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FOR IMMEDIATE RELEASE

COMMERCE DEPARTMENT TO HELP SHOWCASE U.S. COMPANIES AT

electronica 2008--the 23rd International Trade Fair for Components, Systems and Applications in electronics, to be held at the New Munich Trade Fair Centre, Munich Germany, November 11-14, 2008

WASHINGTON, D.C. March 25, 2008

U.S. companies providing services and products in the areas of electronics, specifically, components, systems and applications, can forge into new business at electronica 2008.

Even more than the “average” trade show, electronica promises new technologies and future concepts covering an amazing breadth of applications, from vehicle electronics to aerospace. electronica presents the industry’s latest developments and provides visitors with an excellent overview of new products and system solutions for the following industry segments: Semiconductors; Embedded Systems; Displays; Micronano-systems; Sensor technology; Test and measurement; Electronic Design (ED/EDA); Passive components; Electromechanics/System peripherals; Power supplies; PCBs, other circuit carriers and EMS; Assemblies and subsystems; Automotive; Wireless; Information gathering and services.

The show was launched in 1964 and is today the world’s leading trade show for components, systems and applications in the electronics industry. In 2008, electronica will lay a special focus on the growth markets automotive and wireless and present trend-setting innovations in these fields. Executive Round Tables on the topics of semiconductors and displays with the leading personalities in the industry offer the unique opportunity to see Board Members of leading global companies live in podium discussions.

electronica is held every two years in Munich, one of the leading trade-fair venues and business locations in the world. Munich International Trade Fairs organizes this event as part of its electronics trade fair network, which includes the leading global trade fairs,

electronica and Productronica, held in Munich, as well as leading regional trade fairs in Brazil, Hong Kong, China, and India.

The U.S. Department of Commerce is pleased to announce that it has granted electronica 2008, Trade Fair Certification status, establishing a U.S. Pavilion that welcomes U.S. firms of all sizes. Trade Fair Certification assures that U.S. exhibitors at electronica will have U.S. Commercial Service support in both the U.S. and in Germany. Companies exhibiting in the U.S. Pavilion have an excellent venue to establish or expand overseas distribution, generate sales leads, evaluate competitors, and work with Commerce trade experts to find the right buyers and partners. By certifying this event, the DOC recognizes the capability and experience of Munich International Trade Fairs, the show's organizer, to organize a top-notch U.S. Pavilion, as well as the potential of the market for U.S. trade.

The Trade Fair Certification Program is a cooperative arrangement between private sector trade show organizers and the U.S. Government. The program seeks to broaden the base of U.S. exporters, particularly new-to-export and new-to-market companies, by introducing them to key trade fairs where they can meet their export objectives.

The U.S. Commercial Service helps U.S. businesses, particularly small and mid-sized companies establish international business relationships. The agency's global network includes 107 U.S. and over 140 foreign offices. For more information on the U.S. Commercial Service, please check our Website: www.usatrade.gov.

For additional information about exhibiting or attending Electronica 2008, contact:

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On the Web, information can be found at:
www.munich-tradefairs.com

More information about electronica at:
www.electronica.de/en