

U.S. PAVILION AT EXPO COMM ITALIA 2008

www.expocomm.com/italia

Rome, ITALY – December 2-4, 2008

ITALY: A GREAT MARKET FOR U.S. COMPANIES OFFERING INNOVATIVE TELECOMMUNICATIONS PRODUCTS AND SOLUTIONS!

- * Italy is the world's seventh largest industrial economy.
- * The Italian market for telecommunication equipment and services is estimated at \$68.5 billion, the third largest in Europe. Italy is also one of the largest and most advanced mobile communications markets in the world, with mobile phone diffusion among the highest: 46 million users over a population of 58 million, close to 91 million SIM cards activated, and 20 million of them enabling UMTS services.
- * Italy relies heavily on technology imports, and the United States is the leading source of highly innovative telecommunication products.



EXPO COMM ITALIA 2008: YOUR IDEAL GATEWAY TO ITALY AND THE MEDITERRANEAN BASIN

- * EXPO COMM ITALIA exhibition and conference will focus on the latest innovations in ICT from Broadband/IP enabled services to mobile technologies that allow migration to the next generation networks. The Fiera Roma and EXPO COMM Events have joined forces to bring EXPO COMM to Italy.
- * **A Targeted ICT Event for the EMEA (Europe, Middle East, Africa) Region**
EXPO COMM ITALIA will provide exhibitors an unprecedented promotional channel, offering multiple opportunities to present products and services to a wide range of decision makers, procurement officials, policy planners, and business leaders in Italy and throughout the EMEA region. The heads of telecommunication authorities from European, Middle East, and African countries will discuss the major issues paving the way for the consolidation of Mediterranean partnerships and regional economic integration. EXPO COMM ITALIA will represent a unique opportunity for establishing a closer business relationship between telecommunications community in Europe, the Middle East and Africa, raising the awareness of the impressive market potential of the EMEA region.





YOUR PARTICIPATION MADE EASY IN THE U.S. PAVILION !

The U.S. Pavilion at EXPO COMM ITALIA represents an excellent opportunity for American companies that want to enter the market or strengthen their position in the EMEA Region. The U.S. Department of Commerce's Commercial Service (CS) will support the U.S. Pavilion at EXPO COMM ITALIA, doing all the background work and promotion, individually contacting prospective business partners, and providing logistical and marketing assistance to the U.S. exhibitors before, during and after the show.

For €4,005 You Get a Full Package of Market-Entry Services

- * A fully constructed 3x3 meter (approximately a 10' by 10') individual booth with table, chairs, counter, shelves and name sign (larger booths also available);
- * Logistical and marketing assistance of USCS staff before, during and after the show;
- * An extensive promotional campaign throughout Italy and the Mediterranean region, including direct contacts with qualified potential business partners and articles in Italian trade magazines.
- * Assistance with discounted hotel reservations, if needed.

Space is limited. Only American companies and their branch offices or representatives in Europe/EMEA region can participate in this program.

Enjoy the same success U.S. Participants had in past events!

Act Now To Secure Your Foothold in the Italian and EMEA Market!

To receive detailed information about participating in EXPO COMM ITALIA 2008,
 send an e-mail or fax this form to:
 Nicoletta Postiglione, Commercial Specialist, U.S. Commercial Service, Milan, Italy
nicoletta.postiglione@mail.doc.gov
 Fax +39 02 659 6561 Tel. +39 02 626 88 522

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YES! I am interested in participating in the U.S. Pavilion

Company: _____

Address: _____

City/State/Zip: _____

Tel: _____ Fax: _____

E-mail: _____ Website: _____

Contact Name: _____ Title: _____

1. Your business area: Telecom IT

2. Description of products/services sold: _____
