



UNITED STATES DEPARTMENT OF COMMERCE
International Trade Administration
Washington, D.C. 20230

Dear Potential Exhibitor:

Exhibiting at a leading industry trade show abroad can result in tremendous export opportunities for U.S. companies. However, researching the options on which countries to target and deciding which shows offer the best market exposure can be difficult.

Trade Show Opportunities -- Made Easy

As an American company with products and services related to electronics, specifically, components and assemblies, the U.S. Department of Commerce encourages you to exhibit at **electronica 2008**, the 23rd International Trade Fair for Components, Systems and Applications in electronics, to be held at the New Munich Trade Fair Centre, Munich Germany, November 11-14, 2008.

This event is certified by the U.S. Department of Commerce as a key trade promotion opportunity for U.S. suppliers of electronic components, systems and applications. electronica is held every two years in Munich, one of the leading trade-fair venues and business locations in the world. Munich International Trade Fairs organizes this event as part of its electronics trade fair network, which includes the leading global trade fairs, electronica and Productronica, held in Munich, as well as leading regional trade fairs in Brazil, Hong Kong, China, and India.

Even more than the "average" trade show, electronica promises new technologies and future concepts covering an amazing breadth of applications, from vehicle electronics to aerospace. electronica presents the industry's latest developments and provides visitors with an excellent overview of new products and system solutions for the following industry segments: Semiconductors, Embedded systems, Displays, Micronano-systems, Sensor technology, Test and measurement, Electronic design (ED/EDA), Passive components, Electromechanics/System peripherals, Power supplies, PCBs, other circuit carriers and EMS, Assemblies and subsystems, Automotive, Wireless, Information gathering and services.

In certifying electronica 2008, the Department of Commerce recognizes the capability and exhibition experience of the organizers of the U.S. pavilion, Munich International Trade Fairs, and the potential of this international market to benefit from U.S. products and services.

Exhibiting at a certified trade show can relieve you of many exhibition concerns and provide you with excellent pre-show and on-site benefits to help you make sales. In addition, Munich International Trade Fairs is doing an excellent job organizing the U.S. pavilion. Commercial staff from the U.S. Consulate in Munich will be available at the exhibition to assist participating U.S. firms with their export needs, and to generate leads and facilitate contacts between U.S. exhibitors and the local business community.

For more information on exhibiting at **electronica 2008**, you may contact Sabine Kallup, Project Manager, Munich International Trade Fairs, German American Chamber of Commerce
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Sincerely,

Michael Thompson, Manager
Trade Fair Certification Program

