DEPT. OF COMMERCE PICKS SHOWS FOR INTERNATIONAL BUYERS PROGRAM

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Looking to expand your international attendee base? The U.S. Department of Commerce can help.

The DoC selected 24 trade shows across a variety of markets to participate in its annual International Buyer Program in 2015. Entrants will receive aid from the DoC in marketing their shows overseas and recruiting pre-screened foreign buyers, sales representatives and business owners.

The IBP brought more than 11,500 prospective buyers from 105 international markets to participating U.S. trade shows in fiscal year 2013, according to the program’s website.

“The IBP is one means by which the International Trade Administration expands and deepens efforts to create an export-oriented business culture across our nation, and saves U.S. businesses valuable time and resources in their pursuit of global opportunities,” says Stefan Selig, under secretary of commerce for international trade, in a statement. “In 2013, the United States exported a record $2.3 trillion in goods and services, and exports continue to be the engine of our economic growth. The IBP is one more example of how the Commerce Department is working for America by giving businesses powerful tools to help them compete globally.”

Next year’s IBP class features some of the largest shows in the industry, including International CES, the Shooting, Hunting, Outdoor Trade (SHOT) Show and the National Association of Broadcasters (NAB) Show.

The vast majority of shows involved are veterans of the program, with just three of the participants—NPE 2015, Outdoor Retailers Summer
Market and ASIS 2015—new to the IBP.

1. 2015 International Consumer Electronics Show (http://www.cesweb.org/) – January 6-9 – Las Vegas
5. DistribuTECH Conference and Exhibition (http://www.distributec.com/) – February 3-5 – San Diego
6. World of Concrete 2015 (http://www.worldofconcrete.com/) – February 3-6 – Las Vegas
12. 2015 Offshore Technology Conference (http://www.otcnet.org/) – May 4-7 – Houston
19. Outdoor Retailer Summer Market (http://www.outdoorretailer.com/) – August 5-8 – Salt Lake City
24. POWER-GEN International (http://www.power-gen.com/) – December 8-10 – Las Vegas

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