



# COMMERCIAL SERVICE News

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U.S. Department of Commerce | International Trade Administration | **U.S. Commercial Service**

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FOR IMMEDIATE RELEASE

COMMERCE DEPARTMENT TO HELP SHOWCASE U.S. COMPANIES at the Third Latin American Regional Congress, September 28 – October 1, 2010

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U.S. companies operating in the road building industry should take this excellent opportunity to participate in the Third Latin American Regional Congress (LARC) to be held in Bogota, Colombia, September 28 - October 1, 2010. In collaboration with the Inter - American Development Bank, this Congress is expected to bring over 500 attendees from ministries and government agencies, multilateral and regional development banks, and private sector companies. Participation in this event will provide direct access to road industry decision makers thus helping companies meet potential customers while showcasing their products, services and solutions.

The U.S. Department of Commerce is pleased to announce that they granted Trade Fair Certification status to this event, establishing a U.S. pavilion that welcomes U.S. firms of all sizes. Trade Fair certification assures that U.S. exhibitors at this event will have the U.S. Commercial Service support in the U.S. and Latin American countries. By certifying this event, the DOC recognizes the capability and experience of International Road Federation to organize a high quality U.S. pavilion for U.S. exhibitors to explore the market potential.

The U. S. Commercial Service helps U.S. businesses, particularly small and medium size companies establish international business relationships. The agency's global network includes 107 U.S. and over 125 foreign offices. For more information on U.S. Commercial Service, please check our Website [www.trade.gov](http://www.trade.gov). For more information U.S. Commercial services at the event, please contact [Margaret.Hanson-Muse@mail.doc.gov](mailto:Margaret.Hanson-Muse@mail.doc.gov). And, to participate in the show, please contact Kathy Mejasich at [kmejasich@irfnews.org](mailto:kmejasich@irfnews.org) or by phone at 703-535-1001.