

Dear U.S. exhibitors:

WHAT DO U.S. EXHIBITORS BENEFIT FROM SUPPORT SERVICES IN GUANGZHOU INTERNATIONAL LIGHTING EXHIBITION

Post/Commercial Section Core Services provided to U.S. exhibitors

- Encourage foreign government participation, support and local buyer attendance.
- Frees up post resources to provide direct in-country assistance, advocacy, market research, contacts, and other efforts to increase U.S. sales.
- Provides one-on-one briefing and/welcome kits to U.S. exhibitors.
- Staffs a Business Information Office (BIO) on the show floor (location will be advised later) to provide information and promote CS activities. Can also be used for counseling, matchmaking appointments, communications, exhibitor assistance, etc. Staffing coverage depends on post resources.
- Facilitates contacts for U.S. exhibitors;
- Performs one-on-one counseling for U.S. exhibitors covering how to work with local firms, pursuing promising opportunities, pricing, distribution, making agreements, local laws, tariffs, government services, etc.
- Provides targeted in-country promotional campaign to potential buyers/exhibitors; sends show invitations; distributes show tickets to potential buyers or government agencies, etc.
- Provides official emblems, flags, provides US&FCS posters and program handout materials during onsite.
- Works with and ensures that organizer booths, signage, exhibitor services, directory, traffic flow, etc., are suitable.

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