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# EXHIBITIONS DAY

[www.exhibitionsday.org](http://www.exhibitionsday.org)

## International Buyers Program Background

The IBP is a joint government-industry effort that brings thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms exhibiting at major industry trade shows. Every year, the IBP results in approximately a billion dollars in new business for U.S. companies, and increased international attendance for participating U.S. trade show organizers. Whether you are a show organizer, U.S. exhibitor, or international buyer, the USDOC can help you grow your business.

### IBP Track Record of Success

In fiscal year 2013, the International Buyer Program (IBP) recruited over 11,500 prospective buyers from 105 international markets to come to participating U.S. trade events to meet U.S. exporters. Four out of five show organizers in FY2013 were “highly satisfied” with the International Buyer Program and 80 percent of International Buyer Program applicants for 2014 trade events were repeat customers. The comparative advantage of the IBP versus other B2B matchmaking service offerings is it enables U.S. companies to meet a breadth of prospective buyers from around the world all in one domestic venue. Given this, there is significant demand from U.S. trade show organizers to participate in the IBP. Between 2010 and 2012, the percentage of repeat IBP applicants exceeded 60 percent, indicating strong customer satisfaction among our trade show organizer clients.

### Trade Show Organizers

Benefits of participating in the International Buyer Program (IBP) include:

- Worldwide promotion of your trade show executed through a global network of trade professionals in more than 75 countries and across the United States.
- Recruitment of qualified international buyers, representatives, and distributors to your show.
- Dedicated pre-show and at-show support from a project officer to optimize global show promotion, recruitment, logistics, and on-site IBP activities.

### Exhibitors

Your chances of finding the right international business partner greatly increases when you exhibit at a trade show that's part of the IBP. You'll not only meet more pre-screened buyers, representatives and distributors, but your products and services can be listed in the Export Interest Directory and distributed to all international visitors.

Additional benefits include:

- Access to hundreds of current international trade leads in your industry.
- Hands-on export counseling, market analysis, and matchmaking services by country and industry experts.
- Use of an on-site International Business Center, where your company can meet privately with prospective international buyers, prospective sales representatives, and business partners and obtain assistance from our experienced staff.

Visit [www.export.gov](http://www.export.gov) for more information.