

**DEPARTMENT OF COMMERCE****International Trade Administration****[Docket No. 960306059-6059-01]****RIN: 0625-XX06****Commerce Trade Fair Privatization: Private Sector Organization and Management of U.S. Exhibitor Pavilion in Tokyo Motor Show****AGENCY:** International Trade Administration, Commerce.**ACTION:** Notice; request for proposals.

**SUMMARY:** This notice sets forth a summary of the objectives and procedures for qualified U.S. firms to assume responsibility for recruiting, promoting, organizing, and managing a U.S. exhibitor presence at the 1997 Tokyo Motor Show, Tokyo, Japan. This event was previously organized and managed by Commerce. In this context and throughout this notice, this transfer of responsibilities is referred to as "privatization."

**DATES:** These administrative procedures are effective on March 13, 1996.

The deadline for receipt of applications from U.S. firms wishing to assume responsibility for recruitment, promotion, construction, and management of a U.S. exhibitor pavilion in the 1997 Tokyo Motor Show is April 19, 1996.

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

**FOR A COPY OF THE SOLICITATION OR FOR FURTHER INFORMATION, CONTACT:** Paul Bucher, U.S. Department of Commerce, Room 2116, 14th and Constitution Avenue NW., Washington, D.C. 20230. Tel: (202) 482-2525. Fax: (202) 482-0115

Applicants may want to contact the U.S. Department of Commerce industry officer, previously responsible for organizing and managing the U.S. pavilion, and/or the trade fair proprietor about actual show dates, event specifics and logistics (see below).

**SUPPLEMENTARY INFORMATION:** In order to apply, interested firms must contact Commerce for a complete set of eligibility criteria, instructions, and an application. Applications must be received by Commerce by April 19, 1996.

The collection of information is approved by the Office of Management and Budget, OMB Control Number 0625-0222. Persons are not required to

respond to the collection of information unless it displays a currently valid OMB control number.

As part of its focus to increase exports, the National Export Strategy, dated September 30, 1993, calls for the Administration to reduce the number of trade events the U.S. Government {USG} organizes, encourages more private sector participation in the trade event process, and invites qualified private sector firms to bid for those events they desire to handle. While this strategy refers to all USG-organized events, this notice is concerned only with the privatization of the Tokyo Motor Show to be held in October 1997, in Tokyo, Japan.

As with shows under the Trade Fair Certification Program, private sector organizers in this privatization process assume the responsibilities of organizing and managing a U.S. pavilion in designated overseas trade fairs, in lieu of Commerce. Certification, via the privatization process, assures Commerce's recognition and support of these private sector efforts.

Commerce does not provide any financial assistance to organizers or to exhibitors at these shows. As with the existing Trade Fair Certification Program, the selected organizer contributes \$1,500 to assist in defraying Commerce expenses incurred in supporting the organizer and exhibitors.

Organizers selected by Commerce are not representatives of the Department or the U.S. Government and are prohibited from making statements to that effect.

Principal requirements and criteria of the privatization process are summarized below:

- The applicant must be a U.S. person. A "U.S. person" means a U.S. citizen, or an entity (such as a corporation, partnership, association or other entity) created under the laws of the United States or of any state, or the U.S. branch or agent of a foreign person. An officer of an American Chamber of Commerce, located in Japan, is eligible to submit an application. Such an applicant must meet the same criteria and perform the same requirements as a U.S. person. Applications will not be accepted from other foreign-based persons or entities.

- In order to qualify, all applications must be received by April 19, 1996.

- The selected U.S. pavilion organizer must offer the same space first to U.S. firms that participated in the 1995 show.

- Formation of a U.S. pavilion is required.

- Production of a catalog of U.S. exhibitors is required.

- The selected pavilion organizer must recruit a minimum of 12 exhibitors.

- Selected organizers are required to send a representative to the show for its duration and staff an office or booth within the show.

- Trade association applicants cannot restrict their U.S. exhibitor recruitment campaign or exhibitor participation to association members only. Such applicants must acknowledge and agree to this condition.

- 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.

- 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.

- 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 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.

The appropriate Commerce Officer should be contacted to discuss Commerce's activities and responsibilities as they relate to the U.S. pavilion in the Tokyo Motor Show. Commerce seeks applications from qualified firms, associations, or the local American Chamber of Commerce abroad to assume U.S. pavilion recruitment, promotion, organization and

management functions in the Tokyo Motor Show:  
Tokyo Motor Show, Tokyo, Japan, October 1997  
Industry: Autos, Auto Parts, and Auto Services  
Commerce contact for past event information: John White or Lori Seaman, U.S. Department of

Commerce, Room 4028, Washington, D.C. 20230, Tel: 202/482-0671, Fax: 202/482-5872  
Show Proprietor: Japan Motor Industrial Federation (JMIF), Attn: Executive Managing Director, Otemachi Building, 6-1, 1-chome, Otemachi, Chiyoda-ku, Tokyo 100, Japan, Tel:

81/3/3211-8731, Fax: 81/3/3211-5798.

Dated: February 14, 1996.

Mary Fran Kirchner,  
*Chairman, ITA Trade Events Board.*  
[FR Doc. 96-5918 Filed 3-12-96; 8:45 am]

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