



Maximize your Russian dental market opportunities with **GOLD KEY SERVICE** at

DENTAL –EXPO in Moscow, September 17-20, 2007

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Don't Miss Out On Doing Business In the Russian Marketplace!

- ◆ Take advantage of low dollar-ruble exchange rate to sell your products in Russia!
- ◆ Benefit from the growing incomes of the Russian population (16 percent in 2006)!
- ◆ Provide your products and services so that Russian dental industry complies with international standards!
- ◆ Seize the moment for international advanced technology partnerships in the Russian marketplace!

Enhance your marketing position by working with GOLD KEY SERVICE at Dental-Expo 2007!

The **U.S. Commercial Service Moscow** is offering our premium service, **Gold Key Service (GKS)** in conjunction with **Dental-Expo 2007** in Moscow. Dental-Expo is a key dental event in Russia.

In 2006 400 exhibitors participated in the event. The show was attended by 25,000 visitors.

GKS offers a cost-effective and extremely efficient means to identify, meet and develop potential business partners in the Russian rapidly developing dental market.

Within the framework of **the Gold Key Service CS Moscow Commercial Specialist** will:

- ◆ Prepare schedule for one-on-one business meetings (typically up to four meetings a day);
- ◆ Provide background information on the potential Russian partners participating in the meetings;
- ◆ Arrange briefing and debriefing with the U.S. client on the opportunities in the Russian marketplace;
- ◆ Provide additional logistical support, including assistance with hotel reservations, airport pick-up and drop-off, transportation to the business meetings and interpretation services.

Cost of Participation: \$ 685 (first day), \$320 – each additional day plus logistical support costs

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Don't Delay!

August 30, 2007, is the deadline to register for these programs at the Dental-Expo 2007

