Increase Your Healthcare & Medical Equipment Sales

PARTICIPATE IN OUR HEALTHCARE TECHNOLOGIES MISSION TO TURKEY, JORDAN, & EGYPT OCTOBER 24–NOVEMBER 1, 2007

You are invited to join the U.S. Department of Commerce's Healthcare Technologies Trade Mission to Istanbul, Turkey; Amman, Jordan; and Cairo, Egypt, October 24 - November 1, 2007. These markets offer exciting opportunities for U.S. manufactures of medical equipment to launch or expand their business.

- **Unique opportunities:** The markets of Turkey, Jordan, and Egypt offer exceptional prospects for U.S. suppliers of medical products, services, and technologies.
- **Customized options:** Choose the markets where you wish to participate. First preference will be given to companies who take advantage of 2 or more stops.
- **Cost Effective:** Gain market access and results through pre-screened appointments tailored to your company's needs.
- **Market Overviews:** Access how your products fit into the local markets through commercial briefings, site visits, and discussions.
- **Valuable introductions:** Meet face-to-face with potential distributors and agents, facility administrators, and purchasing managers through group events.

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

Three Great Markets for Healthcare & Medical Equipment

- **Istanbul**—Key business center and distribution point into Turkey. The Turkish market for medical devices is the largest in the area and estimated to be worth US$850 million.
- **Amman**—Major distributors for Jordan as well as Iraq are located here. Demand for U.S. healthcare products is ever increasing, with about a quarter of medical imports coming from the U.S.
- **Cairo**—The development of private hospitals and a modernization push has increased demand for U.S. medical products and technologies.

Register at www.buyusa.gov/healthcare/me_trademission.html or complete and fax the form below to 202-482-0115. Questions? Contact Lisa Huot at lisa.huot@mail.doc.gov or at 202-482-2796.

COSTS: $3,500 for two stops, and $4,300 for all three stops for a company's first representative, plus $500 per each additional representative. Fees do not include airfare, lodging, or other travel expenses.

Return the Fax-Back Response Form to Get an Application Kit

Name: ☐ Dr. ☐ Mr. ☐ Ms. / Mrs. _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____