

Upcoming Trade Events

January–August 2003

DATES	EVENT	LOCATION
January 9–12	Reisleiv 2003 The annual Reiseliv event is Norway's only national travel and tourism show. The show is one of the premier travel shows in northern Europe. The 2002 show, despite the aftermath of September 11, attracted nearly 40,000 visitors, including almost 13,000 industry professionals.	Oslo, Norway
January 16–19	Matka Travel Fair 2003 The International Matka Travel Fair takes place annually and is the largest travel fair in Scandinavia by number of visitors. More than 74,500 travel trade professionals and consumers visited the last fair. The U.S. Commercial Service in Helsinki has traditionally organized a U.S. pavilion to promote travel to the USA.	Helsinki, Finland
February 18–21	Expo Comm Mexico 2003 Expo Comm Mexico is the largest telecommunications show in Mexico. Participating U.S. firms have an option to exhibit in the USA pavilion. The Commercial Service in Mexico will provide U.S. exhibitors with a commercial briefing and individual counseling.	Mexico City, Mexico
February 23–27	SIMA 2003 SIMA is the largest agricultural trade show in the world; it is held in Paris every odd year. It features agricultural equipment, supplies, and services to the largest gathering of European farmers, importers, dealers, and agricultural decision makers.	Paris, France
February 26– March 2	Aqua Expo 2003 The U.S. Commercial Service (CS) in France is pleased to invite U.S. firms to participate in the first CS-sponsored U.S. pavilion at Aqua-Expo 2003, France's premier water resources and treatment trade show.	Paris, France
March 5–8	Tau Expo 2003 Tau Expo is the most important trade show of this sector in Italy and in the Mediterranean area, and it is also one of the foremost environmental shows in the world. The show attracted some 25,000 attendees in 1999. Exhibits include fields such as water treatment and purification, waste disposal, secondary material recycling, air purification, land reclamation, biotechnology, energy reuse, and renewable sources of energy.	Milan, Italy
March 17–21	Health Care Technologies Matchmaker This is an excellent networking opportunity for health care and medical companies. There will be a special focus on the tele-health sector, which is experiencing strong growth in these markets.	Copenhagen, Denmark; Stockholm, Sweden; Oslo, Norway
March 17–21	Automotive Parts and Services Matchmaker This event offers one-on-one, pre-screened appointments at each stop. Briefings, logistical support, and hospitality events will be provided in each market.	Budapest, Hungary; Warsaw, Poland; Bratislava, Slovakia
March 23–25	Expozoo 2003 This is the top show in Europe's largest market for pet products; France has more pets per capita than any other European country. The last show featured over 250 exhibitors representing more than 750 brands. The show confirmed its international reputation by attracting more than 16,000 pet trade professionals.	Paris, France
March 23– April 3	Medical Device Trade Mission This mission will focus on the medical/dental device and clinical laboratory equipment sectors. A limited number of firms from health care services as well as pharmaceutical and biotechnology industries also could participate. Companies are encouraged to participate in all four countries, but participants have the option of selecting stops from the itinerary.	Vietnam, Thailand, Malaysia, Singapore
March 26–30	Automotor 2003 Automotor 2003 is the 22nd international exhibition of components, spare parts, and accessories for motor vehicles. Automotor is the main event in this sector in Italy.	Turin, Italy
April 4	NAB 2003 NAB is the world's leading conference and exhibition for electronic media communications. This will be an excellent opportunity for U.S. suppliers to interact with foreign buyers.	Las Vegas, Nevada

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HIGHLIGHTED EVENTS**ANTWERP TRAVEL FAIR**

JANUARY 25–FEBRUARY 3, 2003
ANTWERP, BELGIUM

The annual Travel Fair in Antwerp is a major public fair in Belgium for the travel and tourism industry. The 2002 Antwerp Travel Fair attracted more than 150,000 consumers. Although this show covers mainly the northern part of Belgium, it is highly recommended by Belgian travel and tourism industry specialists. The Visit USA Committee, in cooperation with the U.S. Commercial Service, will be present with supplier stands and brochure distribution.

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AUSTRALIAN INTERNATIONAL AIR SHOW

FEBRUARY 11–16, 2003
AVALON AIRPORT, AUSTRALIA

The Australian International Air Show, a biennial event, will be held in February 2003 at Avalon Airport, between Melbourne and Geelong, Victoria. It will be one of the world's most comprehensive air shows. It will also be a major showcase for marketing aerospace, defense technology, commercial aviation, airport equipment, and general aviation services and products to Australia and the Asia-Pacific region. With an extensive presentation of displays and exhibitions, a broad program of conferences, and a wealth of new marketing opportunities, the Australian International Air Show 2003 will provide an impressive arena for the world's aerospace and aviation industries. The show is a natural place to stage an Aerospace Executive Service program.

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is available via <http://export.gov>.**

DATES	EVENT	LOCATION
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, organized by the U.S. Commerce Department's Office of Consumer Goods, is designed to provide small publishers who do not wish to attend in person an opportunity to exhibit their products.	Bologna, Italy
April 29–May 1	AIEE 2003 AIEE (Australia's International Engineering Exhibition) is the largest trade show of its kind in Australia for the manufacturing and 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.	Melbourne, Australia
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 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
June 1–6	Automotive Parts and Service Equipment 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. The mission will include stops in San Jose, Panama City, and Guatemala City.	Panama City, Panama; San Jose, Costa Rica; Guatemala City, Guatemala
June 13–16	Exhibition on Environmental Technologies (ENVEX) 2003 Established in 1979, 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	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
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

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U.S. MICROELECTRONICS TRADE MISSION**MARCH 10-14, 2003****SHANGHAI, CHINA**

The U.S. Commerce Department's Office of Microelectronics, Medical Equipment, and Instrumentation, in conjunction with the Electronics Representatives Association, is organizing a trade mission to China for the microelectronics industry. The mission will center on the Shanghai exhibition, electronicChina 2003, in conjunction with SEMICON China.

Participating firms will have pre-arranged, one-on-one meetings scheduled for them by the U.S. Commercial Service in Shanghai. Firms will also have the opportunity to make additional business contacts at the exhibition.

Targeted trade mission participants include U.S. firms specializing in microelectronics design, manufacturing, and distribution—including semiconductor devices, IC design services, semiconductor manufacturing equipment, clean-room equipment, and electronics packaging.

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DIY & HOME IMPROVEMENT**MAY 20-22, 2003****TEL AVIV, ISRAEL**

The U.S. Commercial Service in Israel is organizing a product literature center (catalog show) at the Do-It-Yourself & Home Improvement Exhibition. This is a low-cost but very effective way to evaluate market potential, gain exposure, and explore business opportunities in Israel without personally traveling. Commercial specialists will promote participation in the event to local buyers and potential business partners, invite them to our booth to view product literature, collect and qualify trade leads, and send them directly to participants. The 2003 Do-It-Yourself & Home Improvement Exhibition will be an ideal place for participants to present their latest equipment and products to professionals in the Israeli industry. More than 300 exhibitors from Israel and abroad are expected to attract 50,000 visitors.

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