



Auto Shanghai 2007 Show in China

Shanghai, April 22nd – 28th, 2007

U.S. Department of Commerce
Commercial Service
AUTOMOTIVE TEAM

Greetings from Shanghai, China!

The U.S. Commercial Service Automotive Team is pleased to invite American firms to participate in our U.S. Pavilion at **Auto Shanghai 2007** to promote American automotive products and services to the Chinese market. The exposition, with a 12-year track record, is one Asia's premier automotive events, showcasing a wide range of vehicles, auto parts, and aftercare products. Auto Shanghai 2007 will be held from **April 22 – 28, 2007** at the Shanghai New International Exhibition Center.

The last Auto Shanghai show in 2005 had 1036 exhibitors from 26 countries and drew more than 390,000 visitors from 113 countries and regions. The 2007 show is expected to have over 500,000 visitors and 140,000 m² of exhibition space.

We are eager to work with you to promote your American products and services in China. We look forward to hearing from you before **January 30, 2007**.

Sincerely,

Ira Kasoff, Principal Commercial Officer
American Consulate General, Shanghai

U.S. Pavilion Exhibitors Will Receive:

- A fully furnished, 9 m² booth in a prime location
- Pre-show, Asia-wide marketing campaign to regional buyers
- One-on-one briefing with U.S. Commercial Service reps from Asia
- On-site counseling & matchmaking throughout the show
- Free networking event hosted by the U.S. Commercial Service
- All for a reasonable fee of \$2,650 per booth

Why Exhibit in China?

- China is the 2nd largest automotive market in the world, behind the U.S.; ahead of Japan
- 2006 industry revenue est. at \$190 billion; 27% rise over 2005
- 7 million new vehicles sold in 2006; 40% jump over 2005
- 40 million total vehicles in 2006; 22% increase over 2005

For more information, please contact:

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U.S. Auto Team Website: <http://www.usautoteam.org>
Official Auto Shanghai Website: <http://www.autoshanghai.com.cn>