



NEW HAMPSHIRE INTERNATIONAL TRADE RESOURCE CENTER



The International Trade Resource Center (ITRC) is pleased to lead a business mission to Trade Winds Europe. Join us for this premier event and exciting opportunity!

Trade Winds Europe – Istanbul, Turkey

April 14-16, 2008

Pan-European Business Conference

Customized Business Meetings with Turkish Companies

Private Meetings with Senior Commercial Officers from US Embassies throughout Europe

Does your company have a pan-European business strategy? U.S. exports are growing four times faster than the economy as a whole. Europe presents a market filled with opportunities for New Hampshire businesses. Turkey is strategically positioned at the crossroads of Europe, Asia and the Middle East. Turkey's increasing complex mix of modern industry and commerce continues to attract a diverse set of American companies. Take advantage of this booming region!

Event Details

- **Pan-European Business Conference:** Features leading industry experts from the private sector and key U.S. government officials, and addresses important industry trends, trade topics and EU standards and regulations.
- **Private consultations** with Senior Commercial Officers from 27 European countries.
- **Matchmaking appointments (Gold Key):** Customized business appointments with Turkish companies whose business objectives match your requirements.
- **Networking luncheons/receptions.**
- **Extra Promotion!! Commercial News USA (CNUSA) – Special Trade Winds Europe Edition:** This catalog-style magazine is designed to help American companies promote products and services to buyers overseas. All companies will be listed in a special Trade Winds Europe CNUSA for distribution and promotion throughout Europe. Each company receives a ¼ page ad.

Cost: \$2,900* (These items priced separately would amount to over \$3,950)

*Costs above reflect attendance and accommodation for one company representative. For each additional company representative attending with a separate hotel room, please add \$1,950. Extra fees may apply for translation/transportation costs and spin-off countries. Airfare not included.

Plus! Spin-off Gold Key business appointments to a European country of your choice. Customize your itinerary!

Add one day of customized Gold Key business appointments in the European market of your choice for an additional fee of \$800 per country. Spin-offs will be scheduled April 10, 11 or April 17, 18.

Meet with U.S. Commercial Service Officers from over 27 European countries!

Pre-schedule a time to discuss your company's objectives in a given European country with U.S. Commercial Officers to receive their advice on market strategies for your product or service.

Countries for Gold Key spin-offs and for meetings with Senior Commercial Officers

Austria	Greece	Romania
Belgium	Hungary	Russia
Bulgaria	Ireland	Serbia
Croatia	Italy	Slovakia
Czech Rep.	Kazakhstan	Spain
Denmark	Netherlands	Switzerland
Finland	Norway	Turkey
France	Poland	United Kingdom
Germany	Portugal	Ukraine

If you are interested in a day of matchmaking in another European country after this conference, please list which countries you'd like to visit:

Space is ***extremely*** limited. The deadline for registration is January 4, 2008! For questions and to reserve your spot, please contact Kathryn Lee at (603) 334-6074 or email klee@dred.state.nh.us.