



2312 South Andrews Avenue Fort Lauderdale, Florida 33316
Phone: 954-524-2733 Fax: 954-524-0633 www.miasf.org

Boating, the lifestyle of South Florida!

For Immediate Release, 19 October 2009

Contact

Gordon Connell, 954-524-2733

MIASF Leads Inbound Buying Trade Mission at Fort Lauderdale Int'l Boat Show

12 October 2009, Fort Lauderdale, Florida: Seventy-five representatives from 38 companies and eight countries will be participating in an Inbound Buying Trade Mission coming to the 50th Anniversary Fort Lauderdale International Boat Show scheduled for October 29 - November 2, 2009. The Trade Mission, organized and recruited by the Marine Industries Association of South Florida (MIASF) in conjunction with the U.S. Department of Commerce and Enterprise Florida, focuses on international companies in the recreational marine industry seeking to acquire the products and services of MIASF members and exhibitors at the world's largest boat show.

The eight countries participating in the Trade Mission are Brazil, Italy, Mexico, Panama, The People's Republic of China, Sweden, Taiwan, and Ukraine. As part of the Mission, there will be networking opportunities for mission delegates with leading industry and government officials, tours of the Boat Show, an International Business Center to facilitate appointments with potential business partners, and international business specialists available to offer logistical support and information to promote international trade.

"We believe this Inbound Buying Trade Mission will provide excellent opportunities for Trade Mission participants with members of MIASF and our Fort Lauderdale International Boat Show exhibitors," said Gordon Connell, MIASF Director of Association Services. "The strong response is clearly a result of the Boat Show's reputation as the world's pre-eminent annual boat show and marine marketplace. We are anticipating reports of sales, new business partnerships, joint ventures, and a greater understanding of international trade opportunities."

MIASF Members will be provided with a list of products sought by the Inbound Buying Trade Mission prior to the FLIBS and are invited to attend a Welcoming Cocktail Reception for the participants.

The MIASF is a not-for-profit trade organization created in 1961 to promote and protect the sound growth of the marine industry in South Florida for the benefit and education of its members, the community and the environment. The Association has 800 members in Broward, Miami-Dade, and Palm Beach Counties and is the owner of the Fort Lauderdale International Boat Show.