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RE: International Buyer Program

The International CES<sup>®</sup>, owned and produced by the Consumer Electronics Association (CEA)<sup>®</sup>, has been a longtime participant in the International Buyer Program (IBP) sponsored by the U.S. Commercial Service. Through this program, foreign Commercial Specialists have recruited and led thousands of foreign buyers, dealers and distributors to CES to meet with U.S. companies interested in exporting.

CES, the world's largest consumer technology tradeshow, attracts some 30,000 international attendees every year and the success in growing our international attendance would not be possible without the support of the Commercial Service and others that support our participation in the program. Over the years we've worked in tandem with our IBP partners to identify new trends, markets and other opportunities which not only grow our show, but have resulted in hundreds of millions of dollars of exports which spurs the U.S. economy forward.

In addition to the tens of thousands of foreign attendees that have visited CES through the program, thousands of our exhibitors have benefited from the services provided by the Commercial Service during the show. This value added benefit provides an unparalleled opportunity for exhibitors to navigate the world's marketplace in a relatively short amount of time. By participating in this program, exhibitors have increased sales, secured long-term business arrangements, increased their exporting knowledge and identified opportunities where they could grow their business.

By continuing to participate in the program, CES looks forward to growing the U.S. economy and better serving our exhibitors, member companies and international attendees.

Karen Chupka  
Senior Vice President, Conferences and Events  
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