

DEPARTMENT OF COMMERCE

International Trade Administration

[Docket No. 950327078-5078-01]

Commerce Trade Fair Privatization: Private Sector Organization and Management of Overseas Trade Fairs; Selection and Recruitment**AGENCY:** International Trade Administration, Commerce.**ACTION:** Requesting proposals from qualified U.S. firms (organizers) to assume U.S. pavilion recruitment, promotion, organization and management functions in selected overseas trade fairs and announcing selection of firms and events for the pilot round of privatization initiated in June 1994.

SUMMARY: This notice sets forth the objectives, applicant criteria, and procedures for qualified U.S. firms, associations or American Chambers of Commerce abroad to assume the responsibility for recruiting, promoting, organizing, and managing a U.S. exhibitor presence abroad in selected overseas trade fairs which previously have been organized and managed by Commerce. In this context and throughout this notice, this transfer of responsibilities is referred to as "privatization."

In order to submit an application, per the preceding paragraph, qualified entities must refer to the June 24, 1994, **Federal Register**, 59 FR 32678-32683, and submit an application per the instructions stated therein, as well as in this notice.

This notice also provides the names of firms, associations, or American Chambers of Commerce selected by the Department of Commerce (Commerce) to assume the responsibility for recruiting, promoting, organizing, and managing a U.S. exhibitor presence abroad in select overseas trade fairs which previously have been organized and managed by Commerce. The subject events were previously announced in the June 24, 1994, **Federal Register**, 59 FR 32678-32683.

DATES: These revised administrative procedures are effective on April 6, 1995. The deadline for receipt of

applications from U.S. firms wishing to assume responsibility for recruitment, promotion, and management of a U.S. pavilion or grouping of U.S. exhibitors varies according to each individual show as specified in this notice.

ADDRESSES: Trade Fair Certification Program, Room 2116, Export Promotion Services, International Trade Administration, U.S. Department of Commerce, 14th and Constitution Avenue, NW., Washington, DC 20230.

FOR FURTHER INFORMATION CONTACT: Paul Bucher, U.S. Department of Commerce, Room 2116, 14th and Constitution Avenue, N.W., Washington, DC 20230. Tel: (202) 482-2525 Fax: (202) 482-0115 (for communication purposes only; facsimile applications will not be accepted).

SUPPLEMENTARY INFORMATION: Based on the experience with the pilot round of privatization announced June 24, 1994, there are some modifications to the criteria contained in the referenced **Federal Register** notice. Unless otherwise noted or superseded by this announcement, all applicant eligibility criteria and Conditions of Participation specified in the June 24, 1994, **Federal Register** notice still apply. The changes are as follows:

- In order to qualify, all applications must be received no later than 400 days prior to the first day of the subject show. (Since some show dates are not yet fixed, applicant should contact the event proprietor listed for each event to determine the specific dates of the subject event, and submit an application within the specified time frame.)

- Trade association applicants may not restrict their U.S. exhibitor recruitment campaign to association members only. Such applicants must acknowledge and agree to this condition. This information must be included in the response to Question 10 (Form of Application), as found in the June 24, 1994, **Federal Register** notice.

- For events listed as TFOs (trade fair recruited by overseas' U.S. embassy staff), Commerce cannot guarantee that the foreign trade fair proprietor will agree to privatization of the U.S. pavilion in the subject event. Commerce will assist the selected U.S. pavilion organizer in its discussions with the

foreign event proprietor, but it is the foreign event proprietor's decision to grant the necessary lease for exhibit space.

- Within 60 days notice of selection, the U.S. pavilion organizer must submit the necessary lease documentation.

- Prior to selection of the U.S. pavilion organizer, Commerce reserves the right to withdraw an event from the privatization process if circumstances warrant Commerce's retention of the event. Also, following selection of the U.S. pavilion organizer, Commerce may withdraw its support of the U.S. pavilion organizer if Commerce determines that the U.S. pavilion organizer has not complied with the provisions outlined in the **Federal Register** notice of June 24, 1994, and of this notice. Commerce also retains the option to directly organize and manage a pavilion of exhibitors under these circumstances.

- While the foreign event proprietor will be encouraged to offer the selected U.S. pavilion organizer leased space under the same conditions and rates that would be offered to Commerce, Commerce cannot guarantee it.

- Pavilion organizers should note that the foreign event proprietor may opt to select its own agent in advance of Commerce's selection of a U.S. pavilion organizer. In such cases, Commerce will continue to offer its support to the U.S. pavilion organizer and event, but via the standard Trade Fair Certification Program, as prescribed in the **Federal Register** notice dated April 30, 1993, 58 FR 26116.

Applicants Sought

Applicants should contact the relevant trade fair authority about event specifics and logistics. The appropriate Commerce Senior Commercial Officer should be contacted to discuss Commerce's activities and responsibilities as they relate to the U.S. pavilion. Commerce seeks applications from qualified firms, associations, or American Chambers of Commerce abroad to assume U.S. pavilion recruitment, promotion, organization and management functions in the following overseas trade fairs:

| Type | Event name | Industry | Ex. No. | Show date | City/country | FRE |
|------|---|----------|---------|--|-------------------------------|-----|
| TFO | FIEPAG, Randolph Haynes, Alcantara Machado Feiras e Promocoes Ltda., Rua Brasilio Machado 60, 01230-905, Sao Paulo, Brazil, Tel: 55-11-826-9111, Fax: 55-11-673-626. | PGA | 20 | May 1996, Richard Ades, Senior Commercial Officer, US&FCS Rua Estados Unidos, 1812, Sao Paulo, S.P., Brazil, Tel: 55-11-853-2011, Fax: 55-11-853-2744. | Sao Paulo, Brazil | B |
| SFO | EXPO USA (contact post directly), Robert Bucalo, Senior Commercial Officer, US&FCS, Unit 5500, APA AA 34041, Tel: 809-541-2171, Fax: 809-688-4838. | GIE | 60 | June 1996 | Santo Domingo, Dominican Rep. | A |
| TFO | Computex (contact post directly), Ying Price, Senior Commercial Officer, American Trade Center, Room 3207 International Trade Building, Taipei World Trade Center, 333 Keelung Road, Section 1, Taipei 10548, Taiwan, Tel: 886-2-720-1550, Fax: 886-2-757-7162. | CPT/CSF | 30 | June 1996 | Taipei, Taiwan | A |
| TFO | Santa Cruz, Luis Alberto Pacheco or Eric Weise Marquez, Feria Exposicion de Santa Cruz, Av. Roca y Coronado s/n, Casilla 116, Santa Cruz, Bolivia, Tel: 591-3-533-535, Fax: 591-3-530-881. | GIE | 30 | Sept. 1996, Paul Larsen, Economic/Commercial Officer, American Embassy, APO AA 34032, Tel: 591-2-350-251, Fax: 591-2-359-875. | Santa Cruz, Bolivia | B |

In order to receive the necessary details about Commerce's current and previous involvement with the subject event, applicants should contact Commerce's Senior Commercial Officer in the country where the show is being held. If contact information for these officers is required, refer to "For Further Information" at the beginning of this notice.

Type
TFO—Trade Fair recruited by overseas post
SFO—Trade Fair for U.S. products/services only (recruited by overseas post)
Frequency
A—Annual
B—Biennial
Show Industry Codes
CPT—Computers and Peripherals

CSF—Computer Software
GIE—General Industrial Equipment
PGA—Printing and Graphic Arts Equipment

Selected Shows and Applicants

As part of the pilot round of trade event privatization announced in the June 24, 1994, **Federal Register** notice, the following shows and U.S. pavilion organizers/managers were selected:

| Show name/date | Applicant |
|---|--|
| Rural Ex, July 12-31, 1995, Buenos Aires, Argentina. | William Warnes, VP International, CMC—International Division, 200 N. Glebe Road, Suite 900, Arlington, VA 22203, Tel: (703) 527-8000, Fax: (703) 527-8006. |
| Seoul Instrument, Sept. 1995, Seoul, Korea | Kathy Donnelly, Managing Dir., Concord Expo Group, P.O. Box 677, Concord, MA 01742-2101, Tel: (508) 371-2203, Fax: (508) 371-7121. |
| Offshore Europe, Sept. 5-8, 1995, Aberdeen, Scotland. | Jolanta Mazewski-Dryden, Dir. of Conferences and Exhibitions, International Exhibitions, Inc., 1635 W. Alabama, Houston, TX 77006, Tel: (713) 529-1616, Fax: (713) 529-0936. |
| Plovdiv Int'l Fair, Sept. 26-Oct. 2, 1995, Plovdiv, Bulgaria. | John D. Liakatos, Via Expo Ltd., P.O. Box 630196, Bronx, NY 10463, Tel: (718) 548-4747, Fax: (718) 548-8197. |
| Expo Salud, Oct. 3-7, 1995, Santiago, Chile | William Warnes, VP International, CMC—International Division, 200 N. Glebe Road, Suite 900, Arlington, VA 22203, Tel: (703) 527-8000, Fax: (703) 527-8006. |
| Polagra Int'l Fair, Oct. 6-11, 1995, Poznan, Poland. | Jeff Malley, Dir. Int'l Sales and Marketing, Comtek International, 43 Danbury Road, Wilton, CT 06897, Tel: (203) 834-1122, Fax: (203) 762-0773. |
| Aimex, Oct. 16-20, 1995, Sydney, Australia | Peter Vlahos, International Concrete and Aggregates Group, 900 Spring Street, Silver Spring, MD 20910, Tel: (301) 587-1400, Fax: (301) 587-4260. |
| Mineria, Oct. 18-22, 1995, Acapulco, Mexico ... | William Warnes, VP International, CMC—International Division, 200 N. Glebe Road, Suite 900, Arlington, VA 22203, Tel: (703) 527-8000, Fax: (703) 527-8006. |
| Fisa, Oct. 25-Nov. 5, 1995, Santiago, Chile | Catherine Doerr, President, ShoWorks, Inc., 702 S. Washington, Spokane, WA 99204-2524, Tel: (509) 838-8755, Fax: (509) 838-2838. |
| Pacific Int'l Fair, November 1995, Lima, Peru ... | William Warnes, VP International, CMC—International Division, 200 N. Glebe Road, Suite 900, Arlington, VA 22203, Tel: (703) 527-8000, Fax: (703) 527-8006. |
| Taipei Int'l Book Fair, January 1996, Taipei, Taiwan. | Kathy Donnelly, Managing Dir., Concord Expo Group, P.O. Box 677, Concord, MA 01742-2101, Tel: (508) 371-2203, Fax: (508) 371-7121. |
| Expocomer, March 6-11, 1996, Panama City, Panama. | Dan Chambers, DC Commerce International, 3021 South Hill Street, Arlington, VA 22202, Tel: (703) 941-3460, Fax: (703) 941-2642. |

| Show name/date | Applicant |
|---|--|
| Inpoco, April 1996, Seoul, Korea | Kathy Donnelly, Managing Dir., Concord Expo Group, P.O. Box 677, Concord, MA 01742-2101, Tel: (508) 371-2203, Fax: (508) 371-7121. |
| Interclean '96, April 1996, Amsterdam, Netherlands. | Ellen Glew, President, E. Glew International, Ten Tower Office Park Dr., Woburn, MA 01801, Tel: (617) 933-9055, Fax: (617) 933-8744. |
| Technotron, April 1996, Lima, Peru | William Warnes, VP International, CMC—International Division, 200 N. Glebe Road, Suite 900, Arlington, VA 22203, Tel: (703) 527-8000, Fax: (703) 527-8006. |
| Telexpo, April 14-22, 1996, Sao Paulo, Brazil .. | James M. Forlenza, Vice President, Industrial Group, EJ Krause and Assoc., Inc., 7315 Wisconsin Ave., Suite 450 N, Bethesda, MD 20814, Tel: (301) 986-7800, Fax: (301) 986-4538. |
| Interzoo, May 1996, Nuremberg, Germany | Kathy Donnelly, Managing Director, Concord Expo Group, P.O. Box 677, Concord, MA 01742-2101, Tel: (508) 371-2203, Fax: (508) 371-7121. |
| Expomin '96, May 14-18, 1996, Santiago, Chile | Joseph Lema, Acting Vice President, Manufacturing, National Mining Association, 1130 17th Street, NW., Washington, DC 20036, Tel: (202) 463-2625, Fax: (202) 833-1965. |
| Eurosatory '96, June 24-29, 1996, Paris, France. | Joseph P. Hollis, Director, Industry Affairs, Association of the U.S. Army, 2425 Wilson Blvd., Suite 657, Arlington, VA 22201, Tel: (703) 841-4300, ext. 660, Fax: (703) 243-2589. |
| Bogota Int'l Fair, July, 1996, Bogota, Colombia | Joseph A. Finnin, Exec. Dir., Colombian-American Chamber, of Commerce, Calle 35 No. 6-16, Bogota, Colombia, South America, Tel: (571) 288-1306, (571) 285-7800, Fax: (571) 288-6434. |

Dated: March 30, 1995.

Mary Fran Kirchner,
*Chairman, Trade Events Board, International
 Trade Administration, Department of
 Commerce.*

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