

Trade Events

October 2003–May 2004

DATES	EVENT	LOCATION
October 6–10	Electronic Americas This biennial international trade fair is the largest event of its kind in South America for electronic components, assemblies, and electronics production. Electronic components constitute 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. enterprises to gain exposure or to expand their presence not only in the Brazilian market but also in the surrounding region.	São Paulo, Brazil
October 7–12	TIB 2003 The Bucharest International 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 strong emphasis on industrial equipment and industrial consumer goods. The fair consists of 41 separate pavilions and includes 55,000 square meters of indoor space and 45,000 square meters of outdoor space.	Bucharest, Romania
October 11–15	WEFTEC The Water Environment Federation's 76th Annual Technical Exhibition and Conference will bring together water and wastewater industry professionals from around the world. WEFTEC is the largest water and wastewater show in North America.	Los Angeles, Calif.
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
November 3	TechTextil South America TechTextil South America is the first and only trade fair specializing in technical textiles and nonwovens in Brazil and South America. The show highlights all types of textile techniques, including preparation technologies and treatment.	São Paulo, Brazil
November 12–14	Cosmoprof Asia 2003 This event is the Asia-Pacific region's largest showcase for products and services in cosmetics, toiletry, perfume, hairdressing, spa, and beauty sectors. Celebrating its eighth year in Asia, Cosmoprof will feature more than 600 exhibitors and a large-scale U.S. pavilion.	Hong Kong
November 13–17	InterCHARM 2003 The cosmetics market in Russia has great potential for U.S. companies. InterCHARM is the largest beauty and health products exhibition in Eastern Europe. In 2002, more than 600 companies from 23 countries participated, along with 65,000 visitors. The cosmetics and health products market is one of the fastest-growing markets in Russia.	Moscow, Russia
November 20–22	Expo Pesca 2003 Expo Pesca 2003 is an international trade show of equipment, supplies, and services for the fishing and fish farming industries. The U.S. Commercial Service in Lima will have a booth at the show and will host a catalog exhibition for U.S. firms unable to exhibit directly. Fishing is the second-largest industry in Peru, representing more than 5 percent of GDP and over 10 percent of total exports.	Lima, Peru
November 26– December 6	Essen Motor Show This show features automotive tuning and racing equipment and accessories, as well as classic and antique vehicles. In addition, a wide range of customizing items are displayed, and part of the show concentrates on auto high-fidelity equipment and related products. Although the Essen Motor Show mainly attracts consumers, wholesalers and distributors also visit the show to view the newest products in each sector.	Essen, Germany
December 3–5	Natural Products Asia 2003 This show features all products, edible and non-edible, related to healthy lifestyles and developing a healthy planet. It includes 200 exhibitors and 5,000 professional buyers. This fair will allow U.S. companies in the natural products industry to establish ties, and demonstrate their products to buyers, in Asia.	Hong Kong

HIGHLIGHTED EVENTS

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AEROSPACE TRADE MISSION

POLAND, ROMANIA, AND THE CZECH REPUBLIC
NOVEMBER 3-7, 2003

The U.S. Commerce Department's Office of Aerospace is organizing a trade mission to Central and Eastern Europe. A senior-level official will lead the mission. The delegation will include representatives from a variety of U.S. aerospace firms interested in Poland, Romania, and the Czech Republic, as these countries prepare to join the European Union. The mission will focus on aircraft products and services, but it will also be open to firms that offer solutions to airport infrastructure needs, including airport security.

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BUSINESS DEVELOPMENT MISSION

BRAZIL
NOVEMBER 9-13, 2003

Deputy Secretary of Commerce Samuel W. Bodman, and Assistant Secretary of Commerce for Market Access and Compliance William H. Lash III, will lead a business development mission this fall to São Paulo, Brasília, and Recife. The mission will help U.S. companies explore trade and investment opportunities in Brazil. The delegation will include approximately 15 senior executives of small, medium-sized, and large U.S. firms representing the following key growth sectors: infrastructure (ports, railways, and construction), information technology, security, agribusiness, and biotechnology.

Brazil is the largest market in the Western Hemisphere after the United States, with 180 million people and a GDP of more than \$500 billion. Trade between the United States and Brazil totals approximately \$30 billion annually.

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DATES	EVENT	LOCATION
January 1–5, 2004	Componex–Electronic India Componex–Electronic India is the premier electronics event in India, featuring over 500 exhibitors from 16 countries and attracting more than 18,000 visitors from India and other neighboring countries in Asia. The event also includes a two-day conference on electronic components, materials, and production equipment.	New Delhi, India
January 8–11, 2004	International CES International CES is the world's largest annual trade show for the broad-based consumer electronics technology market. It is the premier event bringing together consumer electronics manufacturers, distributors, researchers, and content developers.	Las Vegas, Nev.
January 9–11, 2004	Reisemarkt Rhein-Neckar-Pflaz This regional consumer travel show attracts approximately 22,000 visitors from the Rhein-Neckar region of Germany (2 million inhabitants). In 2002, there were 240 exhibitors from 18 countries. U.S. tourism firms can benefit from increased exposure through a unified U.S. tourism presence. Literature should be in German if possible.	Mannheim, Germany
January 18–21, 2004	Arab Health 2004 Arab Health is the premier medical show in the Middle East. This is the 27th year this show will be held in Dubai, featuring exhibitors from more than 75 countries and attracting 8,000 to 10,000 professional visitors.	Dubai, United Arab Emirates
January 19–22, 2004	International Builders' Show This show is the largest building industry trade show in the United States and also includes the largest number of construction related meetings, seminars, and workshops in the world. There are more than 1,000 individual manufacturers and suppliers who exhibit.	Las Vegas, Nev.
February 2–5, 2004	Environment and Energy 2003 Environment and Energy 2003 will focus on relieving strains on the environment in Middle Eastern and North African countries. Emphasis is being placed on clean air, water supply, waste disposal, alternative energy sources, renewable energy, health, and safety.	Abu Dhabi, United Arab Emirates
February 16–18, 2004	Stadia China 2004 In order to prepare for the 2008 Olympic Games, Chinese officials have scheduled this event to attract the world's best builders and managers of stadiums and arenas. There will be 300 exhibitors from 20 countries, including 100 U.S. participants.	Beijing, China
February 24–29, 2004	Asian Aerospace 2004 Asian Aerospace is the world's second-largest air show after the Paris Air Show. More than 700 exhibitors from 36 countries were at the last show, which attracted over 23,000 visitors from 78 countries. Approximately \$3.2 billion worth of trade deals were made as a result of the show. For more information, see www.asianaerospace.com .	Singapore
April 20–23, 2004	Food and Hotel Asia 2004 The 2002 event attracted 2,462 exhibiting companies from 67 countries, 83 percent of which were from overseas. A total of 32,931 international buyers from 93 countries visited the show. For more information, see www.foodnhotelasia.com .	Singapore
April 22–24, 2004	South East Asian Health Care Show This annual trade event covers a broad range of health care products and services and is especially suited for promoting hospital and electro-medical equipment and supplies, pharmaceuticals, home care, and health information technology.	Kuala Lumpur, Malaysia
May 13–16, 2004	InterZoo 2004 InterZoo is the largest trade show for the pet industry in Europe. Excellent opportunities exist for U.S. firms in this sector. For U.S. companies wishing to sell in Germany and throughout Europe, it is important to participate in this trade fair in Nuremberg. Attendance is strictly limited to qualified buyers.	Nuremberg, Germany

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**HEALTH CARE TECHNOLOGIES
 TRADE MISSION**

**BELGIUM AND THE NETHERLANDS
 FEBRUARY 9-13, 2004**

The Office of Export Promotion Services, U.S. Department of Commerce, is organizing a trade mission to Brussels and Amsterdam. The mission will focus on health care technologies. The mission will seek to match U.S. companies with potential agents, distributors, representatives, licensees, and joint venture partners in health care markets.

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MEDICAL DEVICE TRADE MISSION

**CHINA
 APRIL 19-23, 2004**

Next spring, Assistant Secretary of Commerce Linda M. Conlin will lead a trade mission to Beijing and Chengdu, China. The mission will include representatives of U.S. medical and dental equipment and supply firms. Following the mission, participating firms may further leverage their presence in China by selecting optional visits to Shanghai, Guangzhou, or Hong Kong, for additional business meetings under the Gold Key Service of the U.S. Commercial Service. The mission is also open to representatives of U.S. medical device and dental equipment trade associations.

The United States is the leading exporter of medical devices to China, accounting for more than a third of the country's medical device imports. Between 1999 and 2002, the value of U.S. medical device exports to China (not including Hong Kong) rose from \$204 million to \$350 million. In the first six months of 2003, U.S. medical device exports to China totaled \$228 million, up 48.6 percent over the same period of 2002. U.S. exports to Hong Kong, which serves as a distribution hub for sales to the rest of China, remain strong, increasing from \$215 million in 1999 to \$274 million in 2002. U.S. exports to Hong Kong in the first half of 2003 rose 17 percent over the first half of 2002.

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**A full listing of trade events is available
 via www.export.gov.**