

MADE IN AMERICA 2010

The 5th Annual Trade Fair
for U.S. Products and Services



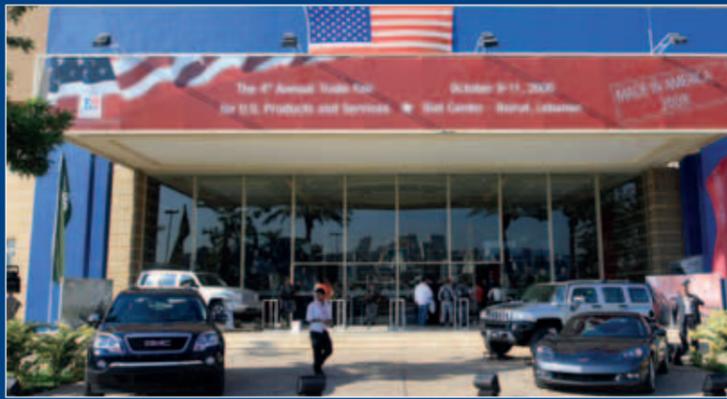
March 3-6, 2010

Biel Center - Beirut, Lebanon



Organized by





To the American Business Community:

I am pleased to invite you to participate in Made in America 2010, which will take place from March 3-6, 2010, at the Beirut International Exhibition & Leisure Center (BIEL) in Beirut. I'm confident Made in America will be an important vehicle for promoting U.S. products and services in Lebanon.

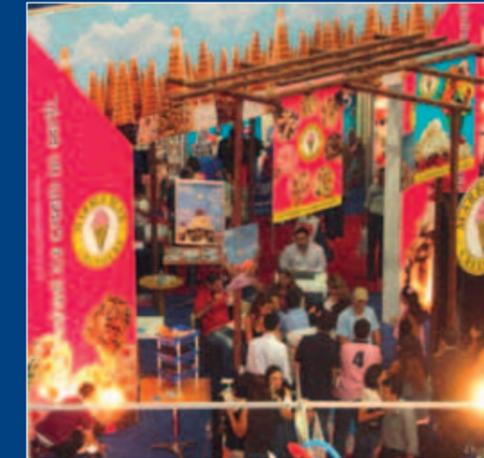
The U.S. Embassy's Commercial Service will host this event to showcase the latest American technology and assist American businesses in benefiting from expanding commercial relations between Lebanon and the United States.

The last Made in America trade fair in October 2008 was a great success, featuring the goods and services of 271 U.S. companies active in a wide variety of sectors, including information and communication technology, environmental technology, healthcare, automotive, construction, household appliances, security, transportation and energy. Business delegations from Saudi Arabia, the UAE, Kuwait, Egypt and Jordan also attended the event. Major U.S. companies participating included Microsoft, Cisco, IBM, Pfizer, Johnson & Johnson, General Electric, FedEx, Western Union, Chrysler, Coldwell Banker, Expeditors, and 3M.

I urge you to participate in Made in America 2010. I am confident that it will offer you an excellent opportunity to develop new partnerships in Lebanon and across the region. I look forward to welcoming you personally at the fair and sharing the U.S. Embassy's enthusiasm for the exciting economic opportunities available for expanding American business in Lebanon.

Sincerely,

Michele J. Sison
U.S. Ambassador to Lebanon



REGISTRATION GUIDELINES



"Made in America 2010" will be open to all companies featuring American products and services. The registration fee is USD 1,000 for 3x3 m² stand. New to market companies, which are not already present in Lebanon, will be offered their stands at a reduced fee of USD 750.

Interested companies are requested to send an e-mail to MadeInAmerica@state.gov. The e-mail should include the company's name, contact person in the U.S. (Name & Title), address in the U.S. (Street, City, State, Zip Code, Tel, Fax & E-mail), contact person in Lebanon (Name & Title), address in Lebanon (Street, City, Tel, Fax & E-mail) and a brief description of your company's activities.

After receiving your e-mails, Naaman Tayyar, Senior Commercial Specialist, and Maya Barhouche, Commercial Assistant, will follow up with you on further details. Please note that space may be limited and priority will be given to companies on a first-come, first-serve basis.

For more information about Made in America, please visit www.BuyUSA.gov/lebanon.