



UNITED STATES DEPARTMENT OF COMMERCE
International Trade Administration
Washington, D.C. 20230

Dear Potential U.S. Exhibitor:

Exhibiting at a leading trade show in the natural products industry abroad can result in tremendous export opportunities for U.S. companies. However, researching which countries to target and deciding which shows offer the best marketing venue can be difficult.

Trade Show Opportunities - Made Easy

The U.S. Department of Commerce encourages you, as a company operating in the fishery and aquaculture product sector to exhibit at the **Expo Pesca & AcuiPeru 2013**, to be held at the Jockey Exposition Center, November 7-9, 2013 in Lima, Peru. This event, which has been certified by our Trade Fair Certification Program, will allow U.S. companies operating in this industry to explore new export opportunities and showcase their products to potential buyers. This event provides an excellent export opportunity for your company. See the Expo Pesca & AcuiPeru 2013 website: <http://www.thaiscorp.com>.

In certifying **Expo Pesca & AcuiPeru 2013**, the Commerce Department recognizes the capability and exhibition experience of the organizer of the U.S.A. Pavilion, Universal Trade Network (UTN) for the fishery and aquaculture industry. Commerce also recognizes the potential of this show and market for U.S. industry exports.

Sales Potential

Held every two years, **Expo Pesca & AcuiPeru** is Peru's only international event specialized in Fisheries and Aquaculture. The 2011 show attracted 8,761 visitors, while over 9,500 are expected to attend the 2013 event. The exhibitor profile includes hatcheries, fish farming, fishing equipment, processing methods such as fish skinning and scaling, fish feed, diagnostic services and others.

Exhibiting in this U.S. certified event can free you of many exhibition concerns and provide you with excellent pre-show and on-site support to help you make sales. **Expo Pesca AcuiPeru 2013** has the support of Commerce Department staff in both the United States and Peru. Commercial Service Staff from the U.S. Consulate in Peru will be available at the exhibition to assist participating U.S. firms with their export needs, and facilitate contact between exhibitors and business visitors.

Learn More

For additional information about exhibiting at or attending **Expo Pesca & AcuiPeru 2013**, contact Ms. Berta Verastegui, Email: berta@utnevents.com; Tel; 571-313-0510. The U.S. Department of Commerce, through its websites www.export.gov and www.buyusa.gov, its Peru desk at 202-482-1536, who can provide country specific economic and political analysis. State Department travel advisories for any country are available at 202-647-8225 or <http://travel.state.gov/travel>.

Sincerely,

Michael Thompson
Manager
Trade Fair Certification Program

