

# Doing Business with the USA



Ведение бизнеса с США

## Trade Shows in the USA

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# What is a Trade Show?

- A trade show in the United States is usually a big event, where industry specialists from all over the world (primarily USA) gather together to show their products and services





# Local vs. U.S. Trade Shows

Local Trade Show	U.S. Trade Show
- Rather small size	- Incredibly big
- Exhibition only	- Exhibition, conference, seminars and training sessions
- Few things that are actively demonstrated	- Option to try the product yourself and see how it works
- No need to be preregistered	- Highly recommended to be preregistered
- Usually free to attend	- Cost money to attend





# Industries & Places

- All major industries – from services to heavy industries
- A list of trade shows can be obtained from US Embassy website
- Trade shows occur throughout the United States, but the main convention cities are Chicago, Las Vegas, Orlando and Washington





# Why trade shows are important

- Best place to find new partners for your business
- Hands-on experience of products
- Great exposure to new technologies and ideas
- Expanding your network of contacts beyond Kyrgyzstan
- Buy products you need
- Exposure to western business practices





# Kyrgyz delegations

- Recent U.S. Embassy organized delegations
  - Construction – International Builders Show
    - Orlando, FL, 2008; Las Vegas, NV, 2009
  - Telecommunications – InfoComm
    - Las Vegas, NV 2008





# How to participate

- Obtain a list of trade shows from US Embassy's website  
(<http://bishkek.usembassy.gov/seminars.html>)
- Go to Trade Show's website
- Register online
- Plan your trip, preselect companies you would like to meet with
- Consult with US Embassy representative





# List of trade shows

- NXT Comm 2009, Jul 6-11, 2009, Chicago, IL
- InfoComm 2009, Jul 17-19, 2009, Orlando, FL
- PowerGen 2009, Dec 8-10, 2009, Las Vegas, NV
- International CES 2009, Jan 5-8, 2010, Las Vegas, NV
- Automotive Aftermarket 2009, Nov 3-6, 2009, Las Vegas, NV
- International Builders Show 2010, Jan 19-22, 2010, Las Vegas, NV







Thank you

