



UNITED STATES DEPARTMENT OF COMMERCE
International Trade Administration
Washington, D.C. 20230

January 14, 2015

Mr. Bjorn Bieneck
President & CEO
B-FOR International/Brand USA Pavilion
520 William Street, Suite 6
Fredericksburg, VA 22401-5819

Dear Mr. Bieneck:

The U.S. Department of Commerce is pleased to grant Trade Fair Certification to **Messe Berlin North America/B-FOR International/Brand USA Pavilion**, to organize the official United States Exhibitor Pavilion at the **ITB Asia 2015** trade show to be held in Singapore, October 21-23, 2015.

Through Certification, the International Trade Administration of the Department of Commerce recognizes your professional capability to organize a United States Pavilion and endorses **ITB Asia 2015** as an excellent opportunity to showcase U.S. products and services. Your Project Officer, **Helen Simpson-Davis**, will coordinate Commerce Department support for the event and will provide outreach and promotional efforts to help expand U.S. exhibitor participation. An EXCEL spreadsheet of U.S. exhibitors is due 30 days prior to the event for pre-show distribution and end-user contact. **All goods displayed in the U.S. pavilion or under Trade Fair Certification auspices by U.S. firms or their local representatives must be marketed under an American brand name and must have at least 51% U.S. content.**

Your payment signifies your agreement to comply with the procedures and requirements of the Trade Fair Certification Program as published in the *Federal Register* notice of April 30, 1993. The non-refundable fee will be used to provide you with promotional support and on-site assistance specifically related to this certified event. As per the guidelines of the Trade Fair Certification Program, **applications will be accepted less than nine months in advance with the understanding that TFC promotional services may not be optimally effective for a shorter period.** Please sign and return the original forms in order to complete the application process.

Our decision to endorse **ITB Asia 2015** is based on **Messe Berlin North America/B-FOR International/Brand USA Pavilion** previous success in providing opportunities for U.S. exhibitors to explore world markets. We wish you success in increasing participation in this event by U.S. exhibitors.

Sincerely,

Michael Thompson
Director
Trade Fair Certification Program

