

UPCOMING TRADE EVENTS

MAY - OCTOBER 2002

| DATES | EVENT | LOCATION |
|-------------|--|------------------------|
| 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 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 13 – 17 | Sviaz Expo Comm Moscow 2002 Sviaz Expo Comm Moscow 2002 is Russia's premier Telecommunications industry exhibition. This show will be the 11th annual exhibition for telecomm technologies, information technologies, research and development, and wireless and broadband technologies. The exhibition will be concurrent with a conference. | Moscow, Russia |
| May 16 – 19 | Natural Products Expo Asia 2002 Expected to attract over 6,000 visitors, Expo Asia 2002 is the largest natural products event in Asia and is a U.S. Department of Commerce certified event. The trade show will include dietary supplements, herbal ingredients, organic foods, skin care products, and lifestyle enhancing remedies. | Hong Kong, China |
| May 21 – 24 | World Education Market – WEM 2002 The Software and Information Industry Association — is organizing a group of leading education technology companies to WEM 2002, one of the largest and most important conferences and exhibitions targeting the education marketplace. Now in its third year, WEM provides a unique international platform to network, buy, sell and build business partnerships with government, education, and industry executives from around the world. This mission targets education technology companies, including software and multimedia publishers, content providers, online publishers and systems, content publishers, distributors and technology and service providers, and online learning companies targeting all levels of education. If this is your business, don't miss this opportunity. | Lisbon, Portugal |
| 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. The show has had a 35 percent annual increase in visitors over the past 3 years. 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. According to a survey taken by the show organizers, companies attending the 2000 show reported an average short-medium-term sales achieved of \$441,000. Over 90 percent of show visitors reported they had purchasing power. | Mexico City, Mexico |
| June 1 – 30 | National Healthcare Conference and Exhibition National Healthcare Conference and Exhibition. Catalogs will be displayed during the show and will be distributed to potential agents/distributors. A copy of individual company's brochure will also be displayed in the Trade Information Center for a year. | Kuala Lumpur, Malaysia |
| June 1 – 4 | International Travel Expo The International Travel Expo is one of the largest international travel exhibitions in Hong Kong. It offers exhibitors an excellent chance to promote travel products and services to travel buyers and consumers, both corporate and individual in Asia. | Hong Kong, China |
| June 2 – 3 | Airvex 2002 Airvex is the largest air conditioning trade show in Hong Kong. Held simultaneously with four other related shows, it attracts a large, regional audience of professionals and trading partners in the air-conditioning, electrical, building services, security and lighting products industries. Embassy staff will organize a product literature center at the show so U.S. companies can display their catalogs. | Hong Kong, China |

HIGHLIGHTED EVENTS

INDUSTRY CONTACT INFORMATION

Housewares and Giftware
Jacob Miller
Tel: (202) 482-0380
Email: Jacob_Miller@ita.doc.gov

Pet Supplies
Edward Kimmel
Tel: (202) 482-3640
Email: Edward_Kimmel@ita.doc.gov

Telecommunications Equipment
William Corfitzen
Tel: (202) 482-0584
Email: William.Corfitzen@mail.doc.gov

Drugs/ Pharmaceuticals, Processed Foods
Marnie Morrione
Tel: (202) 482-0812
Email: Marnie_Morrione@ita.doc.gov

Computer Software, Services, Information Services
Eric Fredell
Tel: (202) 789-4464
Email: Efredell@siia.net

Medical Equipment
Lisa Huot
Tel: (202) 482-2796
Email: Lisa_Huot@ita.doc.gov

Healthcare Services, Medical Equipment
Natila Ahmad
Tel: (603) 2168-5101
Email: Natila.Ahmad@mail.doc.gov

Travel/Tourism Services
Rose Mak
Tel: (852) 2521-7173
Email: Rose.Mak@mail.doc.gov

Air Conditioning/ Refrigeration Equipment
Elanna Tam
Tel: (852) 2521-5950
Email: Elanna.Tam@mail.doc.gov

SECRETARIAL BUSINESS DEVELOPMENT MISSION TO MEXICO

JUNE 17 – 20, 2002
MEXICO CITY AND MONTERREY, MEXICO

Secretary of Commerce Donald L. Evans will lead a senior-level business development mission to Mexico City and Monterrey, Mexico on June 17-20, 2002.

The focus of the mission will be to help U.S. companies explore business opportunities in Mexico. The delegation will include approximately 15 U.S.-based senior executives of small, medium and large U.S. firms representing, but not limited to, technology, equipment, and services in the following key growth sectors: energy and energy efficiency, environmental and water resources, information management, telecommunications, transportation, medical, and manufacturing. These key sectors reflect Mexico's tremendous social and physical infrastructure needs, the growth of a consumer society, and the boom in manufacturing created by NAFTA and the proximity of the U.S. market.

Contact:
Jennifer Andberg
Office of Business Liaison
Tel: (202) 482-1360
Email: Jandberg@doc.gov

AEROSPACE TRADE MISSION TO VIETNAM

AUGUST 25 – 31, 2002
HANOI, HO CHI MINH CITY, VIETNAM

The Office of Aerospace, in the Department of Commerce's International Trade Administration, will lead an aerospace mission to Vietnam - Hanoi and Ho Chi Minh City. Vietnam offers substantial market opportunities for aerospace companies, and is one of the more attractive markets in Asia.

The mission will include representatives from a variety of U.S. aerospace firms interested in gaining a foothold in the fast-growing Vietnamese aerospace market. The program'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 desiring to expand their presence in Vietnam.

Contact:
Mara Yachnin
Office of Aerospace
Tel: (202) 482-6238
Email: Mara_Yachnin@ita.doc.gov

| DATES | EVENT | LOCATION |
|-----------------------------|--|-----------------------------|
| 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 17 – 20 | Athens 2004 Tourism and Infrastructure In view of the Athens 2004 Olympic Games and the tourism infrastructure opportunities that exist in the Greek market, U.S. Department of Commerce will organize the "Athens 2004 Tourism Infrastructure and Development" Conference. This event will introduce and network participating U.S. companies and industry association representatives with Greek business and government decision-makers. A heavy emphasis will be placed on meetings with key Athens 2004 Olympic games committee members. | Athens, Greece |
| June 24 – July 2 | SIIA and USITO Trade Mission to China SIIA — the Software & Information Industry Association — is organizing a trade mission to Beijing and Shanghai, in cooperation with the U.S. Information Technology Office in Beijing. Mission members will meet with major Chinese software organizations, visit the China Software Industry Association's International Soft China 2002, and hold individual business meetings. | Beijing and Shanghai, China |
| 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 |
| 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 |
| August 26 – 29 | Comdex Korea Comdex Korea is one of the largest IT and telecommunication exhibition in Korea. U.S. IT and telecommunication companies will find this event the most valuable chance to expand their market exposure in Korean market. Revenue from the information and communications industry in Korea, which was recorded around 90 trillion won (\$70 billion) is expected to increase to 135 trillion won (\$104 billion) by 2002. Number of internet users is expected to increase to 10 million by 2002 and more than 75 percent of businesses will be taking advantage of e-commerce. | Seoul, Korea |
| September 4 – 7 | Asia Food Expo 2002 Asiafood Expo 2002 is the largest trade show for the food industry in the Philippines. Over 600 local and foreign exhibitors participated in the 2000 show, which attracted over 18,000 visitors. | Manila, Philippines |
| September 10 – 13 | Gartex 2002 Gartex 2002 is the 12th International Garment Machinery, Textiles, Accessories and Textile Machinery Exhibition. This exhibition will feature the state of the art machinery and technology for the textile industry. It is estimated that the apparel/textile industry will grow at a steady pace over the next decade with ever increasing demand for quality products. | New Delhi, India |
| September 18 – 20 | Global Franchising 2002 The fourth annual Global Franchising Expo 2002 will be held in the International Convention and Exhibition Center in Suntec City, Singapore. This year's themes for franchising opportunities include: retail trade, food service and service industries. | Suntec City, Singapore |
| 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 Golf Europe is a specialized show for golf course operators. Germany itself is the fastest growing and fifth largest foreign market for U.S. Golf equipment. The focus of the show is on golf equipment, accessories, apparel and other golf related products. | Munich, Germany |

INDUSTRY CONTACT INFORMATION

| | |
|---|---|
| Agricultural Machinery and Equipment | Janet Coulthart Tel: (644) 462-6002 Email: Janet.Coulthart@mail.doc.gov |
| Architectural/Construction/Engineering Svcs | Irene Ralli Tel: (30 1) 720-2224 Email: Irene.Ralli@mail.doc.gov |
| Computer Software, Services, Information Services | Tu-Trang Phan or Eric Fredell Tel: (202) 482-0480 or (202) 289-7442 Email: Tu-Trang_Phan@ita.doc.gov or Efredell@siia.net |
| Laboratory Scientific Instruments | Stephen Harper Tel: (202) 482-2991 Email: Steven_Harper@ita.doc.gov |
| Sporting Goods Equipment and Apparel | Amanda Ayvaz Tel: (202) 482-0338 Email: Amanda_Ayvaz@ita.doc.gov |
| Computers/Peripherals, Software, Services | Chris Ahn Tel: (82 2) 397-4186 Email: Chris.Ahn@mail.doc.gov |
| Food Processing/Packaging Equipment | Cleo Alday Tel: (632) 888-6619 Email: Cleo.Alday@mail.doc.gov |
| Textile Machinery and Equipment | Elizabeth Ausberry Tel: (202) 482-4908 Email: Elizabeth.Ausberry@mail.doc.gov |
| Franchising | Sharon Slender Tel: (201) 652-7070 Email: Sharon@kallmanic.com Web: www.kallman.com |
| Water Resources Equipment/Services | Anne Marie Novak Tel: (202) 482-8178 Email: AnneMarie_Novak@ita.doc.gov |
| Sporting Goods | Amanda Ayvaz Tel: (202) 482-0338 Email: Amanda_Ayvaz@ita.doc.gov |

GLOBALTRONICS - AMERICAN PRODUCTS LITERATURE CENTER**SEPTEMBER 3 – 6, 2002
SINGAPORE**

GlobTRONICS is Asia's premier event integrating six specialized electronics exhibitions. The event covers full spectrum of products and services in microelectronics systems integration and components while centering on manufacturing processes. The American Products Literature Center will display product catalogs, sales brochures, and other graphic sales aids. Commerce staff provides each company with sales leads of foreign buyers. This is cost effective for smaller companies new to the market to introduce their products and services. Electronic components and electronic production and testing equipment rank number one and two, respectively as Singapore's leading sectors for U.S. exports and investments. With a robust 22 percent growth rate for these electronic sectors in 1999 and expectations of continued growth through 2001, there are good opportunities for U.S. firms to export their products to Singapore, and via Singapore throughout Asia.

Contact:

Marlene Ruffin
Office of Microelectronics,
Medical Equipment and Instrumentation (OMMI)
Tel: (202) 482-0570
Email: Marlene_Ruffin@ita.doc.gov

LA CUMBRE**SEPTEMBER 3 – 6, 2002
LAS VEGAS, NEVADA**

La Cumbre is the premier travel industry conference for the sales and marketing of travel to the United States from Latin America and the Caribbean. The event, now in its 13th year, features a structured, computer-matched marketplace enabling buyers and suppliers to meet during scheduled appointments, negotiate rates, and generate significant revenue opportunities. This year, for the first time, destinations from throughout the Americas will have the opportunity to participate as exhibitors and have a booth on the La Cumbre selling floor. For more information on La Cumbre and how to participate, contact:

La Cumbre, Inc.
Tel: (904) 285-3333
Fax: (904) 285-6036
Web: www.lacumbre.com

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