

UPCOMING TRADE EVENTS

JANUARY - AUGUST 2002

DATES	EVENT	LOCATION
January 10 – 13	Reiseliv 2002 Reiseliv is Norway's travel and tourism show. Over 1,000 exhibitors at the 2001 version received 46,000 visitors. The local press claims that the U.S Pavilion at Reiseliv is the largest in the Nordic region. Exhibitors consistently praise the show and the pavilion, organized in cooperation with the Visit USA Committee of Norway, as attractive, well organized and well attended.	Oslo, Norway
January 22 – 26	4th South American Dental Show The South American Dental Show in Sao Paulo is the largest event of its type in Latin America and one of the largest and most important Dental shows in the world. Over 600,000 people from throughout Brazil and the rest of Latin America attend the show every year. This show is a must for any U.S. firm seeking to penetrate the large and growing Brazilian market for dental products.	Sao Paulo, Brazil
January 22 – 25	Arab Health 2002 Arab Health is the premiere medical show for the Middle East — attracting visitors from the Gulf states, the Levant, the Indian Subcontinent, Egypt and North Africa. This is the 26th edition of an annual show, which features exhibitors from over 75 countries and attracts 8,000 – 10,000 professional visitors. Mini-exhibits with space to display literature and graphics and meet with visitors in a common area under the Commerce Department banner.	United Arab Emirates
February 19 – 22	Andina Link Television Expo 2002 Andina Link is Colombia's premier educational television broadcast exhibition. The show embraces cable television, content, programming, pay television and goods and services.	Bogota, Colombia
February 20 – March 1	Healthcare Technologies Matchmaker This Matchmaker will target 15 companies in the healthcare technologies industries, including medical and dental equipment and supplies, pharmaceuticals and health care service sectors. The focus of the delegation will be to match participating US companies with qualified agents, distributors, representatives, licensees and joint venture partners in these markets.	Greece, Spain, Italy
February 27 – 28	USA Eco-energy 2002 Exhibition & Seminar Exhibition & Seminar focusing on alternative energy and on-site power generation.	Tokyo, Japan
March 6 – 8	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. Commerce staff will provide each company with sales leads and a list of foreign buyers who attended the event.	Mexico City, Mexico
March 6 – 8	Glas Tech Asia 2002 Glasstech Asia 2002 will exhibit the product literature of U.S. firms in the glass equipment and machinery industry. Cosponsored by the National Glass Association, the largest glass association in the United States, whose members comprise three major sectors of the industry: auto, window and architectural.	Singapore
March 6 – 15	Autoparts and Services Matchmaker This matchmaker will target the U.S. automotive industry, including original equipment manufacturers, after-market parts manufacturers and composite materials and electronic component manufacturers. The focus of the delegation will be to match U.S. companies with qualified agents, distributors, representatives, licensees and joint venture partners in the automotive industry.	Philippines, Thailand, Malaysia
March 13 – 20	CeBIT 2002 CeBIT is the largest and most influential international trade show for information and communication technology. Nowhere else in the world can a U.S. company reach over 700,000 industry professionals, including 139,000 distributors, representing 100 countries.	Hanover, Germany

INDUSTRY CONTACT INFORMATION

Tourism Services	James Koloditch Tel: (47 21) 30 87 60 Email: James.Koloditch@mail.doc.gov
Dental Equipment	Helen Simpson-Davis Tel: (202) 482-1882 Email: Helen.Simpson-Davis@mail.doc.gov
Laboratory Scientific Instruments	Lisa Huot Tel: (202) 482-2796 Email: Lisa_Huot@ita.doc.gov
Telecommunications Equipment and Services	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
Health Care Services and Medical Equipment	Molly Costa Tel: (202) 482-0692 Email: Molly.Costa@mail.doc.gov
Electrical Power Systems	Kenji Kobayashi Tel: (81 3) 3224-5054 Email: Kenji.Kobayashi@mail.doc.gov
Materials Handling, Machine Tools, Process Controls	Graylin Presbury Tel: (202) 482-5158 Email: Gralin_Presbury@ita.doc.gov
Construction Equipment	Raymond Robinson Tel: (202) 482-0610 Email: Raymond_Robinson@ita.doc.gov
Automotive Parts/Services	Molly Costa Tel: (202) 482-0692 Email: Molly.Costa@mail.doc.gov
Computers and Peripherals, Software, Services and Telecom.	George Tastard Tel: (415) 705-2295 Email: George.Tastard@mail.doc.gov

HIGHLIGHTED EVENTS**SAFETY AND SECURITY
VIRTUAL MATCHMAKER****DECEMBER 31, 2001
BOGOTA, COLOMBIA**

This Virtual Matchmaker will allow five U.S. companies in the safety and security sector to present their products and services to a pre-screened audience of potential partners in Bogota, Colombia. The two-hour interactive event, organized and recruited by the EPS Matchmaker Program, will provide participants with a market briefing, an opportunity to present their concepts, followed by an interactive questions and answer session.

Contact:
Molly Costa
Tel: (202) 482-0692
Email: Molly.Costa@mail.doc.gov

**ACCESS HONG KONG —
MARITIME INDUSTRIES****DECEMBER 31, 2001
HONG KONG**

China's accession to the World Trade Organization (WTO) will offer tremendous export opportunities for U.S. products and services. Would you like to take advantage of the opportunities awaiting you in the vast China market? If so, we, the Commercial Section of the American Consulate General in Hong Kong, are offering a special service program called Access Hong Kong that could be your first step in successfully penetrating the huge China market. Hong Kong companies that respond to this Access Hong Kong program mailing, which will contain a brief profile of your company will be forwarded your catalogs. You will then be provided with a list of those firms that express an initial interest in your products.

Contact:
Alice Lai
Tel: (852) 2521-4638
Email: Alice.Lai@mail.doc.gov

DATES	EVENT	LOCATION
April 1–Sept. 30	Direct From The USA Catalog Show Direct from the USA Catalog and Product Exhibit is a year-long promotion which will exhibit product literature of U.S. Companies at the American Business Center in Manila, Philippines. Also major promotion will occur in Cebu and Davao, two of the fastest growing business centers in the souther Philippines.	Manila, Philippines
April 9 – 12	Expo Comm Andino 2002 The fifth international telecommunications, wireless and broadband technology exhibition and conference for the Andino Pact Region.	Bogota, Colombia
April 15 – 20	Hannover Messe 2002 Hannover Messe is the world's most comprehensive show for industrial technology. This years show includes factory automation, research and technology, subcon technology, energy, materials handling and logistics and surface treatment.	Hannover, Germany
April 24 – 27	Supply Chain and Logistics China 2002 This will be the most important national business-to-business 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 channel to establish a foothold in this dynamic market.	Beijing, China
May 1 – 5	PHILIPPINE DENTAL ASSOCIATION (PDA) EXPO The Philippine Dental Association stages the largest exhibit in the industry. The PDA Convention of 2002 has over 100 booths featuring local and foreign products and services.	Manila, Philippines
May 5 – 12	INTERZOO 2002 INTERZOO 2002 is the leading international exhibition for pet supplies and offers the optimum platform for the presentation of new trends and the introduction of innovations and complete product ranges. Interzoo 2000 attracted over 1,000 exhibitors from 44 countries and more than 21,000 trade visitors from 107 countries.	Nuremberg, Germany
May 29 – June 1	Australia's International Engineering Exhibition 2002 AIEE is the largest trade show of its kind in Australia aimed at the manufacturing/engineering sector. The U.S. Department of Commerce is organizing a product literature center at this major event. The product literature center provides a cost effective method for U.S. companies to explore the Australian market.	Sydney, Australia
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.	Hong Kong
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
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
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
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

INDUSTRY CONTACT INFORMATION

Agricultural Chemicals, Consumer Goods and Medical Equipment	Cecille Canlas Tel: (632) 888-4088 Email: Cecille.Canlas@mail.doc.gov
Telecommunica- tions	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
Materials Handling Machinery	Jennifer Harrington Tel: (202) 482-0595 Email: Jennifer.Harrington@mail.doc.gov
Computer Software, Materials Handling Machinery, Transportation	Elizabeth Ausberry Tel: (202) 482-4908 Email: Elizabeth.Ausberry@mail.doc.gov
Medical Equipment	Dey Robles Tel: (632) 888-4088 Email: Dey.Robles@mail.doc.gov
Pet Products and Foods	Edward Kimmel Tel: (202) 482-3640 Email: Edward_Kimmel@ita.doc.gov
Machine Tools, Process Controls, Industrial Robotics	Richard Reise Tel: (202) 482-3489 Email: Richard_Reise@ita.doc.gov
Air Conditioning/ Refrigeration Equipment	Elanna Tam Tel: (852) 2521-5950 Email: Elanna.Tam@mail.doc.gov
Agricultural Machinery and Equipment	Janet Coulthart Tel: (644) 462-6002 Email: Janet.Coulthart@mail.doc.gov
Books/Periodicals	Mitchel Auerbach Tel: (82 2) 397-4655 Email: Mitchel.Auerbach@mail.doc.gov
Laboratory Scientific Instruments	Stephen Harper Tel: (202) 482-2991 Email: Steven_Harper@ita.doc.gov
Telecommunica- tions	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
Sporting Goods Equipment and Apparel	Ludene Capone Tel: (202) 482-2087 Email: Ludene_Capone@ita.doc.gov

GLOBE 2002 — ENVIRONMENTAL TECHNOLOGIES DEALMAKER**MARCH 13–15, 2002
VANCOUVER, CANADA**

Expand your business to Canada and beyond! Participate in the U.S. Commercial Service Vancouver's Environmental Technologies Dealmaker, a unique, cost-effective way to find agents, distributors and strategic alliance partners in Canada. In conjunction with Globe 2002, Canada's most important environmental technology exhibition, the Commercial Service Vancouver is offering several program options to assist you in meeting your Canadian market objectives.

Why Globe? Globe 2002 is an international marketplace for environmental solutions, with more than 10,000 visitors from over 75 countries. Globe 2002 will encompass many sectors and will feature technologies for pollution control, solid waste and air quality management, hazardous waste disposal, and wastewater treatment.

The Commercial Service will arrange for you pre-screened, one-on-one appointments with qualified business partners, display your product literature in our U.S. Products Showcase, include your company in our BuyUSA E-marketplace, gather and provide customized trade leads, and provide you a complimentary show pass and an invitation to an exclusive networking reception.

Contact:
Cheryl Schell
Project Manager
Tel: (604) 642-6679 or
Email: Cheryl.Schell@mail.doc.gov

MEDICAL MISSION TO CENTRAL EUROPE**MAY 19 – 17, 2002
POLAND, HUNGARY, CZECH REPUBLIC**

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. Now is the time for U.S. firms to establish relationships in preparation. U.S. medical device exports to these markets are increasing. Growth in 2000: Poland 20 percent, Hungary 18 percent, and Czech Republic 25 percent.

Contact:
Valerie Barth
Tel: (202) 482-3360
Email: Valerie_Barth@ita.doc.gov