Program, for several international trade fairs in Big Emerging Markets, once a representation agreement is reached between the U.S. firm and the foreign show organizer.

SUMMARY: This notice lists several trade shows in Big Emerging Markets identified by the Department of Commerce (Commerce) as good venues for U.S. export opportunities in the respective markets, and as good candidate events for Commerce's Trade Fair Certification (Certification) Program. Commerce is interested in entertaining applications to have these events considered for Certification. Qualified U.S. firms interested in representing, promoting, and recruiting for these events in the United States, and in applying for Certification, must contact the foreign organizers directly to formalize representation for the subject shows. Once a representation agreement is reached between the U.S. representative and foreign show organizer, Commerce will entertain an application for Certification, as provided for in Federal Register notice (58 FR, 26116–26119), April 30, 1993. **DATES:** Applications for Trade Fair Certification must be received by the office noted directly below, no later than 270 days prior to the relevant show dates.

ADDRESSES: Trade Fair Certification Program, Room 2116, Export Promotion Services, International Trade Administration, U.S. Department of Commerce, 14th St. and Constitution Avenue, NW., Washington DC 20230. FOR FURTHER INFORMATION CONTACT: Paul Bucher, Manager, Trade Fair Certification, U.S. Department of Commerce, Room 2116, 14th St. and Constitution Avenue, NW., Washington DC 20230. Tel: (202) 482-2525; Fax: (202) 482–0872 or (202) 482–0115 (for communication purposes only; facsimile applications will not be accepted).

SUPPLEMENTARY INFORMATION:

Background

Traditionally, Commerce has focused its international trade fair promotion program on developed markets, but recently, as part of the President's National Export Strategy announced in September 1993, Commerce has determined that there is another group of countries that holds great promise for U.S. export growth. Commerce has termed these nations "Big Emerging Markets" (BEMs). The countries currently identified as BEMs are: Argentina; Brazil; the Chinese economic area, including China, Hong Kong and

Taiwan; India; Indonesia; Mexico; Poland; South Africa; South Korea; and Turkey

The BEMs share a number of important attributes. They are all geographically large, have significant populations, and represent considerable markets for a wide range of products. Virtually all have strong rates of growth or hold promise for future economic expansion. Most of these countries are of major political importance within their regions; moreover, they are "regional economic drivers"—their growth will engender further expansion in neighboring markets.

U.S. exports to the BEMs totaled \$113 billion in 1993—approximately one quarter of U.S. exports. By the year 2010, annual BEM merchandise imports are expected to be roughly one trillion dollars higher than they were in 1990, and will account for twenty-seven percent of world imports. No other category of market shows such dramatic

growth potential.

The Commercial Sections of U.S. embassies and consulates in several of the BEM countries identified the overseas trade shows listed below as good opportunities for U.S. exporters and as viable candidate events for Commerce's Trade Fair Certification Program. These shows are in addition to the many other trade fairs which already participate in the Trade Fair Certification Program. One of the principal requirements for Certification is the presence of a U.S. organizer or a U.S. representative, office, or subsidiary of the foreign show organizer. The shows listed below currently have no known U.S. representative or other U.S. recruiting presence.

Commerce is interested in entertaining applications to have these events considered for Certification. Commerce's Certification program is a cooperative arrangement between private sector show organizers and the Department. The program provides Commerce endorsement and support for private-sector recruited and organized foreign trade shows and/or U.S. exhibitor pavilions. Certification of a trade show means that Commerce, through its U.S. and Foreign Commercial Service (US&FCS), endorses a qualified foreign trade event as a good opportunity to promote U.S. exports, particularly those of new-tomarket firms. Certification also provides recognition of the U.S. show organizer or representative as a reliable firm capable of effectively recruiting and managing a U.S. exhibitor presence at a specific show.

Qualified U.S. firms interested in representing, promoting, and recruiting

for the following events, and in applying for Certification, must contact the foreign show organizers directly to discuss formalizing a business relationship for representing the subject shows. Interested firms are encouraged to contact the Trade Fair Certification Manager, at the address and telephone number above, to learn more about the program and/or the events in which they are interested.

Qualifying U.S. representatives must be firms or persons experienced in trade fair recruitment and management in the relevant industry. Applicants for Certification must comply with the provisions of the Trade Fair Certification Program as prescribed in the Federal Register notice (58 FR, 26116-26119), April 30, 1993, which provides all the applicable event and organizer criteria. A copy of this notice and an application for Trade Fair Certification may be obtained by contacting the office listed above. Commerce's identification of these events as good candidates for Certification does not imply automatic approval of Certification status. Applications will be subject to the same review process as are all other applications. Commerce's listing of these events also does not imply any responsibility on its part with regard to any agreement made between U.S. representatives and the overseas show organizers.

The application mentioned in this notice has been cleared by the Office of Management and Budget under OMB Control No. 0625–0130.

Targeted Trade Shows

For the shows listed below, Commerce would like to entertain applications for Trade Fair Certification from qualified U.S. persons, as defined in the April 30, 1993, Federal Register notice, as a U.S. citizen, an entity (such as a corporation, partnership, association or other entity) created under the laws of the United States or any state, and the U.S. branch or agent of a foreign person. Such applicants must first make the necessary lease arrangements with the foreign fair organizer prior to submitting an application.

(all show dates subject to change)

Argentina

Trade Show: EXPO-MOTORS
City, Country: Buenos Aires, Argentina
Date: October 1995 (Annual)
Industry: Autoparts & accessories
Organizer: EMBIA, Division de Grupo
Commercial de Argentina S.A.; Avenida
Cordoba 669, Piso 1 "A"; 1054 Buenos
Aires; Tel: (54–1) 311–1085/86/87; Fax:
(54–1) 313–6975