Ref No: MEAF 001/170110/09W

Attn: SBF Members

SINGAPORE BUSINESS FEDERATION
Apex Business Chamber

10 Hoe Chiang Road
#22-01 Keppel Towers
Singapore 089315
Tel: 6827 6828/ 877
Email: participate@sbf.org.sg

Pls visit www.sbf.org.sg for SBF's latest activities and registration forms.

REGISTRATION FOR PARTICIPATION

24th INTERNATIONAL AUTUMN TRADE FAIR 2010

17 - 19 January 2010

International Autumn Trade Fair (IATF) is one of the dedicated consumer goods exhibition in the whole of the region and this elevates its stature to a class of its own. IATF is a pioneer show in the consumer goods arena and has been in existence for the last 23 years. Over the years it has built a formidable reputation as a show which connects the regional market to global consumer goods players of all hues and categories from low to mid to high range.

The Singapore Business Federation (SBF) is organizing a Singapore Pavilion at the 24th International Autumn Trade Fair held in Dubai, UAE from **17 – 19 Jan 2010** and we would like to extend our invitation to you to showcase your products and services in one of the most prominent events in the region.

The success of IATF was amply reflected in 2008 edition which has a participation of 793 exhibitors from across the world. It is estimated that the fair attracted some 12000 visitors and presented the exhibitor an excellent single-window view to the regional market. IATF 2010 offers a great opportunity for global consumer goods players to expand their foot print in the Middle East & North Africa (MENA) market.

If your business has been looking for a viable test-bed to gain greater access and success in the MENA region, this exhibition is the perfect platform for you to break new grounds for your products and services, as well as gain first-hand on-site understanding of the business dynamics and opportunities in the region.

Product Categories

The product categories that are showcased in the exhibition include a huge variety – **Foodstuffs, Electronics, Household Appliances, Plastic Household Products, Toys, Stationery, Electrical Items, Handicrafts, Carpets, Garments to Textiles, House Ware, Kitchen Ware, Sanitary Ware, Novelties, Machinery, Machine tools, Hardware Accessories and many more.**

Who Should participate?

For Singapore businesses looking:

- For global networking/business matching opportunities with potential clients and suppliers
- To market and grow your business internationally, especially into MENA region
- To tap into the opportunities in the MENA region
- To launch or introduce new products or services into the MENA region

New Subsidies Covers up to 60% of air ticket and accommodation!

Details subject to change and confirmation with the organisers. We would require businesses that are keen to participate in the 24th International Autumn Trade Fair 2010 to **INDICATE YOUR PARTICIPATION TO US BY 1 Nov 2009**.

For more information, please call George or Zann at 6827 6842/836.

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REGISTRATION OF PARTICIPATION - Attn: George / Zann (Closing Date: 1 Nov 09)
Fax: 6720 2873

Name (Mr/Ms): _____Designation: _____

Tel: _____ Fax: _____Email:_____

Company: _____

SBF Mbrship No: _____ Address: _____

_____

Please indicate the business sector you are from.

_____

For Official Use (MY):

Serial No: