

# UPCOMING TRADE EVENTS

**JULY - DECEMBER 2002**

<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
July 10 - 12	<b>PAACE Automechanika Exhibition</b> PAACE Automechanika is the largest and most important automotive trade event in Latin America. Mexico bought over \$12 billion U.S. automotive parts in 2000, a 35 percent increase over 1999. Commerce Department automotive industry specialists will focus on identifying business leads for U.S. companies.	Mexico City, Mexico
July 22 - 28	<b>Farnborough International 2002</b> Farnborough is the second-largest show and among the most prestigious in the world for the aerospace industry. The 2000 show was the most successful ever and recorded orders totaling \$26.7 billion. The show site was expanded to accommodate 1,325 exhibitors from 32 countries, with 50 official delegations attending during the five trade days.	Farnborough, United Kingdom
July 31 - August 2	<b>Analitica Latin America 2002</b> The American Product 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	<b>ISPO Summer 2002</b> 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 25 - 31	<b>Aerospace Trade Mission</b> The Office of Aerospace will lead a trade delegation to Vietnam to explore substantial market opportunities for U.S. aerospace companies. This mission will include representatives from a variety of U.S. firms interested in gaining a foothold in the fast-growing Vietnamese aerospace market.	Hanoi and Ho Chi Minh City, Vietnam
August 26 - 29	<b>Comdex Korea</b> Comdex Korea is one of the largest IT and telecommunication exhibition in South Korea. U.S. IT and telecommunication companies will find this event the most valuable chance to expand their market exposure in South Korea. Revenue from the information and communications industry in South Korea, which was recorded around 90 trillion won (\$70 billion) is expected to increase to 135 trillion won (\$104 billion) by 2002. The 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, South Korea
September 3 - 6	<b>GlobalTRONICS</b> GlobalTronics is Asia's premier event integrating six specialized electronics exhibitions. The event covers the full spectrum of products and services in microelectronics, systems integration, and components. The Commerce Department is sponsoring an American Products, Literature Center and will display participating company catalogs, sales brochures, and other graphic sales aids.	Singapore
September 4 - 7	<b>Asia Food Expo 2002</b> Asiafood Expo 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	<b>Gartex 2002</b> Gartex 2002 is the 12th International Garment Machinery, Textiles, Accessories and Textile Machinery Exhibition. This exhibition will feature 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 15 - 24	<b>Medical Device Trade Mission</b> The Commerce Department plans to lead a trade delegation of up to 17 U.S. medical device companies to major metropolitan areas in China. Group briefings from local experts, regulatory officials and embassy and consulate staff, visits to medical facilities, and one-on-one meetings specially arranged based upon each firm's business interests will help participating U.S. companies make the contacts needed to establish or expand business in China's fast-growing medical market.	Beijing and Chengdu, China and Hong Kong

## HIGHLIGHTED EVENTS

### DEPUTY SECRETARIAL BUSINESS DEVELOPMENT MISSION

SEPTEMBER 8-13, 2002  
MONTREAL, TORONTO, OTTAWA, AND VANCOUVER, CANADA

Deputy Secretary of Commerce Samuel Bodman will lead a senior-level business development mission to Montreal, Toronto, Ottawa, and Vancouver, Canada.

The focus of the mission will be to help U.S. companies explore business opportunities in Canada. The delegation will include approximately 15 U.S.-based senior executives of small, medium, and large U.S. businesses representing, but not limited to, the following key growth sectors: automotive, information technology, telecommunications, safety and security, electric power generation, aerospace, and pharmaceuticals. These key sectors reflect areas of growth in the Canadian economy, which very closely mirrors U.S. economic expansion.

The business development mission will provide participants with exposure to high-level business and government contacts and an understanding of market trends and the commercial environment. American embassy officials will provide a detailed briefing on the economic, commercial, and political climate, and participants will receive individual counseling on their specific interests from U.S. Commercial Service industry specialists.

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### REPCAN MONTREAL MATCHMAKER

SEPTEMBER 19-20, 2002  
MONTREAL, CANADA

RepCan Montreal 2002 is organized by the U.S. Commercial Service in Canada to provide small and medium-sized American firms with an affordable and effective way to establish long-term business relationships in the Canadian market.

Quebec is the second-largest economy in Canada, and the province trades more goods with the U.S. than with the rest of Canada. The U.S. is Quebec's seventh largest trading partner, with over 40 percent of its imports coming from the United States. Montreal, with an annual economic production estimated at US\$70 billion, ranks as the number one city in North America for density of high-tech jobs.

For further information on RepCan Montreal 2002, visit our Web site at [www.buyusa.gov/canada](http://www.buyusa.gov/canada), or  
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<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
September 17 - 22	<b>Automechanika Exhibition</b> Automechanika is the largest and most important automotive parts and accessories trade event in the world and occurs every two years. Automotive industry trade associations organize four to six group pavilions for U.S. companies. Commerce Department automotive industry specialists will focus on identifying business leads for U.S. companies.	Frankfurt, Germany
September 18 - 20	<b>Global Franchising 2002</b> 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 18 - 22	<b>Intermot '02</b> The third Intermot International Trade Fair for Motorcycles and Scooters is the world's key trade fair in this industry. It is held every two years (alternating with EICMA Milan) and is both a classic trade fair and a fascinating show for the general public. In 2000, a record number of exhibitors, more than 1,000 from 33 countries, took part.	Munich, Germany
September 24 - 28	<b>SMM Shipbuilding, Machinery &amp; Marine Technology</b> SMM is the world's largest exposition for the international shipping and shipbuilding industry. SMM2002 will attract 35,000 buyers from more than 60 nations. More than 1,200 exhibitors representing shipyards from over 45 countries will be participating.	Hamburg, Germany
September 25 - 27	<b>Mexican Manufacturing Week 2002</b> 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	<b>Aquatech 2002</b> Aquatech is one of the largest and most important events in the water sector – and draws not only Europeans but a worldwide audience. The American Product 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	<b>Golf Europe</b> 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
September 30 - October 4	<b>Electrical Power Mission</b> The Deputy Assistant Secretary for Basic Industries will lead an electric power trade mission to Vietnam and Thailand to promote U.S. electric power company participation in these markets. The mission will include representatives from electric power companies and equipment manufacturers interested in entering, or expanding their presence, in Southeast Asia.	Hanoi and Ho Chi Minh City, Vietnam, and Bangkok, Thailand
October 7 - 12	<b>The Bucharest International Trade Fair</b> The Bucharest International Trade Fair is the leading commercial event in Romania and one of the most prominent trade fairs in Eastern Europe. It is a general technical fair, with a strong emphasis on industrial equipment and industrial consumer goods.	Bucharest, Romania
October 14 - 18	<b>Aerospace Business Development Mission</b> The U.S. Department of Commerce's Office of Aerospace is sponsoring this executive trade mission to South Africa. The focus is on regional airport infrastructure, ground support equipment, perimeter security, baggage handling, cargo operations, aircraft maintenance, and air traffic control systems. Participants will visit six regional airports and meet with civil aviation procurement officers in one-on-one and group settings. U.S. and South African participants will discuss trade opportunities in various airport projects in South Africa.	Durbin and Johannesburg, South Africa
November 6 - 8	<b>Metal Mechanica 2002</b> This is the fourth international exhibition and conference for precision metal forming, steel construction, manufacturing, transportation, welding, electro-mechanical technologies, and related arts and sciences. This event attracts more than 200 exhibitors and 4,500 professional trade visitors.	Mexico City, Mexico
December 2 - 7	<b>ITU Telecom Asia 2002</b> This fair will be the largest and most successful regional telecom event ever, attracting world and regional leaders from telecommunications industries and information technology fields, as well as key government officials from across the region. More than 30,000 buyers and 20,000 exhibitors will be present.	Hong Kong

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**CORPORATE EXECUTIVE OFFICE (CEO) MISSION AT EXPOPHARM '02**

**OCTOBER 10-13, 2002  
 BERLIN, GERMANY**

The U.S. Department of Commerce is organizing the annual Corporate Executive Office (CEO) at Expopharm '02, Europe's largest pharmaceutical, over-the-counter (OTC) product, and health supplements show, with over 450 exhibitors and over 20,000, strictly trade-only, visitors from 67 countries. Product groups include: drugs-OTC; services; bandages and hospital care products; cosmetics and body care products; laboratory and prescription accessories; nutritional supplements; hygiene products; pharmacy furnishings; and software/hardware products. The show targets trade visitors from the pharmaceutical sector including retail pharmacies, doctors, and nurses. The Expopharm CEO is intended as an alternative to exhibiting individually.

This CEO consists of a package of services: pre-show counseling; presence and base of operations on show premises with shared office suite, equipment, and services; market research and formal briefing in-country by the CS pharmaceutical sector specialist; exposure through entry into the show catalog, and the on-site electronic search system; assignment of a multi-lingual personal assistant/escort; on-site scheduling of meetings with pre-screened potential partners, agents, and buyers; and post-show assistance and follow-up with contacts.

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**LABORATORY, ANALYTICAL AND SCIENTIFIC INSTRUMENTS**

**NOVEMBER 4-8, 2002  
 BRUSSELS, BELGIUM AND  
 UTRECHT, THE NETHERLANDS**

The U.S. Department of Commerce's Export Promotion Services Matchmaker Trade Delegation Program will lead a laboratory, analytical and scientific instruments matchmaker trade delegation to Brussels, Belgium and Utrecht, the Netherlands, November 4-8, 2002. The Matchmaker will target the laboratory, analytical, and scientific instruments industries including the clinical and biological, analytical chemistry, and measurement and testing sectors. The focus of the delegation will be to match participating U.S. companies with qualified agents, distributors, representatives, licensees, and joint venture partners in these markets. This Matchmaker will be held in conjunction with HET Instrument in Utrecht, the premier laboratory technology trade show in the Netherlands, Belgium, and Luxembourg.

The Matchmaker's goal is to gain first-hand market information and provide access for participants to key government officials and potential business partners for new-to-market, and/or new-to-export U.S. laboratory, analytical, and scientific instruments firms.

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