

U.S. PAVILION AT INFOSECURITY AND STORAGE EXPO ITALY 2005

www.infosecurity.it

February 9-11, 2005 – Milan, ITALY



ITALY: A GREAT MARKET FOR U.S. COMPANIES OFFERING INNOVATIVE ICT SECURITY AND STORAGE SOLUTIONS!

- * Italy is the world's seventh largest industrial economy.
- * The Italian market for ICT security is growing at impressive rates, and it is estimated it will reach \$1.7 billion in 2005. Demand for advanced storage solutions is also increasing constantly.
- * Italy relies heavily on technology imports and the United States is the leading source of highly innovative ICT security and storage management products and services. U.S. exporters hold more than 80% of the import market.

INFOSECURITY/STORAGE EXPO 2005: YOUR IDEAL GATEWAY TO ITALY

- * Infosecurity/Storage Expo is the #1 show in Italy, and one of the most important in Europe, completely devoted to ICT Security and Data Storage. This highly specialized exhibition, one of the Reed Exhibitions' network of security and storage events held all over the world, includes a high level conference and seminar program.
- * In 2004, Infosecurity/Storage Expo attracted over 5,000 highly qualified visitors (+35% over 2003) from all industry sectors.
- * In 2004, Infosecurity/Storage Expo featured 170 exhibitors in the areas of cryptography, anti-virus, disaster recovery, business continuity, wireless security, biometrics, hardware tokens, Network Attached Storage (NAS), Storage Area Network (SAN), Back-up/Disaster Recovery, and Storage Management.





THE U.S. PAVILION AT INFOSECURITY DOES IT ALL FOR YOU!

Your Participation Made Easy!

The U.S. Department of Commerce's Commercial Service (CS) has extensive experience in organizing U.S. Pavilions at major shows worldwide. CS Italy offers you a unique partnership: we do all the background work and promotion, **set up an individualized schedule of private one-on-one meetings with prospective business partners at Infosecurity / Storage Expo**, handle all the logistics and provide a fully furnished booth, including interpreters, lounge and communications services. All you need to do is to come to Infosecurity/Storage Expo and make yourself available to meet hundreds of potential distributors and business partners there!

Before your arrival, FCS Italy will study your products/services, investigate the local market, select potential contacts, personally speak with them, send them your product literature, follow-up, and pre-arrange appointments to be held at the fair, providing you with back-ground information on each company you will meet. This unique "matchmaking" service will help you make the connections you require to find the right Italian business partners!

For a Small Fee, You Get a Full Package of Market-Entry Services

- * A fully constructed booth with own table and chairs, counter, shelves and name sign
- * A schedule of pre-arranged one-on-one appointments with qualified business contacts
- * On-site logistical and marketing assistance of USCS staff
- * Interpretation services during the event
- * An extensive promotional campaign throughout Italy, including articles in Italian trade magazines
- * An exhibitors' lounge with refreshments

Enjoy the same success U.S. Participants had in 2004!

"Made contacts with the right customers and potential resellers due to the meticulously researched list generated by FCS staff. Their persistence, detailed work and understanding of our objectives and products resulted in a full meeting schedule during the event (and even outside the venue)!...This was the best show I participated in 10 years!" (Shabtay Levy, Managing Director, ICS Intelligent Computer Solutions Europe)

Act Now To Secure Your Foothold In The Italian Market!

To receive detailed information about participating in Infosecurity/Storage Expo Italy 2005, send an e-mail or fax this form to:

Nicoletta Postiglione, Commercial Specialist - U.S. Commercial Service, Milan, Italy

nicoletta.postiglione@mail.doc.gov

Fax +39 02 659 6561 , Tel. +39 02 626 885 22

U.S. PAVILION AT INFOSECURITY/ STORAGE EXPO ITALY 2005

YES! I'm interested in participating in the U.S. Pavilion at Infosecurity/Storage Expo Italy 2005

Company: _____

Address: _____

City/State/Zip: _____

Tel: _____

Fax: _____

E-mail: _____

Website: _____

Contact Name: _____

Title: _____

1. Your business area: Computer Hardware Software & Services Telecommunications

2. Description of products/services sold: _____