

# TRADE MISSION BRIEFING ON ITALY

*Guest Speaker:*  
**Mr. Brian McCleary, Senior Advisor for Trade Promotion**  
**U.S. Department of Commerce**

**Thursday, January 27, 2005**

**10:00-11:00 a.m. Briefing**  
**at BizTech**  
**515 Sparkman Drive, Huntsville**

The Mobile Area Chamber of Commerce will partner with its regional partners to lead a trade mission to Rome and Milan, September 10-17, 2005. Italy's dynamic market offers Alabama companies exceptional opportunities for products and services. Matchmaking and industry-specific appointments will be arranged based on company objectives along with country briefings and networking events in each city.

## Alabama and U.S. Exports to Italy

Italy ranks as Alabama 15<sup>th</sup> largest trading partner. In 2003, Alabama exported over \$111 million of goods and services to Italy. The United States and Italy already have strong commercial ties on which to expand commercial relations. The United States remains the top non-European investor in Italy, with more than \$19.5 billion invested as of the end of 2003. Total U.S. exports to Italy totaled over \$10 billion in 2003.

The potential for expanded American exports to Italy is significant. Among the areas ready for growth are: infrastructure development, information & communications technology, and services.

## Best Prospects for U.S. Goods & Service Exports to Italy include, but are not limited to:

- Computer services
- Computer software
- Safety and security equipment
- Computers and peripherals
- Telecommunication services
- Travel & tourism
- Franchising
- Medical equipment
- Pollution control equipment & services
- Insurance services
- Airport & ground support equipment
- Automotive parts & service equipment
- Pet products & accessories
- Pleasure boats & accessories
- Management consulting services

## ITALY TRADE MISSION BRIEFING REGISTRATION FORM – 1/27/05 – HUNTSVILLE

*There is no charge to attend; however, registration is requested.*

Yes, I will attend.       I cannot attend but would like more information on the trade mission to Italy.

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

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

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Fax back to 256.532.3704, contact NAITA at 256.532.3505 or email [naita@naita.org](mailto:naita@naita.org).**