



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

Department of Commerce Contact: Michael Thompson, 202-482-0671, Michael.Thompson@trade.gov.

U.S. Commercial Service to Support U.S. Companies at the U.S. Pavilion at the Australian Automotive Aftermarket Expo, Melbourne Exhibition Centre May 12 – 14, 2011.

Washington, D.C. – June 30, 2010 – The U.S. Department of Commerce's U.S. Commercial Service is pleased to announce it has granted **Trade Fair Certification** status to **Facet International Marketing** to organize the U.S. Pavilion at **the Australian Automotive Aftermarket Expo, Melbourne Exhibition Centre, May 12 – 14, 2011**. Founded in 1988, Facet is a Michigan company with 60% of its business directed towards the export of trade show marketing services. The company designs, builds and manages light weight sustainable booths as well as large scale international pavilions in such diverse markets as food, aerospace, medical, mining, automotive, machine tools and energy. For further information visit: www.facetcompany.com.

The U.S. Pavilion serves as an excellent venue for U.S. companies to establish or expand overseas distribution, generate sales leads, evaluate competitors, and work with U.S. Commercial Service trade specialists to identify potential buyers and partners. Additional information can be found at: www.aftermarketexpo.com.au/. U.S. Commercial Service staff from the U.S. Consulate in Melbourne will be available during the event to assist U.S. firms with their export needs, and to facilitate contacts between U.S. exhibitors and business visitors. U.S. companies interested in exhibiting at this event should contact **Christine Ellis**, e-mail: CEllis@facetcompany.com Tel: 734- 453-3500. The U.S. Commercial Service industry specialist in Australia is **Duncan Archibald**, Duncan.archibald@mail.doc.gov, Tel: 61-2-9373-9212.

The Trade Fair Certification Program is a cooperative arrangement between private sector trade show organizers and the U.S. Government. The program seeks to broaden the base of U.S. exporters by introducing them to key trade fairs where they can meet their export objectives. The U.S. Commercial Service assists U.S. businesses to export by helping them establish international business relationships. The agency's global network includes locations in more than 100 U.S. offices and in American embassies and consulates in nearly 80 countries. For more information on the U.S. Commercial Service, visit www.export.gov.

Market Potential

Australia has the third highest vehicle ownership rate in the world with over 600 vehicles per 1,000 people. Growth in Australia's aftermarket has averaged above 5% over the past ten years. The aftermarket for replacement parts and accessories is a significant element of Australian component producers' total sales. This part of the market is estimated to be worth approximately \$5 billion for replacement parts and \$6 billion for accessories and is split fairly evenly between local producers and imports. According to the World Trade Atlas 2007, the United States is the leading supplier, accounting for 24% of imports or \$494 million, while Japan comes second with 20%.

The U.S.-Australia Free Trade Agreement (FTA) has eliminated tariffs across most U.S. automotive imports. This fact coupled with the larger size of the U.S. industry has contributed to a 10.4% increase in U.S. exports to Australia since its inception. Given its strategic geographical position in the Pacific Rim, Australia offers future growth potential as a gateway to the emerging Asian markets.

The Australia Country Commercial Guide can found at: www.buyusainfo.net/docs/x_7466661.pdf.