



U.S. PAVILION AT EUROPE'S LARGEST MOTORCYCLE INDUSTRY SHOW

Washington, DC – April 8, 2010. The U.S. Department of Commerce has granted Trade Fair Certification to Marazita & Associates to organize the official U.S. Pavilion at **EICMA 2010**, Milan, Italy, November 2-7, 2010. Renowned as the oldest and largest annual such trade show in the world, **EICMA** will celebrate its 68th edition in 2010 (www.eicma.it, or www.eicmausa.com for the U.S. Pavilion). The event is wholly owned by ANCMA – the Italian Association of Bicycle and Motorcycle Industry Manufacturers – and supported by the Italian Ministry of Economic Development. Milan is an advantageous location, as the vast majority of the European manufacturing base is within a 2-3 hour drive; this ease of access and centrality are a huge determining factor in the overall success of the show.

Over half of the overall Italian motorcycle market is devoted to imports. U.S. companies able to provide high tech/high design content products can find interesting opportunities in this market.

2009 Results: The 2009 edition of the show featured exhibitors from 31 countries and attracted 450,000 visitors, 50,041 of whom were trade visitors from 127 different countries. For photos of past shows, see www.eicma.it/moto/en/photogallery.photo-gallery.htm; for videos, www.eicma.it/moto/en/videogallery.2008-inaugurazione-547.htm

EICMA 2010 will again host “The Green Planet,” a show within a show, an exhibition area dedicated entirely to hybrid and electrical vehicles.

EICMA has the support of the DOC’s staff in both the United States and Milan. U.S. Commercial Service Milan staff promotes the U.S. Pavilion before the show and counsels U.S. exhibitors on site.

By supporting this event, the DOC recognizes the capability and exhibition experience of the organizer of the U.S. Pavilion, Marazita & Associates, and the potential of this market for U.S. industry exports. Companies participating in the U.S. Pavilion are provided with an excellent venue to establish or expand overseas distribution, generate sales leads, identify licensing and joint venture partners, find new customers, meet with existing clients, introduce new products, assess the needs of the Italian and European markets, and evaluate competitors.

The DOC’s **Trade Fair Certification (TFC) Program** is a cooperative arrangement between private sector show organizers and the U.S. Government. The TFC Program seeks to broaden the base of U.S. exporters, particularly new-to-export and new-to-market companies, by introducing them to key trade fairs where they can meet their export objectives.

For additional information about attending or exhibiting at **EICMA 2010**, contact Vince Marazita, president of Marazita & Associates, at eicmausa@gmail.com, phone 818-887-9298; website www.eicmausa.com, as above, or www.themilanshow.com.

Ed Kimmel of the Commerce Department in Washington can also represent you at the show by promoting your product literature/samples in a booth in the U.S. Pavilion and thereby generating export contacts for you. The fee for this service is \$750. If interested, please contact him at Edward.Kimmel@trade.gov, phone 202-482-3640.