific industries in each country prior to the mission and assistance of a bilingual trade associate.	Shanghai, Shenyang, Changchun, Beijing, China
May 6 - 9	Information Technologies Matchmaker Export Promotion Services Matchmaker Trade Delegation Program will lead an Information Technologies (IT) Matchmaker Trade Delegation. The Matchmaker will target the IT industry, including the security, distance learning and tele-health sectors. An optional spin-off to Ottawa will be offered, Friday, May 10, 2002. The focus of the delegation will be to match participating U.S. companies with qualified agents, distributors, representatives, licenses and joint venture partners in these markets.	Toronto and Montreal, Canada
May 8 - 9	MoneyWorld Asia 2002 This annual show features over 50 exhibitors from Hong Kong, China and Asia's financial institutions, displaying a comprehensive range of financial services, such as consumer and corporate banking, equity investment, fund management, commodities and forex trading. The fair itself provides an ideal platform for industry professionals, corporate and individual investors to access numerous money-related products and financial services and also to encourage the exchange of ideas and information on investment strategies and incentives. The fair attracted almost 18,000 visitors last year.	Hong Kong, China
May 12 - 21	Medical Mission to Central Europe Poland, Hungary and the Czech Republic represent over 60 million people and a combined medical market of \$1.3 billion. The regulatory environment is one of the most important elements for U.S. medical device exporters. As these three markets prepare for EU accession, U.S. exporters will find a much improved regulatory environment.	Poland, Hungary, Czech Republic
June 3 - 7	ACE/Infrastructure Matchmaker A traditional Matchmaker, which will provide two days of one-on-one, prescreened appointments to participants at each stop. Briefings and hospitality events and full logistical support will also be provided in each market.	Spain, Morocco
June 14 - 15	Fieldays Fieldays is New Zealand's leading agriculture, floriculture and horticulture trade event. The exhibition hosts more than 900 exhibitors and is attended by over 110,000 visitors. Exhibitors participating in Fieldays generate approximately \$65 million in sales from the event.	Wellington, New Zealand
June 15	Seoul International Book Fair 2002 Seoul International Book Fair (SIBF) is Korea's largest book fair organized by the Korean Publishers Association and regarded as an important cultural event. Exhibitors will gain exposure of books or catalogs to publishers, book sellers, educators, librarians, agents and distributors.	Seoul, South Korea
July 1 - 31	Analitica Latin America 2002 The American Products Literature Center at Analitica Latin America offers smaller firms an opportunity to have their literature showcased at Brazil's largest trade show for analytical instruments and laboratory equipment. Commerce staff provide each company with sales leads of foreign buyers.	Sao Paulo, Brazil
July 10 - 12	PALA 2002 PALA 2002, Asia's largest entertainment technology exhibition, will feature a U.S. pavilion. PALA 2002 is an opportunity for U.S. firms to showcase professional audio and lighting equipment, studio sound and broadcast equipment, music and special effects technologies, multimedia and networking solutions and DJ services.	Hong Kong, China
July 18 - 20	Asia Comm/Expo Comm Thailand The ninth international telecommunications, networking, IT and wireless technology exhibition and conference for Thailand and Indochina.	Bangkok, Thailand
August 3 - 6	ISPO Summer 2002 Each year at the ISPO Summer in Munich, the sports equipment and fashion industry sets the tone for the following summer season in sports articles and sports fashion. Exhibitors from over 40 countries present their range of products, focusing on both summer and non-seasonal sports.	Munich, Germany

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KOREA INTERNATIONAL MEDICAL EQUIPMENT SHOW 2002 (KIMES)**MARCH 15 – 17, 2002
SEOUL, KOREA**

Among Asia's fastest growing medical equipment markets, Korea has a comprehensive and advanced health care system. The Ministry of Health and Welfare has recently announced a 10-year, \$1-billion development plan for healthcare. U.S. medical device exports to Korea were valued at \$289 million in 2000 — a 40-percent market share.

KIMES is Korea's largest medical trade show. In 2000, the show featured 360 exhibitors from 33 countries and attracted over 57,000 visitors, 50 percent of which were trade/professional. The show features many healthcare sectors — including laboratory, dental, and pharmaceuticals — and has a special focus on high-tech products.

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INFORMATION AND COMMUNICATIONS TECHNOLOGY MISSION TO CENTRAL EUROPE**APRIL 17 – 25, 2002
HUNGARY, CZECH REPUBLIC, POLAND**

The U.S. Department of Commerce is organizing an Executive Level Information and Communications Trade Mission to Poland, Czech Republic, and Hungary. The mission will provide a unique opportunity for U.S. IT and telecom service and equipment firms to either gain a foothold or advance established interests in the above IT and telecommunications markets.

Central Europe's (CE) IT and telecommunications markets are undergoing rapid change and growth. Increased competition in telecommunications services in the CE countries, due to the recent or pending liberalization of telecommunications services markets, is driving investment in leading-edge telecommunications technologies, lowering access costs for consumers, and facilitating more Internet and e-commerce use. In an environment, where cross-border corporate alliances, mergers, and takeovers are the norm, the comparative advantage (primarily lower cost for highly skilled labor) of many CE firms could be greatly diminished once these countries achieve EU membership. Many CE companies are in the process of transforming themselves into world-class competitors. This process is creating ample commercial opportunities for U.S. high-tech firms with expertise in the fields of information technology and telecommunications to invest or sell their products.

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