



April 9, 2007



Dear Potential U.S. Exhibitor:

Exhibiting at a leading edge energy industry trade show abroad can result in tremendous export opportunities for U.S. companies. However, researching the options on which countries to target and deciding which shows offer the best marketing venue can be difficult.

Trade Show Opportunities - Made Easy

As a company operating in the energy or infrastructure industry, the U.S. Department of Commerce encourages you to exhibit at **Projex Libya 2007** that has been certified under the U.S. DOC Trade Fair Certification Program.

The exhibition will be held from *December 10-13, 2007* at the *Tripoli International Fairgrounds in Tripoli, Libya*. **Projex Libya 2007** is the largest event in Libya to showcase energy equipment and management, as well as the array of infrastructure and industrial products.

In certifying **Projex Libya 2007**, the Commerce Department recognizes the capability and exhibition experience of the organizer of the U.S. portion of this Trade Fair Group, Inc. event, and the potential of this show and African market for U.S. energy and infrastructure exports. Exhibiting at a certified fair can free you of many exhibition concerns and provide you with excellent pre-show and on-site support to help you make sales. In addition, Trade Fair Group, Inc. provides an excellent trade show. Commercial staff from the U.S. Embassy in Libya will be available at the exhibition to assist participating U.S. firms with their export needs, generate leads, and facilitate contacts between exhibitors and business visitors.

Fantastic Sales Growth Ahead

Africa's population is fast approaching 400 million, and has a growing middle class. The energy and industrial market in Africa has grown in the past decade. As a result, opportunities in Africa for U.S. suppliers and manufacturers of energy equipment and technology have never been better. **Projex Libya 2007** not only serves as a bridge linking the energy and infrastructure industries with the Africans, but also serves as the platform that brings builders worldwide in touch with the latest developments in the industry and offers them direct access to the entire range of products and services available on the world market.

Learn More

Questions concerning market access in Africa, as well as Federal Government export assistance programs may be directed to the Department of Commerce's Trade Information Center, (800) 872-8723. **U.S. trade event organizer, TradeFair Group can be reached at 214-358-5359 or 832-242-1969 to answer any questions.** In addition the Department of Commerce, Libyan Desk Officer, (202) 482-2680 provides country specific economic and political analysis. State Department travel advisories for any country are available at (202) 647-5225.

Sincerely,

Donald L. Huber
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