

DEPARTMENT OF COMMERCE**International Trade Administration**

[Docket No. 950925238-5238-01]

RIN: 0625-ZA01

Commerce Trade Fair Privatization: Private Sector Organization and Management of U.S. Exhibitor Pavilions in Overseas Trade Fairs**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 abroad in select 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."

DATES: These administrative procedures are effective October 6, 1995.

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 is November 15, 1995.

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) 482-1609 Fax: (202) 482-0115

Applicants also may want to contact the relevant 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 November 15, 1995.

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, 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 International Trade Administration {ITA}-organized and managed U.S. exhibitor pavilions in overseas trade shows that occur between October 1, 1996, and November 30, 1997.

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 the country where the applicable show is being held, 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 November 15, 1995.

- * Unless circumstances dictate otherwise, formation of a U.S. pavilion within the overseas fair is required.

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

- * Selected organizers must recruit a minimum number of participants, which varies according to the specific event, who will display U.S. products.

- * A show consisting solely of U.S. products must continue to be recruited as such. Such shows {SFO or SFW} are noted accordingly.

- * 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 may not restrict their U.S. exhibitor recruitment campaign to association members only. Such applicants must acknowledge and agree to this condition.

- * For events listed as TFOs or TFWs (trade fairs recruited by overseas' U.S. embassy staff or Washington-based Commerce staff, respectively), 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 that particular show. Commerce seeks applications from qualified firms, associations, or

American Chambers of Commerce and management functions in the
abroad to assume U.S. pavilion and following overseas trade fairs:
recruitment, promotion, organization

City/country	Industry	Event name	Date	Type	Ex. No.
Poznan, Poland Barbara Grabowska Commercial Assistant U.S. & Foreign Commercial Service U.S. Trade Center Warsaw Unit 1340 APO AE 09213-1340 Tel: 48-2-621-4515; 621-4216; 625-4300 Fax: 48-2-621-6327	Agricultural machinery amd Equipment	Polagra	Oct-96	TFO	20
Prague, Czech Rep. Kathleen Kriger Commercial Officer U.S. and Foreign Commercial Service U.S. Embassy Prague Unit 1330 APO AE 09213-1330 Tel: 42-2-2421-9844 Fax: 42-2-2421-9965	Medical Instruments, equipment and supplies	MEFA	Oct-96	TFO	15
Perth, Australia Amy Niesporek U.S. and Foreign Commercial Service U.S. Consulate Sydney PSC 280, Unit 11026 APO AP 96554-0002 Tel: 61-2-373-9200 Fax: 61-2-221-0573	Oil and gas field machinery	PTA-Petroleum	Oct-96	TFO	17
Bucharest, Romania William Crawford Senior Commercial Officer U.S. and Foreign Commercial Service U.S. Embassy Bucharest Unit 1315 APO AE 09213-1315 Tel: 40-1-210-4042; 210-0149 Fax: 40-1-210-0395	General industrial equip.	Bucharest international fair	Oct-96	TFO	30
New Delhi, India Shantanu Mitra Commercial Specialist U.S. and Foreign Commercial Service U.S. Embassy New Delhi Shanti Path, Chanakyapuri 110021 New Delhi, India Tel: 91-11-600651 Fax: 91-11-687-2391	Process controls, instrumentation	Indian engineering fair	Feb-97	TFO	20
Cairo, Egypt Laron Jensen Senior Commercial Officer U.S. and Foreign Commercial Service U.S. Embassy Cairo APO AE 09839-4900 Tel: 20-2-355-7371 Fax: 20-2-355-8368	General industrial equip.	Cairo int'l fair	Mar-97	TFO	35
Casablanca, Morocco Latifa Louraqui Commercial Specialist U.S. and Foreign Commercial Service U.S. Consulate Casablanca APO AE 09718 (CAS) Tel: 212-2-26-45-50 Fax: 212-2-22-02-59	Computers and telecommunications	SITEB	Apr-97	TFO	15
Brussels, Belgium Nicole Pollet Commercial Specialist U.S. and Foreign Commercial Service U.S. Embassy Brussels PSC 82, Box 002 APO AE 09724 Tel: 32-2-508-2111	Telecommunications equipment	Telecomm Brussels	May-97	TFO	15

City/country	Industry	Event name	Date	Type	Ex. No.
Fax: 32-2-512-6653					
Tel Aviv, Israel Elana Shelemay Commercial Assistant U.S. and Foreign Commercial Service U.S. Embassy Tel Aviv PSC 98, Box 100 APO AE 09830 Tel: 972-3-517-6161 Fax: 972-3-510-7215	High technology goods	Technology	May-97	TFO	20
Sao Paulo, Brazil Eduardo Altenfelder Commercial Specialist U.S. and Foreign Commercial Service Rua Estados Unidos, 1812 Sao Paulo, S.P. 01427-002 Brazil Tel: 55-11-853-2011/2411/2778 Fax: 55-11-853-2744	Food processing and packaging machinery	FISPAL	Jun-97	TFO	20
Santo Domingo, Dominican Republic Robert Bucalo Senior Commercial Officer U.S. and Foreign Commercial Service U.S. Embassy Santo Domingo Unit 5500 APO AA 34041 Tel: 809-221-2171 Fax: 809-688-4838	General industrial equip. and consumer goods	EXPO USA	JUN-97	SFO	60
Barcelona, Spain Dorothy Lutter Commercial Officer U.S. and Foreign Commercial Service U.S. Consulate Barcelona PSC 61, Box 0005 APO AE 09642 Tel: 34-3-280-2227 Fax: 34-3-205-7705	Telecommunications	FERCOM	Oct-97	TFO	15
Basel, Switzerland Werner Wiedmer Commercial Specialist U.S. and Foreign Commercial Service U.S. Embassy Bern Jubilaeumstrasse 93 3005 Bern Switzerland Tel: 41-31-357-7011 Fax: 41-31-357-7336	Hotel and restaurant	IGEHO	Nov-97	TFO	15

SHOW TYPE:

TFO Trade Fair recruited by Commerce staff overseas.

SFO Trade Fair for U.S. products/services only (recruited by overseas post).

TFW Trade Fair recruited by Washington-based Commerce staff.

Ex. No. The minimum number of firms exclusively exhibiting U.S. products or services to be recruited.

Dated: September 29, 1995.

Mary Fran Kirchner,
Chairman, ITA Trade Events Board.

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