

"Made in USA" Catalog and Trade Show in Wasit, Iraq

Catalog Show: March 22-25 2011

Company Action Deadline: March 4, 2011

The U.S. Embassy's Provincial Reconstruction Team (PRT) in Wasit, Iraq is inviting U.S. companies to participate in the Wasit Trade Show from March 22-25, 2011. The trade show will feature a "Made in USA" catalog expo should your firm be unable to send local representatives or sponsor a virtual booth.

Few Iraqis have the opportunity to visit with U.S. companies at trade shows or online. This event offers your company three ways to get your products showcased in front of potential Iraqi buyers and investors for as little as the cost of postage.

Featured Sectors

Including, but not limited to:

- * IT/internet/telecommunication
- * Arts & Crafts & Honey/Beekeeping
- * Agriculture (with a special interest in greenhouses)
- * Automobile

Sales and Representation Leads

- * Your catalogs and expressions of interest will be reviewed by the Wasit Chamber of Commerce, Small Business Development Center, Wasit Iraqi Business Union, and the PRT and shared with appropriate Wasit businesses and investors.
- * The PRT staff will email participating companies sales and representation leads generated in each location within two weeks of the show's end.
- * The PRT staff will arrange on-line Skype interviews with interested parties and translation services.

Cost

- * There is no fee to participate. Booths are free, courtesy of the U.S. government.
- * Each U.S. Company covers the cost of sending their catalogs, marketing brochures, & sample products via U.S. postage (First Class) to the APO addresses provided below. Do NOT send via Courier or Express Mail services.

How to Participate

We invite you to participate in one of three ways:

1. Exhibit Booth

Sponsor an exhibit booth with your local representative at no cost to your firm. Or, if you do not have a local Iraqi representative but would still like to sponsor an exhibit booth, we can provide a bi-lingual person to man the booth. All booths will be wired for WIFI to allow your US staff to be linked in virtual to speak to buyers or investors.

2. Virtual Featured Speaker

If you are interested in speaking at the trade show on a topic of interest, we can arrange for your virtual presentation via the internet and an on-site translator. We will contact you with more details.

3. "Made in USA" Catalog Expo

Send your catalogs, samples, and letter of interest.

To participate in the Catalog Expo, please send a minimum of five copies of your company catalogs by March 4th to the APO addresses listed at the end of this announcement. With your catalogs, include a brief cover letter identifying:

A. Your export or international sales/marketing person with contact information (including email and company's U.S. location).

B. Your interest(s) in the Iraq market:

1. Test marketing
2. Direct sales
3. Agent
4. Distributor
5. Dealer
6. Other form of representation
7. Business partnership
8. Licensing
9. Technology transfer
10. Joint venture
11. Sourcing
12. Investment
13. Other

Who to Contact

For more information contact (English):

Armand Lanier

Skype: armandlanier

Email: armandlanier@yahoo.com

For Arabic & English contact:

Fikry Al-Diwan

Skype: canadiangate

Email: fikry.aldiwan@hotmail.com

Phone: 964-781-211-0199

Where to Send Catalogs & Promotional Materials

U.S. Postal Service. Send five to ten catalogs to the APO address via U.S. Postal Service (Priority mail recommended). Relatively small packages required for APO (for mailing restrictions visit: http://www.apobox.com/zip_restrictions.php). APO mail takes about 12-14 days. We recommend that you ship documents by March 4, 2011, for arrival by March 18 deadline. Do NOT send catalogs via Courier or Express Mail services, as DHL, UPS, TNT, etc. as they cannot deliver to the PRTs.

Send by APO to:

Armand Lanier
COB Delta
PRT Wasit
APO, AE 09317

International Courier. DHL services are available in Iraq, but will not be delivered to the Wasit or the PRT. Send larger packages or restricted products by DHL to the address below and the PRT will arrange to have the package delivered to Wasit. You pay shipment to Baghdad and PRT will pay for delivery to Al Kut, Wasit:

Ahmed Faleh Alsayed or Fikry Al-Diwan
Phone: 0780-118-0600
Phone: 0781-2110199
DHL International
Palestine Hotel
Khulfafa Street
Al Al Wiyah
Baghdad, Iraq

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