



Dear Potential U.S. Exhibitor:

Exhibiting at a leading edge industry trade show abroad can result in tremendous export opportunities for U.S. companies. However, researching the options on which countries to target and deciding which shows offer the best marketing venue can be difficult.

Trade Show Opportunities - Made Easy

The U.S. Department of Commerce encourages you to exhibit at the **World Future Energy Summit**, certified under the U.S. DOC Trade Fair Certification Program. The exhibition will be held from *January 16-19, 2012* at the *Abu Dhabi National Convention Center*, in *Abu Dhabi, United Arab Emirates*. **WFES** is hosted by **Masdar**, under the patronage of HH General Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. The **World Future Energy Summit** has evolved as the world's foremost and must-attend annual meeting for the renewable energy and environment industry. In 2011, WFES had over 600 exhibitors who attracted 26,391 attendees from 112 countries including world leaders, international policy makers, industry leaders, investors, experts, academia, intellectuals and journalists to find practical and sustainable solutions for today's energy security and climate change challenges.

In certifying **WFES**, the Commerce Department recognizes the capability and exhibition experience of the organizer of the U.S. Pavilion, Reed Exhibitions, Inc., and the potential this show offers in the Persian Gulf green energy markets. Exhibiting at a certified fair can free you of many exhibition concerns and provide you with excellent on-site support. The U.S. & Foreign Commercial Service staff in Abu Dhabi will be available at WFES 2012 to assist U.S. exhibitors and to generate leads and facilitate contacts between U.S. exhibitors and trade visitors.

Sales Growth Forecast

The UAE is now using nuclear energy for its domestic energy needs, and continues to explore renewable and other alternative energy options. The UAE's stated goal requires that the country obtain 7% of its power generation through alternative sources by year 2020, indicating investments of several billion dollars into green energy. To meet this goal, the UAE will need the assistance of US companies that can present cutting-edge technologies and sustainable systems and for technical consultants in all energy sectors. The World Future Energy Summit is focused on advanced and renewable energy, representing solar, wind, bio-fuels, geothermal technologies and energy efficiency solutions for green buildings and clean transport, and air, water and waste management technologies and solutions. WFES promotes innovation and investment opportunities surrounding the renewable energy and environmental industry sectors. It represents an unrivalled business platform bringing together project owners and solution providers with investors and buyers from both the public and private sectors.

Learn More

For additional information about exhibiting at WFES 2012, contact Wayne Kakos of Reed Exhibitions at telephone: 203-840-5875 or email: Wkakos@reedexpo.com. Country specific information can be found at http://www.buyusainfo.net/docs/x_216958.pdf. Additional information is available from the U.S. Commercial Service website: <http://www.buyusa.gov/uae/en/>

Sincerely,

Michael Thompson
Program Manager
Trade Fair Certification

