



U.S. PAVILION AT 9TH AUTO EXPO INDIA

JANUARY 10-17, 2008
NEW DELHI, INDIA

U.S. Department of Commerce
Commercial Service
AUTOMOTIVE TEAM



ASIA'S PREMIER AUTOMOTIVE EVENT

The U.S. Commercial Service Automotive team is pleased to invite U.S. firms to participate in the U.S. Pavilion (Hall 1A) at Auto Expo 2008 India. Organized by The Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and the Society of Indian Automobile Manufacturers (SIAM), this biannual exposition has become Asia's premier automotive event, showcasing a wide range of vehicles, auto parts, and aftercare products.

Auto Expo 2006 had participants from 1150 players, which included 300 overseas companies from 22 countries and attracted 1.1 million visitors of which 150,000 were business related. Covering an area of over 80,000 sq. meters, Auto Expo 2008 is slated to be the largest ever show in terms of size and number of participants. We are eager to work with you to promote your U.S. products and services at this important event.

The U.S. Commercial Service Automotive Team is Offering U.S. Pavilion Exhibitors:

- A fully constructed, 9 sqm booth
- Pre-show, India-wide marketing campaign to regional buyers
- One-on-one briefings with U.S. Commercial Service reps from India
- On-site counseling & matchmaking throughout the show
- Free networking event hosted by the U.S. Commercial Service
- Embassy Guarantee in lieu of a bank guarantee to import exhibits duty-free
- The show organizers are offering 12 sqm (minimum) booth space at \$300 per sqm to general exhibitors. However, they will provide US Pavilion exhibitors a 10% discount and will also offer US Pavilion exhibitors 9 sqm booths, as opposed to the general 12 sqm booths.

Join us for a free webinar on Tuesday, October 9th at 9:00 AM EST/8:00 AM CST/6:00 AM PST! Learn about the Indian automotive industry how your company can benefit from exhibiting at the 9th Auto Expo. To register, click here: <http://www.buyusa.gov/auto/indiawebinar.html>

DATE: January 10-17, 2008

LOCATION:
Pragati Maidan in New Delhi, India

COST: \$2831.47

REGISTRATION DEADLINE:
November 15, 2007

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To learn more about exhibiting at the U.S. Pavilion at 9th Auto Expo
http://www.buyusa.gov/auto/ninth_auto_expo.html