



# Catalog Event

## International Industrial Automation Fair

# FAIMINAS 2010



July 28 – 30, 2010 «» Belo Horizonte, Brazil

The United States Commercial Service (USCS/Brazil) – part of the U.S. Department of Commerce – wants to promote your products and services at the *International Industrial Automation Fair - FAIMINAS* to be held this July 28-30 in Belo Horizonte the state capital of Minas Gerais, Brazil.

### Market potential

According to the Brazilian Electric and Electronic Industry Association (ABINEE), in 2009 Brazil imported a total of US\$ 25 billion in electronic equipment and components, approximately 13% from the United States and 31% from China. In the case of industrial automation equipment 34% was imported from the United States and 36% from EU.

### U.S. Commercial Service at Faiminas 2010

The U.S. Commercial Service booth, displaying the catalog show of U.S. manufacturers, will have staff available to field inquiries and compile a list of those companies that expressed interest in your product, which will then be forwarded on to you. This list, with complete contact information, will be sent to you within 10 days after the show.

## Great market exposure

and leads from potential representatives in Brazil are among the benefits that U.S. companies can expect from participating in this Catalog Event. Small and medium-sized companies, as well as others not planning to attend the event, will find this to be an excellent cost effective tool for expanding their market reach.

**Only US\$ 300** and we will provide this unique opportunity to be present at an important trade event without the travel expense or cost of setting up a booth .

Should you decide to participate in the Catalog Show Program, please indicate your interest by emailing full company contact information to the US Commercial Service office in Belo Horizonte, Brazil to the attention of Mr. Robert Pohl ([robert.pohl@mail.doc.gov](mailto:robert.pohl@mail.doc.gov)) and we will forward full information on delivery instructions for you to send us your company's literature.



U.S. companies interested in the Catalog Event may contact:

**Robert Pohl**

**Commercial Assistant**

**U.S. Commercial Service**

**Belo Horizonte, Brazil**

**Phone: 55-31-3213-1571**

**Email: [Robert.Pohl@mail.doc.gov](mailto:Robert.Pohl@mail.doc.gov)**

**Deadline: June 11<sup>th</sup> 2010**

**Deadline to participate is June 11<sup>th</sup> 2010.**

For full information on the event, click to see the event website [Faiminas 2010](#)