

DEPARTMENT OF COMMERCE**International Trade Administration**

[Docket No. 960306059-7012.02]

RIN 0625-ZA01

Commerce Trade Fair Privatization: Private Sector Organization and Management of U.S. Exhibitor Pavilions at Overseas Trade Fairs**AGENCY:** International Trade Administration, Commerce.**ACTION:** Notice of privatization and request for applications from qualified U.S. firms.

SUMMARY: This notice sets forth a summary of the objectives and procedures for qualified U.S. firms to apply for and assume responsibility for recruiting, promoting, organizing, constructing, and managing a U.S. exhibitor pavilion at various FY 1998 international trade shows previously organized and managed by Commerce. In this context and throughout this notice, this transfer of responsibilities is referred to as "privatization." In order to apply, interested firms must contact Commerce for a complete set of eligibility criteria, instructions, and an application.

DATES: These administrative procedures are effective on February 14, 1997. Applications must be received by Commerce by March 31, 1997.

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

FOR FURTHER INFORMATION, CONTACT: Donald Huber, Manager, Trade Fair Certification Program, U.S. Department of Commerce, Room 2116, 14th and Constitution Avenue, N.W., Washington, D.C. 20230. Tel: (202) 482-2525; Fax: (202) 482-0115. Applicants may also want to contact the U.S. Department of Commerce industry officer, the Commercial Section of the U.S. Embassy in the respective country that has previously organized and managed the U.S. pavilion, and/or the trade fair proprietor about actual show dates, event specifics and logistics.

SUPPLEMENTARY INFORMATION: 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, encourage more private sector participation in the trade event process, and invite 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 International Trade Administration events listed in this notice. 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. As part of this privatization process, those firms selected to organize, recruit, and manage a show listed in this notice will also receive, on a one-time basis, certification for the show under the Trade Fair Certification Program. Subsequent certification must be applied for on an annual basis and will be open to any organizer. Certification 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 the country, 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.

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

- In order to qualify, all applications must be received by March 31, 1997.

- The selected U.S. pavilion organizer must offer U.S. firms that participated in the last show, space in the upcoming show that is at least equivalent in size, quality, and location.

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

- The selected pavilion organizer must recruit a minimum number of exhibitors. This number will vary according to the specific event.

- Selected organizers must undertake a comprehensive U.S. exhibitor

recruitment campaign, including measures to target and recruit small, medium size, and new-to-market firms.

- 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 from the date of being notified 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 or in the application materials and process. 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 this will be the case.

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 following shows. Show name, minimum number of exhibitors to be recruited, location,

month/year and basic industry(s) are shown below. 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 March 31, 1997. 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.

SHOWS FOR PRIVATIZATION IN FY 1998 AND 1ST QTR FY 1999

Event name	Min exb.	Location	Date	Industries
1. Bucharest Int'l Fair	25	Bucharest, Romania	Oct. 97	Indust eqpmt/consumer goods.
2. Comdex/Pacific Rim	10	Vancouver, Canada	Jan. 98	Computers/periph/services.
3. Canadian Hrdwr/Hswr/Home	10	Toronto, Canada	Feb. 98	Consumer goods.
4. Wisitex '98 #	20	New Delhi, India	Feb. 98	Procs cntrls/telcom/electronic.
5. Visit USA	20	Sao Paulo, Brazil	Mar. 98	Tourism products/services.
6. Canadian Int'l Auto Show #	10	Toronto, Canada	Apr. 98	Parts/accessories/rpr eqpmt.
7. Forest Expo '98	10	Pr. George, Canada	May 98	Log&mill eqpmt/pulp/mgmt.
8. Expomin 98	200	Santiago, Chile	May 98	Mining/extraction eqpmt.
9. Plastex '98	10	Toronto, Canada	May 98	Plastic machs/molds/tech.
10. National Petroleum Show	15	Calgary, Canada	Jun. 98	Oil&gas eqpmt/services.
11. Zagreb Fall Fair	10	Zagreb, Croatia	Sep. 98	consumr good/indust mach.
12. Canadian High Technology	10	Toronto, Canada	Sep. 98	Electron compnts/test eqpmt.
13. Euronaval	20	Paris, France *	Oct. 98	Defense industry.
14. Pollutec	15	Lyon, France *	Oct. 98	Pollution control eqpmt.
15. Jeddah Motor Show	10	Jeddah, SA *	Nov. 98	Vehicles/parts/repr eqpmt.
16. Construct Canada	10	Toronto, Canada *	Dec. 98	Const eqpmt/matrls/services.
17. Aero India '98	15	Bangalore, India *	Dec. 98	Aircraft industry.

Biennial Show.
FY 1999 Show.

Dated: February 7, 1997.

Mary Fran Kirchner,

Chairman, ITA Trade Events Board.

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