

UPCOMING TRADE EVENTS

APRIL - OCTOBER 2002

| DATES | EVENT | LOCATION |
|---------------|--|---------------------------------|
| 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 12 - 21 | The Rio International Boat Show U.S. Exports of boats and marine engines to Latin America totaled \$95 million in 2000. The Brazilian market for all marine equipment is estimated at \$320 for 2000. This event has nearly 150 exhibitors and attracts more than 55,000 visitors. It is recognized as a key event that fuels the Latin American market. | Rio de Janeiro, Brazil |
| 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 & 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 |
| 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. 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 7 - 9 | Giftware, Homeware and Furnishing International This show is tailored to the Australian market but attracts importers, wholesalers, agents and retailers from all over the Western Pacific Rim, including New Zealand and the Asia Pacific region. The show is a terrific opportunity to obtain exposure and attract interest of distributors in a hot market. | Melbourne, Australia |
| 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. | Hong Kong, China |
| May 9 - 12 | Interzoo 2002 Interzoo, sponsored by the German pet industry association, proved its importance once again in 2000 as the world's largest pet supplies trade fair. There were over 1,000 exhibitors from 44 countries and more than 21,000 trade visitors. U.S. companies may display product literature at this event through our trade specialists. | Nuremberg, Germany |
| 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 |
| May 16 - 18 | Natural Products Asia 2002 Very few of the natural products available in the United States are available in China, Taiwan, Hong Kong, Singapore or Japan, primarily because U.S. companies have not yet had the opportunity to introduce their products into these markets or connect with Asian distributors. This fair will allow U.S. companies in the natural products industry to establish ties, perform market research and demonstrate their products to buyers in Asia. | Hong Kong, China |
| May 22 - 24 | Expo Medica Hospital 2002 Expo Medica Hospital the leading medical hospital exhibition in Mexico. Attendance was over 700 professional visitors in 2000. Expo Medica Hospital is endorsed by the Mexico Hospital Associations, which holds the annual congress meeting at this show. The show also features "the hospital of the future," a special exhibition area where state-of-the art equipment is showcased. | Mexico City, Mexico |

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HIGHLIGHTED EVENTS**OIL AND GAS EQUIPMENT AND SERVICES AND RELATED CONSTRUCTION MISSION**

**MARCH 11 — 13, 2002
VLADIVOSTOK, RUSSIA (YUZHNO-SAKHALINSK, SAKHALIN, RUSSIA)**

CS Vladivostok and the American Business Center (ABC) will provide a thorough briefing on the status of oil and gas projects, supporting industries, infrastructure projects, and the regulatory environment (Russian content regulations). One-on-one business appointments with potential customers and partners in the oil and gas industry will be prearranged, as will group mission meetings with the larger oil concessions (Sakhalin 1 and 2) and appropriate government officials. Commercial activity on the island increase greatly in April, so the March dates will provide companies with greater access to government officials and company representatives and allow time to build relationships and conclude agreements as the 2002 drilling season progresses.

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ITA'S CENTRAL AND EASTERN EUROPE BUSINESS INFORMATION CENTER (CEEBC) COMMERCIAL OPPORTUNITIES IN CENTRAL AND EASTERN EUROPE OPEN HOUSE

**APRIL 18, 2002
WASHINGTON, DC**

ITA's Central and Eastern Europe Business Information Center will host an Commercial Opportunities this event U.S. companies will have the opportunity to meet with CEEBIC's overseas network and Washington-based specialists for the 15 countries in Central and Eastern Europe. This will be a unique opportunity to learn about commercial opportunities in this dynamic region.

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| DATES | EVENT | LOCATION |
|-----------------------------|---|-----------------------------|
| 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 (KPA) 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 |
| June 25 - 28 | Asian Securitex U.S. companies may test foreign markets, develop sales leads and locate agents or distributors through American Products Literature Centers sponsored by the Commerce Department. They feature displays of U.S. product catalogs, sales brochures and other graphic sales aids in conjunction with trade shows abroad. Commerce staff provide each company with sales leads and a visitors list of foreign buyers attending the event. | Hong Kong, China |
| 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 |
| July 22 - 28 | Farnborough International 2002 Farnborough is the second largest and among the most prestigious shows in the world for the aerospace industry. The 2000 show was the most successful ever and recorded orders totalling \$26.7 billion. The show site was expanded to accommodate 1,325 exhibitors from 32 countries, with 50 official delegations attending during the five days. | Farnborough, United Kingdom |
| 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 |
| September 25 - 27 | Mexican Manufacturing Week 2002 Mexican Manufacturing Week is Mexico City's premier manufacturing trade show — the only event specializing in solutions for every aspect of the manufacturing process: management, engineering, production, assembly, quality control and maintenance. U.S. companies may test foreign markets, develop sales leads and locate agents or distributors through U.S. Products Literature Centers sponsored by the Commerce Department. | Mexico City, Mexico |
| September 26 - 29 | Aquatech 2002 Aquatech is one of the largest and most important events in the water sector — and draws not only Europeans but a worldwide audience. American Products Literature Center offers smaller companies new to Europe a very cost-effective market introduction — and contact with potential representatives. | Amsterdam, Netherlands |
| September 30 - October 2 | Golf Europe 2002 Golf Europe is a specialized show for golf course operators — last year some 5,500 trade-only buyers from 47 countries — and the key event that fuels Europe's golf market. Germany itself is the fastest growing and fifth largest foreign market for U.S. golf equipment. Focus on golf equipment, accessories, apparel and other golf-related products. U.S. companies may test foreign markets, develop sales leads and locate agents or distributors through American Products Sample & Literature Centers sponsored by the Commerce Department. They feature displays of U.S. product samples, catalogs, sales brochures and graphic sales aids in conjunction with trade shows abroad. Commerce staff provide each company with sales leads of foreign buyers attending the event. This is very cost effective for smaller companies new to a foreign market to introduce their products and services. | Munich, Germany |

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U.S. PAVILION AT MOTHERHOOD AND WOMAN EXPO 2002**AUGUST 16 – 18, 2002
MANILA, PHILIPPINES**

This is the first international exhibition and conference on mothers and children's needs. This event will be held on August 16-18, 2002, at the World Trade Center Metro Manila, Philippines. This expo will feature mothers and babies' needs, home and family entertainment, lifestyles showcase, health products, fitness and sports apparel and equipment, business and career management, kid's needs, gifts accessories, women's wellness and spa products.

This exhibition theme is a perfect venue for American suppliers of consumer goods, cosmetic products and sports apparel to showcase their products and services. The Philippine population is currently at 70 million. Approximately 50 percent of this population is composed of women between the ages of 19-59.

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ELECTRIC POWER TRADE MISSION**SEPTEMBER 30 – OCTOBER 4, 2002
VIETNAM, THAILAND**

From September 30 to October 4, 2002, the Deputy Assistant Secretary for Basic Industries or a designee will lead an electric power trade mission to Hanoi and Ho Chi Minh City, Vietnam and Bangkok, Thailand. The mission will include representatives from U.S. electric power companies and equipment manufacturers interested in entering or expanding their presence in Vietnam and Thailand.

Vietnam is undergoing major economic and social transitions. A nation of nearly 80 million people with a growing middle class, Vietnam and its citizens' demand for electrical power in Vietnam has been growing rapidly over the last several years and is expected to continue at an annual growth at of 14-15 percent.

Although there is currently an excess of generating capacity in Thailand due to the economic downturn of a few years ago, there are many medium-term opportunities for U.S. companies.

During this week-long visit to Bangkok, Hanoi and HCMC, U.S. Commercial Service posts will host briefings by leading Vietnamese and Thai experts, industry counseling by American experts on the Vietnamese and Thai market, one-on-one meetings with pre-qualified potential partners/end-users, and a reception for U.S. delegates and significant Vietnamese and Thai contacts.

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