

Upcoming Trade Events

May–December 2003

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 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, 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
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 15–22	Paris Air Show The U.S. Commerce Department's Office of Aerospace is organizing a product literature center at the 2003 Paris Air Show, the largest show in the world for the aerospace industry. The center will display product information featured the goods and services produced by U.S. aerospace companies. The last Paris Air Show highlighted the products and services of 74 U.S. companies.	Paris, France
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 China, Taiwan, Hong Kong, Singapore, and Japan, 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. 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

HIGHLIGHTED EVENTS

INDUSTRY CONTACT INFORMATION

Drugs/
Pharmaceuticals,
Medical Equip. Natila Ahmad
Tel: +60-3-2168-5101
E-mail: Natila.Ahmad@mail.doc.gov

Consumer Electronics,
Computer/Telecomm.
Equipment Phil Keeling
Tel: +61-2-9373-9209
E-mail: Phil.Keeling@mail.doc.gov

Security/Safety
Equipment Greg O'Connor
Tel: +82-2-397-4356
E-mail: Greg.O'Connor@mail.doc.gov

Architecture,
Construction, and
Engineering Anne de Souza
Tel: +971-4-311-6111
E-mail: Anne.deSouza@mail.doc.gov

Electronic Products
and Components Marlene Ruffin
Tel: (202) 482-0570
E-mail: Marlene_Ruffin@ita.doc.gov

Building Products Charles Reese
Tel: +81-6-6315-5954
E-mail: Charles.Reese@mail.doc.gov

Building Products,
Biotech, Pollution
Control Equip.,
Renewable Energy Greg O'Connor
Tel: +82-2-397-4130
E-mail: Greg.O'Connor@mail.doc.gov

Aerospace Mara Yachnin
Tel: (202) 482-6238
E-mail: Mara_Yachnin@ita.doc.gov

Processed Foods,
Processing and Packing
Equip. Barry Friedman
Tel: +852-2521-5753
E-mail: Barry.Friedman@mail.doc.gov

Laboratory
Instruments, Process
Controls Steven Harper
Tel: (202) 482-2991
E-mail: Steven_Harper@ita.doc.gov

Books and Periodicals Annette Ahern
Tel: +61-3-9526-5945
E-mail: Annette.Ahern@mail.doc.gov

AEROSPACE TRADE MISSION**APRIL 28–MAY 7, 2003****AUSTRALIA AND NEW ZEALAND**

The U.S. Commerce Department's Office of Aerospace will lead a trade mission this spring to Australia and New Zealand. The mission will include representatives from a variety of U.S. aerospace firms interested these fast-growing aerospace markets.

The mission's goals are to gain first-hand market information and to provide access to key government officials and potential business partners for U.S. aerospace firms interested in civil and military sectors.

New opportunities for U.S. firms are being opened by expansion of new low-cost carriers in Australia, as well as the potential for a new airport in Sydney. New Zealand offers solid opportunities for U.S. firms, as the government plans to build a new air traffic control system and expand its national aero-agribusinesses.

Sean McAlister
Tel: (202) 482-6239
E-mail: Sean_Mcalister@ita.doc.gov

AQUATECH FITMA 2003**JUNE 2–5, 2003****SÃO PAULO, BRAZIL**

In recent years, the ups and downs of the Brazilian economy have been well publicized, but with the new government in place, major plans are being developed to invest heavily in utilities. The water industry is one of the key areas for this investment. Over 30 million people do not have quality water, and for each dollar not invested in environmental sanitation, four dollars in health investment is necessary. For these reasons, the outlook for this industry is now very positive. Aquatech Fitma has also grown over the last three events, helping to put key decision-makers in contact with companies that have enjoyed new contracts and relationships. This event offers great marketing and sales opportunities.

Dave Hardy
Tel: (202) 482-1247
E-mail: Dave.Hardy@mail.doc.gov

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

DATES	EVENT	LOCATION
June 22–28	Manufacturing Trade Mission This week-long mission to three major manufacturing centers in Mexico is intended for U.S. exporters of a broad range of products and services for the manufacturing sector.	Monterrey, Mexico City, and Guadalajara, Mexico
July 15–18	Oil and Gas Malaysia 2003 Oil and Gas Malaysia 2003 will attract exhibitors from all over the world. This event is an excellent networking and meeting place for industry leaders, suppliers, and decision-makers in the petroleum industry.	Kuala Lumpur, Malaysia
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 11–19	Food Processing and Packaging Equipment Trade Mission This mission will target the U.S. food processing and packaging equipment industry. The focus of the mission will be to match U.S. companies with potential agents, distributors, representatives, and joint venture partners.	Vietnam; Thailand; and the Philippines
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
August 23	Telemedicine Virtual Trade Mission The Colombian government program known as the Connectivity Agenda is establishing telecommunications infrastructure in remote rural areas and small towns. This infrastructure is expected to be in full operation by 2003, facilitating telemedicine services to be provided to these areas where inexpensive and fast health care services are in high demand. U.S. participants should be companies that provide telemedicine services.	Bogota, Colombia
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 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
September 9–12	Chinaplas 2003 Chinaplas was launched in 1983 as an international exhibition for the plastics and rubber industries in China. Held annually, it rotates among the cities of Beijing, Shanghai, and Guangzhou.	Beijing, China
September 15–19	Health Care Technologies Mission This matchmaker to Ireland and the United Kingdom will assist U.S. health care and medical companies, with a potential focus on the telehealth and biotechnology industries.	Ireland and the United Kingdom
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. Golf Europe 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
December 7–11	USA Trade Week Russia This is a three day exhibition of American made products and services representing a wide variety of industry themes and applications. The exhibition will be preceded by a two-day conference with parallel workshops featuring an A to Z approach to doing business in Russia, and, discussion of all aspects of trade between the two nations. It will be the only fair of its type for American firms interested in Russia. It will attract qualified business visitors from all parts of the Russian Federation.	Moscow, Russia

INDUSTRY	CONTACT INFORMATION
Multiple Industries	Molly Costa Tel: (202) 482-0692 E-mail: Molly.Costa@mail.doc.gov
Oil and Gas Field Machinery	Helen Simpson-Davis Tel: (202) 482-1882 E-mail: Helen.Simpson-Davis@mail.doc.gov
Sporting Goods and Recreational Equipment	Amanda Ayvaz Tel: (202) 482-0338 E-mail: Amanda_Ayvaz@ita.doc.gov
Food Processing and Packaging Equipment	Monica McFarlane Tel: (202) 482-3364 E-mail: Monica_McFarlane@mail.doc.gov
Security/Safety Equipment	Phil Keeling Tel: +61-2-9373-9209 E-mail: Phil.Keeling@mail.doc.gov
Health Care and Medical Services	Harry Tyner Tel: +51-1-315-2126 E-mail: Harry.Tyner@mail.doc.gov
Textile Fabrics and Products	Brigitte de Stexhe Tel: +32-2-508-2454 E-mail: Brigitte.de.Stexhe@mail.doc.gov
Air Conditioning, Electrical Power Systems, Mining Industry Eq.	Elizabeth Ausberry Tel: +61-2-9422-2511 E-mail: Elizabeth.Ausberry@mail.doc.gov
Plastics Machinery and Materials	William Corfitzen Tel: (202) 482-0584 E-mail: William.Corfitzen@mail.doc.gov
Biotechnology, Health Care Services, and Medical Equipment	William Kutson Tel: (202) 482-2839 E-mail: William.Kutson@mail.doc.gov
Sporting Goods/Recreational Eq.	Amanda Ayvaz Tel: (202) 482-0338 E-mail: Amanda_Ayvaz@ita.doc.gov
Automotive Parts, Service Equipment, Leasing, and Insurance	Cara Boulesteix Tel: +33-1-43-12-22-79 E-mail: Cara.Boulesteix@mail.doc.gov
Multiple Industries	William Corfitzen Tel: (202) 482-0584 E-mail: William.Corfitzen@mail.doc.gov

AUTOMOTIVE TRADE MISSION

JUNE 1-6, 2003
PANAMA, COSTA RICA, AND GUATEMALA

Costa Rica and Panama both rank the automotive parts and service equipment industry sector as the fourth best prospect for U.S. exports, and Guatemala ranks this as the top sector for U.S. exports. The mission will include stops in San Jose, Panama City, and Guatemala City. The goal of this mission is to gain first-hand market information and provide access to key government officials and potential business partners for new-to-market and new-to-export U.S. automotive parts and services companies.

Ruth Mayo
Tel: (248) 975-9600
E-mail: Ruth.Mayo@mail.doc.gov

ELECTRICAL POWER MISSION

JULY 20-25, 2003
VIETNAM AND THAILAND

The U.S. Commerce Department will lead an electric power trade mission to Hanoi and Ho Chi Minh City, Vietnam, as well as Bangkok, Thailand. The mission will include representatives from U.S. electric power companies and equipment manufacturers interested in entering or expanding their presence in these countries.

Vietnam is undergoing major economic and social transformation. It is a nation of nearly 80 million people with a growing middle class. Demand for electrical power in Vietnam has been growing rapidly over the last several years and is expected to continue to grow at an annual rate of 14-15 percent.

Andrew Collier
Tel: (202) 482-0680
E-mail: Andy_Collier@ita.doc.gov

TOURISM INFRASTRUCTURE AND DEVELOPMENT EXHIBITION AND CONFERENCE

OCTOBER 17-20, 2003
ATHENS, GREECE

The U.S. Commercial Service is organizing the 2003 Tourism Infrastructure and Development Exhibition and Conference as part of the Real Estate Exhibition and Conference in Athens, Greece. This event will introduce participating U.S. companies and industry association representatives to Greek business and government decision-makers. It will also enable all participants to identify and learn more about the business opportunities associated with the development, management, and implementation of tourism infrastructure projects in Greece. Heavy emphasis will be given to the organization of meetings between U.S. participants and key Greek government and private sector officials involved in tourism infrastructure projects.

Phyllis Bradley
Tel: (202) 482 2085
E-mail: Phyllis.Bradley@mail.doc.gov