The U.S. Department of Commerce’s U.S. Commercial Service has granted Trade Fair Certification status to IDEM Singapore 2010, which will take place at the Suntec Singapore International Convention & Exhibition Center, April 16–18, 2010.

Through certification, the U.S. Commercial Service recognizes the capability and experience of Koelnmesse to organize a world-class pavilion for U.S. exhibitors to showcase U.S. dental products and services. The U.S. Pavilion serves as an excellent venue for U.S. companies to establish or expand overseas distribution, generate sales leads, evaluate competitors and work with U.S. Commercial Service trade specialists to identify potential buyers and partners.

“The Trade Fair Certification Program is an excellent example of the collaborative efforts of the U.S. Government and private sector trade show organizers,” said Michael Thompson, who directs the program for the U.S. Commercial Service. “Together we are working to broaden the customer base of U.S. exporters by introducing them to key trade fairs where they can meet their export objectives.”

The U.S. Commercial Service helps U.S. businesses export by working with them to establish international business relationships. The agency’s global network includes locations in more than 100 U.S. offices and in American embassies and consulates in nearly 80 countries. For more information on the U.S. Commercial Service, visit www.export.gov.

U.S. companies interested in exhibiting at this event should contact Silke Eidam, s.eidam@koelnmesseusa.com, tel. (773) 326-9929.

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