

Trade Events

January–July 2004

DATES	EVENT	LOCATION
January 28–February 1	Fitur 2004 Fitur is Spain's largest travel and tourism fair and is also the third-largest professional tourism industry fair in Europe. The event takes place in Madrid on an annual basis and provides an excellent opportunity for U.S. travel and tourism destinations and companies to gain valuable exposure in the European market.	Madrid, Spain
February 2–5	Environment and Energy Environment and Energy 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 12–14	Baby and Kids' Fair This fair is the only international trade fair in Japan that focuses on baby and children's products and services. About 1.2 million babies are born in Japan each year, and Japan now has about 8 million babies and pre-schoolers. Last year's event featured 21 exhibitors in the U.S. pavilion.	Tokyo, Japan
February 16–18	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	Asian Aerospace 2004 Asian Aerospace is the world's third-largest 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
March 1	Teleexpo 2004 Teleexpo is Brazil's largest and most important telecommunications and information technology event. The attendees and conference delegates are managers and directors from the telecommunications, IT, and enterprise markets, representing the largest technology buying companies. The Commercial Service in Brazil plans to organize a U.S. pavilion at the event.	São Paulo, Brazil
March 12–16	Internationale Tourismus Boerse ITB is the leading travel trade fair in the world. The U.S. pavilion, with more than 250 exhibitors, makes up the largest foreign delegation at the show. Exhibitors can expect to make contact with trade visitors (tour operators and travel press) from Germany and other European countries.	Berlin, Germany
March 15–19	Microelectronics Trade Mission This mission will center on the widely acclaimed Shanghai exhibition, Electronic China, in conjunction with Semicon China. Centering the mission on a major trade fair will allow participating firms to have individual meetings scheduled for them by the Commercial Service in Shanghai, as well as an opportunity to make additional business contacts at the exhibition.	Shanghai and Suzhou, China
March 15–23	Information and Communications Technologies Trade Mission The mission will target companies from all sectors of the information and communications technology industry. Delegation participants will be matched with potential agents, distributors, representatives, licensees, and joint venture partners in these markets.	Singapore, Malaysia, and Thailand
March 18–24	CeBIT CeBIT is the largest and most influential international trade show for information and communications technology. Nowhere else in the world, in just one week, can a U.S. company reach more than 700,000 industry professionals, including 139,000 distributors, representing 100 countries.	Hanover, Germany
March 29–30	Natural Health Products Trade Mission U.S. natural health products firms can strategically position themselves to take advantage of Canada's growing demand for natural health products by participating in this mission.	Montreal, Canada
March 29–April 4	FIDAE 2004 Building on more than two decades of success as the gateway to aerospace business in Latin America, FIDAE 2004 will again present an unparalleled opportunity for aerospace and defense companies intent on establishing or maintaining strong positions in Latin America. For further information, see www.fidae.cl .	Santiago, Chile

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HIGHLIGHTED EVENTS

AEROSPACE TRADE MISSION

MARCH 21-26, 2004
INDIA

The deputy assistant secretary of commerce for transportation and machinery will lead an aerospace trade mission to India. The mission will include representatives from a variety of U.S. aerospace service and manufacturing firms interested in expanding their presence in India. The Commercial Service at the U.S. embassy in India will arrange meetings between mission participants and Indian government and industry officials.

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PLASTICS TRADE MISSION

MAY 3-4, 2004
CANADA

This trade mission is scheduled to coincide with Plast-Ex, the Canadian Plastics Industry Association's largest and most important trade event. U.S. companies will have two days of appointments, scheduled by the U.S. Commercial Service in Toronto, prior to attending the show.

The Plast-Ex show includes more than 500 exhibitors on 300,000 square feet of exhibition space. More than 12,000 plastics industry decision-makers attend Plast-Ex and rely on the event to purchase products and services essential to Canada's \$22.5 billion plastics industry.

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TRADE
EVENTS

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March 31–April 2	Globe 2004 Globe 2004 provides a unique opportunity for companies to network with decision-makers from around the world. It is an excellent forum for introducing technological innovation to environmental business leaders. It is also a great venue for the dissemination of research reports.	Vancouver, Canada
April 1–5	Vinitaly Vinitaly offers a great opportunity for the American wine industry to showcase its diverse and unique wines, meet Italian industry players and the large number of international visitors and exhibitors, educate European consumers and press about the wine regions of America, study the latest trends, discuss the newest technologies, and identify ways to enter European markets.	Verona, Italy
April 6–8	Medicare India 2004 With a market of \$21 billion and growing at an estimated 17 percent a year, India's health care industry is a prime target for medical and health care equipment and services. About 80 percent of India's medical equipment is imported. U.S. companies should take advantage of this opportunity to garner their share of this growing market by participating in Medicare India 2004.	New Delhi, India
April 14–17	International ICT Expo This event showcases all types of products and services for the information and communications technology industries. The fair will have more than 400 exhibitors from approximately 150 countries. Buyers' delegations will come in from mainland China as well as from other countries. This is an ideal venue for U.S. companies that are considering expanding their business by partnering with Hong Kong companies to penetrate the Chinese market.	Hong Kong
April 20–24	Expomin 2004 Expomin has rapidly become the premier mining show in Latin America and one of the largest of its kind in the world. Expomin has grown from a national event with 4,000 attendees to a major international exhibition with more than 45,000 business visitors.	Santiago, Chile
April 20–23	Food and Hotel Asia 2004 The 2002 event attracted 2,462 exhibiting companies from 67 countries. A total of 32,931 international buyers from 93 countries visited the show. For more information, see www.foodnhotelasia.com .	Singapore
April 22–24	Southeast 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	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
June 1	Surf Beach Show 2004 This event consists of three simultaneous trade fairs, with more than 300 exhibitors and almost 500 brand names represented. This event highlights the latest trends in beach, surf, and leisure wear. More than 38,000 retailers from all over the world are expected to visit. The U.S. Commercial Service in Brazil plans to organize a U.S. pavilion at the event.	São Paulo, Brazil
June 1–4	Hospitalar 2004 Hospitalar is the largest medical event in the Latin America. This show is one of the best opportunities for new-to-market companies to find business partners in Brazil. This event covers a wide variety of medical sectors such as rehabilitation, diagnostic products, medical equipment, medical services, home care, drugs, and pharmaceuticals.	São Paulo, Brazil
June 8–10	GEPEC This biannual fair, which is not open to the general public, is targeted to professional visitors, such as relevant agency officials, police and special forces commanders, decision-makers, procurement officers, and trainers and others from regional and federal security forces. Although relatively small, this event provides a good opportunity for U.S. companies active in the security sector.	Hamburg, Germany
June 15–16	Asian Elenex 2004 and Asian Automation 2004 This biannual event is the largest building services and air-conditioning trade show in Hong Kong. Held simultaneously with Securitex, it attracts professionals from the air-conditioning, electrical, electronics, building services, security, and lighting products industries. Hong Kong is an important market for U.S. building equipment/service providers and HVAC manufacturers, because it imported \$2.3 billion in air-conditioning, ventilation, heating, and refrigeration equipment last year.	Hong Kong

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INTERNATIONAL EXHIBITION ON ENVIRONMENTAL TECHNOLOGIES

JUNE 21-24, 2004
SOUTH KOREA

ENVEX is the premier environmental exhibition in South Korea. As the South Korean government has placed more emphasis on the environment, South Korean companies are looking for the latest environmental technologies. ENVEX will include products from every environmental sector. The U.S. Commercial Service will once again organize a U.S. pavilion to support the marketing needs of U.S. environmental companies looking to enter the South Korean market or expand their presence in the country. For participating companies, the U.S. pavilion package includes market briefing and consultation, appointments with environmental companies or public institutions, listing in the U.S. pavilion and ENVEX directories, discounted accommodations, and organizational support. The pavilion is centrally located, and participating companies will receive maximum exposure.

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FARNBOROUGH INTERNATIONAL AIR SHOW

JULY 17-25, 2004
UNITED KINGDOM

The Farnborough International Air Show will be the largest aerospace trade show in the world in 2004. In recent years, some 300 U.S. companies, large and small, have exhibited at the show, forming the largest national group after the United Kingdom. As such, Farnborough is a key opportunity for U.S. civil and military aerospace companies to showcase their products and services.

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

TRADE
EVENTS