



**EMBASSY OF FRANCE IN THE UNITED STATES  
ECONOMIC DEPARTMENT  
THE COMMERCIAL COUNSELOR**

Atlanta, April 25 2007

**A GREAT B2B OPPORTUNITY: GO GLOBAL WITH MADINTECH-NOVATECH**

The French Trade Commission in Atlanta and the Chamber of Commerce of Martinique are pleased to present the **Madintech-Novatech Summit** which is to be held at the Madiana Convention Center **in Fort-de-France, Martinique, and June 19-21, 2007. Madintech-Novatech** is a unique IT trade exhibition supported by public and private agencies in Europe and in the Caribbeans. **This exhibition is bringing together European companies from Italy, UK, France, Belgium, Bulgaria, Latvia, Poland, UK, Slovakia, Czech Republic. As well as American, South-American and Caribbean companies.**

**MADINTECH** is a trade exhibition that will be held over a two-day period and will consist in an exhibition open to all participants, and topical conferences (June 19-20).

**NOVATECH** is a one-on-one prescheduled meeting session which will be held during one day as an extension of the above (June 21).

**Main fields of interest:**

- E-learning
- E-commerce: On-line sale, means of payment, logistic
- E-administration
- E-health
- E- Prevention and risks management
- E-tourism
- Suppliers of TIC equipments and services, mobile technology, high speed connection, telecommunication

**Companies profile:**

**Small and medium-size firms**

**Commercial policy:**

- Fees: 100 € = \$US 130
- Technical presentation: 350 € = \$US 455
- Booth: 900 € = \$US 1200

**For each participating company, the CCI Martinique shall cover:**

- 2 hotel nights
- lunches and dinners
- airport transport; bus transfers to and from the hotel and the venue
- interpreting fees

Martinique makes the perfect place for this B2B meeting where IT companies from Europe, the Caribbean and the South-East of the USA and South America will have a unique opportunity to meet through pre-scheduled business meetings, and eventually concluding in a partnership.

**For more information, please visit**

[www.madintech.eu](http://www.madintech.eu)

**Space is limited: For further information, please contact the French Trade Commission at**  
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