

Upcoming Trade Events

February–August 2003

DATES	EVENT	LOCATION
February 18–21	Expo Comm Mexico 2003 Expo Comm Mexico is the largest telecommunications show in Mexico. Participating U.S. firms have an option to exhibit in the USA pavilion. The Commercial Service in Mexico will provide U.S. exhibitors with a commercial briefing and individual counseling.	Mexico City, Mexico
February 23–27	SIMA 2003 SIMA is the largest agricultural trade show in the world; it is held in Paris every odd year. It features agricultural equipment, supplies, and services to the largest gathering of European farmers, importers, dealers, and agricultural decision makers.	Paris, France
February 26– March 2	Aqua Expo 2003 The U.S. Commercial Service (CS) in France is pleased to invite U.S. firms to participate in the first CS-sponsored U.S. pavilion at Aqua Expo 2003, France's premier water resources and treatment trade show.	Paris, France
March 5–8	Tau Expo 2003 Tau Expo is the most important trade show of this sector in Italy and in the Mediterranean area, and it is also one of the foremost environmental shows in the world. The show attracted some 25,000 attendees in 1999. Exhibits include fields such as water treatment and purification, waste disposal, secondary material recycling, air purification, land reclamation, biotechnology, energy reuse, and renewable sources of energy.	Milan, Italy
March 13–20	Automation Alley CeBIT Mission Automation Alley, of Pontiac, Michigan, in partnership with the U.S. Department of Commerce's Information Technology Industries group and Commercial Service office in Germany, will be taking American firms to CeBIT Hannover.	Hannover, Germany
March 17–21	Automotive Parts and Services Matchmaker This event offers one-on-one, pre-screened appointments at each stop. Briefings, logistical support, and hospitality events will be provided in each market.	Budapest, Hungary; Warsaw, Poland; Bratislava, Slovakia
March 23–25	Expozoo 2003 This is the top show in Europe's largest market for pet products; France has more pets per capita than any other European country. The last show featured over 250 exhibitors representing more than 750 brands. The show confirmed its international reputation by attracting more than 16,000 pet trade professionals.	Paris, France
March 26–30	Automotor 2003 Automotor 2003 is the 22nd international exhibition of components, spare parts, and accessories for motor vehicles. Automotor is the main event in this sector in Italy.	Turin, Italy
March 30– April 7	Textiles Trade Mission The Office of Textiles and Apparel (OTEXA) of the U.S. Department of Commerce will sponsor a textile trade mission to Mexico, Honduras, and Guatemala. U.S. companies selling apparel fabrics made from natural fibers and cotton blends of fibers and yarns in the better price and quality range are likely to have the best chance of success. Mission participants will meet individually with buyers, apparel producers and textile mills, and possibly agents and distributors pre-selected and qualified by the U.S. Commercial Service.	Guatemala, Honduras, and Mexico
April 4	NAB 2003 NAB is the world's leading conference and exhibition for electronic media communications. This will be an excellent opportunity for U.S. suppliers to interact with foreign buyers.	Las Vegas, Nevada
April 7–15	ACE Infrastructure This mission will target all sectors of the architecture, construction and engineering/infrastructure industries and will focus on helping those industries expand in the Chinese market.	Beijing and Shanghai, China; Hong Kong
April 9–12	Bologna Children's Book Fair The Bologna Children's Book Fair is the largest such event in the world. It features both books and multimedia materials. There have been two U.S. pavilions for years—one in the book section of the fair and one in the multimedia section. The U.S. Book Display, organized by the U.S. Commerce Department's Office of Consumer Goods, is designed to provide small publishers who do not wish to attend in person an opportunity to exhibit their products.	Bologna, Italy
April 29–May 1	AIEE 2003 Australia's International Engineering Exhibition (AIEE) is the largest trade show of its kind in Australia for the manufacturing and engineering sector. The product literature center provides a cost-effective method for U.S. companies to explore the Australian market.	Melbourne, Australia

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HIGHLIGHTED EVENTS**ARAB HEALTH 2003**

**JANUARY 26-29, 2003
DUBAI, UNITED ARAB EMIRATES**

Arab Health is the premier medical device show in the Middle East. The show attracts visitors from the Middle East, North Africa, and the Indian subcontinent. Traditionally, the show features exhibitors from more than 75 countries and attracts 8,000-10,000 professional visitors. In 2002, the U.S. companies that attended the show reported that the business they got from the event was excellent.

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AUSTRALIAN INTERNATIONAL AIR SHOW

**FEBRUARY 11-16, 2003
AVALON AIRPORT, AUSTRALIA**

The Australian International Air Show, a biennial event, will be held in February 2003 at Avalon Airport, between Melbourne and Geelong, Victoria. It will be one of the world's most comprehensive air shows. It will also be a major showcase for marketing aerospace, defense technology, commercial aviation, airport equipment, and general aviation services and products to Australia and the Asia-Pacific region. With an extensive presentation of displays and exhibitions, a broad program of conferences, and a wealth of new marketing opportunities, the Australian International Air Show 2003 will provide an impressive arena for the world's aerospace and aviation industries. The show is a natural place to stage an Aerospace Executive Service program.

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BIT 2003

**FEBRUARY 19-23, 2003
MILAN, ITALY**

BIT 2003 includes a U.S. pavilion. U.S. Commercial Service (CS) personnel in Milan will recruit exhibitors and organize space. The CS will offer the following to exhibitors: market briefing and counseling, interpretation services, appointment scheduling with Italian tourism trade representatives, and a cocktail reception for the entire delegation.

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DATES	EVENT	LOCATION
May 15–17	Health Care Show This certified health care trade show has been held annually since 1996 and is exclusively for trade and professional visitors. It covers a broad range of products and services, including hospital equipment and supplies, electro-medical equipment, laboratory equipment, home care, and physiotherapy. It is considered the largest medical trade show in Southeast Asia and attracts exhibitors from around the world.	Kuala Lumpur, Malaysia
May 15–18	CeBIT Australia CeBIT Australia is one of Australia's premier trade events in the IT and telecommunications sector. It is a trade-only show and attracts good levels of attendees. In 2002, there were a number of international pavilions, including those representing the USA, Canada, China, and Germany. The post will be recruiting a product literature center (PLC) for inclusion in the U.S. pavilion at the show. The U.S. Commercial Service in Australia will represent U.S. companies at this PLC, and promote them to Australian importers and distributors in the sector.	Sydney, Australia
May 15–18	SecurityWorld 2003 SecurityWorld is an annual event comprised of local manufacturers and foreign suppliers in the security/safety industry. The exhibition includes security equipment, access control solutions, CCTV and surveillance, home security, building management, and technology related to the industry.	Seoul, South Korea
May 19–21	Hotel Show 2003 Hotel Show is an annual event. A trade-only attendance of over 3,500 targeted visitors from within the region visited last year. Most governments in the Middle East have identified tourism as a priority sector in their economic development and diversification strategies, giving rise to international chains wanting to own or manage properties within this region.	Dubai, UAE
May 19–23	Electronic Americas Electronic Americas is the largest event of its kind in South America for electronic components, assembly, and production. Electronic components is the best prospect for U.S. exports to Brazil. Participation in an event of this magnitude is an ideal venue for small and medium-sized U.S. companies to gain exposure or to expand their presence not only in the Brazilian market but also in the surrounding region.	Sao Paulo, Brazil
June 1–6	Automotive Trade Mission Costa Rica and Panama both rank the automotive parts and service equipment sector as the fourth-best prospect for U.S. exports. Guatemala ranks this sector as the number one prospect for U.S. exports.	Panama City, Panama; San Jose, Costa Rica; Guatemala City, Guatemala
June 13–16	Exhibition on Environmental Technologies (ENVEX) 2003 Established in 1979, ENVEX is the premier environmental exhibition in South Korea. As the South Korean government has placed more emphasis on the environment, Korean companies are looking for the latest environmental technologies. ENVEX will display products from all environmental sectors.	Seoul, South Korea
June 18–20	ISA Control Mexico 2003 The American Products Literature Center (APLC) at ISA Control Mexico 2003 offers small and medium-sized firms an opportunity to have their literature showcased at Mexico's largest trade show for process control and industrial instrumentation. The APLC is a cost-effective way to find agents and distributors in Mexico. Mexico is one of the largest importers of U.S. industrial instruments. The United States accounts for 85 percent of Mexico's imports of process controls and instrumentation.	Mexico City, Mexico
June 19–20	APA Australian Book Fair The fair is Australia's premier book industry event, attracting some 12,000 attendees from throughout the Asia-Pacific region.	Sydney, Australia
August 2–5	IPSO International Trade Fair Each year at the ISPO Summer in Munich, the sports equipment and fashion industry sets the tone for the following summer season. Exhibitors from over 40 countries present products for both summer and non-seasonal sports.	Munich, Germany
August 12–14	Security 2003 Security 2003 is the 17th Annual Conference and Exhibition of the Australian Security Industry Association. This important event attracts more than 4,000 visitors, including the Australian security industry's key decision makers, suppliers, and customers.	Sydney, Australia

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MICROELECTRONICS TRADE MISSION**MARCH 10-14, 2003
SHANGHAI, CHINA**

The U.S. Department of Commerce, in conjunction with the Electronics Representatives Association (ERA), is organizing a trade mission to China for the microelectronics industry. The mission will center on the Shanghai exhibition, electronic China 2003, in conjunction with SEMICON China. Participating firms will have pre-arranged, one-on-one meetings scheduled for them by the U.S. Commercial Service in Shanghai. Firms will also have the opportunity to make additional business contacts at the exhibition.

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HEALTH CARE TECHNOLOGIES MATCHMAKER**MARCH 17-21, 2003
COPENHAGEN, DENMARK; STOCKHOLM,
SWEDEN; OSLO, NORWAY**

This is an excellent networking opportunity for health care and medical companies. There will be a special focus on the tele-health sector, which is experiencing strong growth in these markets.

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MEDICAL DEVICE TRADE MISSION**MARCH 23-APRIL 3, 2003
VIETNAM, THAILAND, MALAYSIA, SINGAPORE**

This mission will focus on the medical/dental device and clinical laboratory equipment sectors. A limited number of firms from health care services as well as pharmaceutical and biotechnology industries could also participate. Companies are encouraged to participate in all four countries, but participants have the option of selecting stops from the itinerary.

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**A full listing of upcoming trade events
is available via <http://export.gov>.**