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## U.S. Department of Commerce Promotes Graphics of the Americas to International Buyers

### *Graphics of the Americas Selected to Participate in Exclusive International Buyer Program*

**Miami Beach, January 29, 2009 --The Graphics of the Americas (GOA) show reports that the U.S. Department of Commerce has selected it to participate in its 2009 International Buyer Program (IBP). The IBP promotes key U.S. trade shows to international business executives. The program brings thousands of international buyers each year to meet with U.S. companies at major U.S. trade shows. According to show management, Graphics of the Americas is among only 32 trade shows - out of a pool of approximately 7,000 US events-chosen for IBP.**

Now in its 34th year, GOA is one of the premier Exposition and Conferences for the printing and publishing industry, drawing strong attendance from throughout the U.S. and internationally, particularly from the Caribbean and Latin America. GOA has traditionally attracted strong Latin American buyer and international supplier attendance. In fact, according to GOA, with 40 percent of visitors coming from Mexico, South and Central America, and the Caribbean; increasing numbers of graphic arts professionals consider Graphics of the Americas to be the largest annual Latin American printing show.

"We're pleased to meet the criteria for participation in the International Buyer Program as it allows us to extend unique support and benefits for our international attendees and exhibitors. IBP facilitates the process by which international attendees can connect with their local U.S. Commercial Service office, allowing them to make arrangements that maximize their participation at the show," says George Ryan, GOA president.

Show attendees can receive IBP support and services both before and during GOA by visiting the International Business Center (IBC) at booth #2278. GOA 2009 is being held February 26-28 at the Miami Beach Convention Center.

Selection for participation in the IBP program means that Graphics of the Americas:

- Is recognized as one of the leading trade shows in the U.S. and thus, the world.

- Is identified by the U.S. Government as one of the leading venues for U.S technology, products, and services.
- Is promoted worldwide through IBP's network of more than 150 overseas offices in 85 countries, plus 105 offices throughout the U.S.
- Can share, with exhibitors, a variety of educational and practical assistance in finding, qualifying, and conducting business with overseas firms that have established credentials.

Among specific benefits and support provided under the GOA International Buyer Program are:

- **International Business Center (Booth #2278)** - The U.S. Department of Commerce will maintain a comprehensive International Business Center during GOA 2009. There, U.S. Department of Commerce trade specialists will assist with translation services, company matching services, private meeting rooms, telephones, fax, and lounge area.
- **Housing** - GOA has set aside blocks of hotel rooms specifically for international attendees. Visit [www.GOA2009.com](http://www.GOA2009.com) for information regarding rooms and availability.
- **Export Interest Directory** - Interested exhibitors can be listed within an export interest directory, which will detail products/services, location of export interest, and all relevant contact information. The directory will be made available to all attendees and exhibitors.
- **Worldwide Promotional Campaign** - To attract the largest possible buying audience, GOA 2009 has embarked on a worldwide, multi-language promotional campaign involving direct mail and industry advertising, incentive programs, public relations, trade journal advertising, and interactive media. GOA will work with its in-country partners to promote the event.

For more information about the IBP, contact Helen Simpson-Davis at the U.S. Dept. of Commerce, at 202/482-1882 or via email [Helen.Simpson-Davis@mail.doc.gov](mailto:Helen.Simpson-Davis@mail.doc.gov). Specific inquiries on Graphics of the Americas at the IBP website can be found at: <http://www.buyusa.gov/florida/goa2009.html>

### **About Graphics of the Americas (GOA)**

*Now in its 34th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. Taking place each year in Miami Beach, Fla., GOA is the print industry's second largest, annual combined exposition and education event in the U.S. With worldwide attendance and exhibitors, GOA is one of the only conferences that attract print providers, suppliers and creative professionals. For 2009, GOA will be held Feb. 26 - 28, and will be a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. For more information call 1-800-331-0461 or visit [www.GOA2009.com](http://www.GOA2009.com). Outside the U.S. and Canada, dial +1-407-240-8009.*

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