

# **U.S. CATALOG SHOW**

**Sponsored by the U.S. Department of Commerce  
Commercial Service Italy**

**at the**

## **GOLF EXPO 2005**

**April 7-9, 2005 – Milan, ITALY**

### **ITALY: BEST EMERGING GOLF DESTINATION FOR THE YEAR 2004**

The past few years have seen a tremendous growth in the popularity of golf all over Italy. In only the last ten years, both the number of golfers in Italy and the number of courses have more than doubled. American golf products and accessories enjoy a reputation for excellent quality, and major U.S. brands enjoy strong countrywide recognition!

- Italy is the world's seventh largest industrial economy
- More than 72,000 people are members of Italian Golf Clubs and this number is growing.
- There are 313 golf clubs, 15 new clubs are about to open and there are many projects in Italy for developing tourism associated with golf.
- The Italian market for golf products, equipment and apparel is estimated at \$72.3 million.
- The United States is the leading source of golf products and equipment. U.S. exporters currently hold more than 80% of the market.

### **SOME REASONS FOR NOT MISSING OUT**

- **"GOLF EXPO 2005"** is in its second edition and is considered the leading Italian event specialized in golf equipment and accessories.
- The 2004 edition featured over **90** exhibitors and more than **12.000** visitors.
- The **U.S. Commercial Service** in Milan will organize a **Product Literature Center** that represents a unique and cost-effective vehicle for American companies to gain visibility and a presence in the growing Italian market. This show will provide exposure for U.S. products to thousands of potential buyers, distributors, and other interested parties throughout Italy.

### **GOLF EXPO 2005: AN EXCITING PROMOTIONAL OPPORTUNITY**

- This exhibit of catalogs provides an affordable and effective way to gauge the market for your products!
- We will showcase your product literature in our centrally-located, high profile U.S. Commercial Service booth at the Show.
- We will market your products to thousands of Italian and international buyers, during the show. We'll be on-site to gather all information on visitors interested in your company.

- At the show's conclusion we'll provide you with company profiles on all parties interested in your product, plus assistance with following up with these contacts.
- We'll send you full information on the event, including market trends, information on total visitorship and a look forward at the next year's event.

**THE COST OF THIS CATALOG PARTICIPATION IS ONLY \$500.00!!**  
**(Information about full booth participation available upon request)**

**ACT NOW TO SECURE YOUR PLACE IN THE CATALOG SHOW  
 IN THE U.S. PAVILION AT GOLF EXPO 2005!  
 DEADLINE FOR REGISTRATION IS JANUARY 2005!!**

**To receive detailed information about participating in GOLF EXPO 2005,  
 send an e-mail or fax this form to:**

**Valentina Massari, Commercial Assistant**  
**U.S. Commercial Service**  
**Milan, Italy**  
**E-mail: [valentina.massari@mail.doc.gov](mailto:valentina.massari@mail.doc.gov)**  
**Tel. +39 02 626 88 507 Fax: +39 02 659 6561**

**Amanda Ayvaz, Export Promotion**  
**U.S. Department of Commerce**  
**OR Washington, D.C. USA**  
**E-mail: [amanda.ayvaz@mail.doc.gov](mailto:amanda.ayvaz@mail.doc.gov)**  
**Tel.: 202 482 0338 Fax: 202 482 3981**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Your business area:  Manufacturing  Services

Other (please specify): \_\_\_\_\_

Description of products/services sold: \_\_\_\_\_

Are you interested in:  Finding a distributor  Exploring the Market  Arranging a joint venture

Other (please specify) \_\_\_\_\_