



**UNITED STATES DEPARTMENT OF COMMERCE**  
**International Trade Administration**

Washington, D. C. 20230

**Dear Potential U.S. Exhibitor:**

Exhibiting at a leading edge Water-Sewage-Refuse-Recycling 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 marketing venue can be difficult.

**Trade Show Opportunities - Made Easy**

As a company operating in the Environmental Sector, the U.S. Department of Commerce encourages you to exhibit at the **IFAT 2008** trade show, which has been certified under the U.S. DOC Trade Fair Certification Program.

The exhibition will be held from *May 5-9, 2008* at the **New Munich Trade Fair Centre** in *Munich, Germany*. **IFAT 2008** is the one of the principal forums in Europe to showcase the convergence of companies involved with Water-Sewage-Refuse-Recycling systems and applications.

In certifying **IFAT 2008**, the Commerce Department recognizes the capability and exhibition experience of the organizer of the U.S. Pavilion, Munich International Trade Fairs, and the potential of this show and market for U.S. industry exports. Exhibiting at a certified fair can free you of many exhibition concerns and provide you with excellent pre-show and on-site support to help you make sales. In addition, Munich International Trade Fairs does an excellent job of organizing the U.S. Pavilion. Commercial staff from the U.S. Embassy in Germany will be available at the exhibition to assist participating U.S. firms with their export needs, generate leads, and facilitate contacts between exhibitors and business visitors.

**A Unique Opportunity**

IFAT is the world's most comprehensive fair for practical solutions to problems in all fields of waste disposal and environment technology. The main emphasis lies in the disposal and recycling of solid refuse and in the treatment of wastewater and sewage sludge. IFAT presents problem solutions in water extraction and supply. No other trade fair in the world offers a wider forum for exhibitors and visitors in these fields. The first IFAT opened its doors in 1966 and IFAT has been taking place every three years since.

**Learn More**

Questions concerning market access, as well as Federal Government export assistance programs, may be directed to the Department of Commerce's Trade Information Center, 800-872-8723. This office can direct you to the latest marketing research for U.S. defense products. The U.S. show promoter, Munich International Trade Fairs, 212-974-1880, also has environmental trade information and expertise, and the U.S. Department of Commerce, European Country Desk Office in the Market Access and Compliance Office, 202-482-5638, also can provide country specific economic and political analysis.

Sincerely,

Donald L. Huber, Program Manager  
Trade Fair Certification Program