



Embassy of the United States of America

U.S. Commercial Service

31 Floor, North Tower, Beijing Kerry Center

#1 Guang Hua Road, Beijing, China 100020

Tel: (86-10) 8529-6655, Fax: (86-10) 8529-6558/9, www.buyusa.gov/china/en

March 1, 2007

Dear Prospective Exhibitor:

The Commercial Service of the U.S. Embassy in Beijing is pleased to invite you to participate in the U.S. Pavilion at the 6th China International Equipment Manufacturing Exposition (**CIEME 2007**) at the Shenyang International Exhibition Center, **September 4-8, 2007**.

CIEME is one of China's national expositions, organized by the Ministry of Commerce, the State Council's Northeast Revitalization Office, the China Council for the Promotion of International Trade (CCPIT), and the Liaoning provincial government. Shenyang's national prominence in China's industrial heartland makes it an excellent venue for U.S. machinery and equipment manufacturers to showcase their products.

The Commercial Service of the U.S. Consulate General in Shenyang organized successful U.S. Pavilions at CIEME 2005 and CIEME 2006. Fifteen U.S. companies participated in CIEME during the last two shows, covering a significant space of 891 sq. meters in 2005 and 720 sq. meters in 2006. To date, U.S. exhibitors at CIEME 2005 and CIEME 2006 have **completed export sales totaling more than \$10 million**.

China's "Revitalize the Northeast" Initiative, announced in October 2003, provides **policy and financial incentives for enterprises to invest in fixed assets**, including a *de facto* **exemption from the value-added tax** for purchasing (and importing) such assets. In July 2005, China's State Council issued Document #36 that provides additional policy and financial incentives to accelerate northeast revitalization. Such incentives have created a **uniquely favorable market** for U.S. machinery and equipment in northeast China.

For the standard exhibition rate of US\$1,500, participation in the U.S. Pavilion includes:

- Fully furnished, nine square-meter booth(s) in the U.S. Pavilion
- **A prime location** for the U.S. Pavilion
- **A U.S. Pavilion Day seminar to introduce company products**
- A reception held by a senior government official
- U.S. Commercial Service **briefing on export opportunities** in northeast China
- **Special visits to the Pavilion exhibitors** by Chinese enterprises organized by relevant agencies from the three northeast provinces
- **One-on-one briefing and on-site support** from U.S. Commercial Service representatives

We look forward to hearing from you by July 31, 2007. For more information, please visit www.zxexpo.com, or contact:

Ms. **LIU Yang**, Commercial Assistant
U.S. Consulate General Shenyang
Tel: 86-24-2322-1198 Ext. 8143
Fax: 86-24-2322-2206
Email: yang.liu@mail.doc.gov

Ms. CHEN Lida
Shenyang Zhenxing Expo Company
Tel: 86-24-6212-4050
Fax: 86-24-6212-4202
Email: cieme@vip.sina.com

Sincerely,

A handwritten signature in black ink, appearing to read 'Barry Friedman', with a long horizontal flourish extending to the right.

Barry Friedman
Minister-Counselor for Commercial Affairs