



Dear Potential U.S. Exhibitor:

Exhibiting at a leading edge 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 marketing venue can be difficult.

Trade Show Opportunities - Made Easy

The U.S. Department of Commerce encourages you to exhibit at **The GREEN Expo 2012**, certified under the U.S. DOC Trade Fair Certification Program. The exhibition will be held from **September 25 - 27, 2012** at World Trade Center, Mexico City, Mexico.

In certifying **The GREEN Expo 2012** conference and showcase, the Commerce Department recognizes the capability and exhibition experience of the organizer, **E.J. Krause & Associates, Inc.** and the potential of this show and the global market for U.S. exports. Exhibiting at a U.S. DOC- certified trade fair can free you of many exhibition concerns and provide you with excellent pre-show and on-site support to help you make sales.

Commercial staff from the U.S. Embassy in Mexico City will be available at the exhibition to assist participating U.S. firms with their export needs. There will be an exclusive breakfast briefing for U.S. companies exhibiting in the U.S. Pavilion, where they will receive the latest information for projects in the environmental sector and have the opportunity to network with government officials and potential local contacts.

Sustained Sales Growth Ahead

In its 20th year, The GREEN Expo, (Global Resource Environmental & Energy Network), is Mexico's largest and most influential environmental exhibition and conference. The GREEN Expo covers the complete spectrum of environment areas: water, air, waste, green cities, and clean and renewable energy. It is held in conjunction with the International Environmental Congress of CONIECO, which presents an annual congress on environmental protection as seen through the eyes of industrialists, government environmental agencies, academics and research institutions. About 8,000 visitors are expected to attend.

Leaders from over 24 different countries are expected to attend this event, with over 80% of them involved in the decision-making process. The Mexican government sends an impressive delegation of policy makers from the national, state and local levels, enabling vendors to make important contacts for doing business in this government-supported growth industry. The Mexican government has demonstrated environmental leadership in implementing and encouraging green initiatives, meaning more opportunities for U.S. suppliers.

Learn More

U.S. companies interested in exhibiting at **The Green Expo** should contact **Pat Hazan-Tessler** at E.J. Krause & Associates at telephone 301.493.5500 ext. 3386 or e-mail tessler@ejkrause.com. Questions concerning market access in Mexico, as well as Federal Government export assistance programs may be directed to the Department of Commerce's Trade Information Center, (800) 872-8723. The Department of Commerce contact in Mexico City, **Ms. Claudia Salgado**, can be reached at email Claudia.salgado@trade.gov or telephone +52-55-5140-2639. State Department travel advisories for any country are available at (202) 647-5225.

Sincerely,

Michael Thompson
Program Manager
Trade Fair Certification Program

