

## EXPO Jamaica 2010

The organizers of the Caribbean's Premier trade show, EXPO Jamaica 2010 scheduled for June 17-20 at the National Arena, are noting continued high interest in this year's renewal of the biennial trade show

Both first-time and repeat exhibitors are upbeat about the prospect of showcasing their goods and services to the general public, as well as local and overseas buyers expected for EXPO Jamaica 2010.

The organizers are similarly confident that the Exposition will surpass the successes of the previous show in 2008. Jamaica Trade and Invest is partnering with the organizers to coordinate the Buyer Recruitment Programme and has to date confirmed over 40 local and international buyers.

The exhibitors' workshop which was themed, 'Maximizing Your Trade Show Participation', saw presentations from the EXPO Jamaica team on such issues as preparing for the exposition, utilization of booth design and lay-out to enhance impact and maximizing your buyer experience. So far, the number of exhibitors wishing to participate in EXPO Jamaica 2010 has exceeded the 200, which are already registered. There are another 30 exhibitors who would like to participate, but cannot be facilitated, owing to the space constraints at the National Arena.

EXPO Jamaica 2010 will feature products ranging from Art and Craft, to Business, Chemical, Fashion, Information and Communication Technology, Minerals and Metals, Packaging and Labelling and Textile and Apparel. A special feature of the Expo will be the one-on-one-interaction with suppliers of Brand Jamaica and the quality goods and services. It creates a business networking opportunity between international buyers and Jamaican exhibitors, and showcases new product innovations, with chances of new joint partnership ventures.

There will be an official opening and buyers reception on June 17, starting at 5pm but the event will be open to the public from June 18 from 5pm to 9pm, and June 19 and 20 from 11am to 9pm.