

Upcoming Trade Events

April–October 2003

DATES	EVENT	LOCATION
April 1–3	FIHT Comdex As part of the SETI, the “European IT Week,” FIHT Comdex represents Europe’s third-largest IT event after CeBIT and SMAU. We anticipate 1,500 exhibitors and 120,000 trade professionals. The show will feature the whole computer and peripherals industry.	Paris, France
April 1–3	Intersol 2003 Intersol 2003 is the first trade show and conference dedicated solely to contaminated soil and site remediation in Europe. Approximately 1,000 visitors from 30 countries are expected to attend this event.	Paris, France
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 is designed to provide small publishers who do not wish to attend in person an opportunity to exhibit their products.	Bologna, Italy
April 15–17	Bangalore Bio 2003 This event will showcase the best products and services from leading companies in biotechnology. Eminent speakers will present a discussion on emerging trends, technologies, and research initiatives in biotech. This show will serve as a meeting point for investors, entrepreneurs, technologists, researchers, corporations, government, and the media.	Bangalore, India
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
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 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 for inclusion in the U.S. pavilion at the show.	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, United Arab Emirates
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.	São Paulo, Brazil
May 22–25	Total Construction Materials and Equip. Fair This is the only major building products trade show in the Osaka-Kobe region. The show is held every other year and attracts more than 40,000 visitors. This fair will provide an excellent opportunity for U.S. building products companies to expand their business in Japan.	Osaka, Japan

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HIGHLIGHTED EVENTS**HEALTH CARE TECHNOLOGIES SEMINAR AND
TRADE MISSION****APRIL 7-10, 2003
CANADA**

The U.S. Commercial Service in Montreal and Toronto will host a two-stop health care technologies seminar and trade mission in Canada. This mission is designed to provide small and medium-sized U.S. companies with a first-hand opportunity to become familiar with the Canadian health-care market, establish new and profitable commercial relationships, and access valuable marketing information from industry briefings. This four-day program will provide technical advice on health care sectors and an agenda of scheduled individual business appointments.

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EXECUTIVE AEROSPACE TRADE MISSION**APRIL 27-MAY 6, 2003
AUSTRALIA AND NEW ZEALAND**

The deputy assistant secretary of commerce for transportation and machinery, International Trade Administration (ITA), will lead an aerospace trade mission to Australia and New Zealand this spring. The mission will include representatives from a variety of U.S. aerospace service and manufacturing firms interested in expanding their presence in these lucrative aerospace markets. The Commerce Department's delegation will include staff from the Office of Aerospace (ITA), and the Office of Trade and Strategic Industries (Bureau of Industry and Security).

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DATES	EVENT	LOCATION
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, Costa Rica, Guatemala
June 13–16	Exhibition on Environmental Technologies (ENVEX) 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	Natural Products Asia 2003 The product mix includes traditional Chinese medicine herbs, nutritional products, functional food products, and organic products. Very few of the natural products available in the United States are available in this region, primarily because U.S. companies have not yet had the opportunity to introduce their products and to establish relationships with Asian distributors.	Hong Kong
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.	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	ISPO 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
September 6–9	Deco Contract Deco Contract, organized in conjunction with Decosit, was held for the first time in 2001. It is an international textile contract furnishing show.	Brussels, Belgium
September 8–12	ACE 2003 This is a very important event for those involved in airline maintenance, engineering, and supply personnel, as well as for commercial, charter, and fixed-based operators. There will be conferences and seminars with sessions focused on current regulatory requirements and technical issues to improve safety, reliability, and productivity.	Montreal, Canada
September 9–12	AIMEX 2003 AIMEX is an international mining exhibition. AIMEX has been a major event in Australia since the 1970s and is recognized as one of the most important mining shows in the world. The show used to focus heavily on Australia. Australia is now considered to be a regional center of excellence in mining, and the show is being redefined with an emphasis on the Asia-Pacific region.	Sydney, Australia
October 5–7	Golf Europe The Office of Consumer Goods in conjunction with the U.S. Commercial Service in Munich, Germany, is sponsoring a U.S. product sample/literature center at Golf Europe. This promotion should help U.S. companies that are looking for distributors, joint venture partners, or new sales opportunities. This is Europe's leading golf equipment trade show.	Munich, Germany
October 16–21	EquipAuto 2003 EquipAuto is the world's most comprehensive exhibition for the automotive industry, covering new technologies in original equipment, spare parts, customer service, and garage equipment. There will be two specialized U.S. pavilions for which the Commercial Service in France will provide support. EquipAuto will offer workshops, conferences, and seminars to bring together engineers, managers, buyers, and sellers.	Paris, France

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SAFETY AND SECURITY TRADE MISSION**MAY 19-23, 2003
BRAZIL**

The International Trade Administration will help U.S. firms find business partners and sell safety and security equipment and services through a trade mission to Rio de Janeiro and São Paulo. The mission will include representatives from a variety of U.S. safety and security equipment firms interested in expanding their presence in the fast-growing Brazilian market.

In 2003, the Brazilian government plans to spend \$665 million to upgrade and expand its security infrastructure. The Brazilian government plans to build and refurbish prisons and police stations, increase training for security officers, and improve communications systems. Other areas where resources will be allocated include security vehicles, helicopters, airport security equipment, bulletproof vests, cameras, ammunition, guns, global positioning systems, cellular-phone blocking systems (for prisons), fire protection systems, and intelligence equipment.

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ASSISTANT SECRETARIAL BUSINESS DEVELOPMENT MISSION**MAY 25-JUNE 2, 2003
MOROCCO AND EGYPT**

Assistant Secretary of Commerce and Director General of the U.S. Commercial Service Maria Cino will lead a business development trade mission to Morocco and Egypt. The overall focus of the trip will be commercial opportunities for U.S. companies, including joint ventures and export prospects. The mission will highlight the successes of small and medium-sized U.S. businesses in Morocco and Egypt. In Morocco, participants will have two days of meetings with potential buyers/partners in Casablanca, as well as one day in Rabat with government officials. In Egypt, the participants will have two days of meetings with government officials and potential buyers/partners in Cairo.

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