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**For Immediate Release**

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## **New Hampshire Trade Mission to France & Italy Planned**

CONCORD—The New Hampshire International Trade Resource Center (ITRC) has sounded the call for companies interested taking part in a business and tourism trade mission to France and Italy planned for October 18-26, 2008.

“This is an excellent time for local companies to begin thinking about taking part in this mission, especially considering the fact that the U.S. exported over \$41 billion in products to France and Italy in the past year alone,” said ITRC Director Dawn Wivell. “Italy and France are currently New Hampshire’s 9<sup>th</sup> and 10<sup>th</sup> export destinations and U.S. services are in extremely high demand in both countries.”

The ITRC will work with its partners, the U.S. Commercial Service in Paris and Milan, to identify and arrange one-on-one customized appointments with potential partners for participating companies. These appointments will be based on each company’s export objectives as well as pre-set criteria established for partners. In addition, companies will be invited to participate in several networking functions including U.S. Embassy-hosted receptions, country briefings and networking luncheons.

The New Hampshire Division of Travel & Tourism Development and its partner, Discover New England, will assist New Hampshire tourism companies in promoting their destinations and programs to the French market.

“The beauty of a mission like this is that our staff takes care of the legwork so that companies can concentrate on what they do best – establishing new relationships with potential partners and

clients,” Wivell said. “We coordinate all of the logistics and perform the market research so that companies are well prepared to take advantage of business development opportunities before they even leave the U.S.”

Top targeted industries for this trade mission include aerospace and avionics, aircraft and parts, airport and ground support equipment, automotive parts and services, computer services, computer software, cosmetics, direct marketing and E-Commerce, education services, franchising, laboratory scientific instruments, management consulting services, medical equipment, pet products, plastics, pleasure boats and accessories, safety and security equipment, telecommunications services and equipment, textile, travel and tourism, water resources equipment and services and many more.

To learn more about costs and registration, please contact ITRC Deputy Director Kathryn Lee at (603) 334-6074. The deadline for payment and registration is set for August 22, 2008.

*A facility and bureau of the Department of Resources and Economic Development's Division of Economic Development, The New Hampshire International Trade Resource Center is located at 17 New Hampshire Avenue, Portsmouth, NH 03801-2838. Telephone: 603-334-6074. [www.exportnh.com](http://www.exportnh.com).*