



October 10, 2009

Cámara de Industrias del Uruguay

Dear Fellow Association:

In 2009, the Trade & Investment Convention will celebrate its Tenth Anniversary and, if TIC 2008 is anything to go by, it's bound to be the biggest business event of the year!

The tenth annual Trade and Investment Convention (TIC) will take place from **24th – 27th June, 2009** at the Centre of Excellence Macoya, Trinidad. Hosted by the Trinidad and Tobago Manufacturers' Association (TTMA), and is sponsored by the Telecommunications Services of Trinidad & Tobago (TSTT), Ministry of Trade & Industry (MTI), and First Citizens. TIC will bring together manufacturers, service providers, buyers and distributors, financial institutions and investors, and regulatory agencies responsible for trade.

TIC 2008, held from April 30-May 3, 2008, was a resounding success, setting new records for the number of exhibitors and buyers, and generating more positive feedback from attendees and higher levels of reporting from the news media than ever before. Some 260 exhibitors showcased goods and services on the multi-sectoral tradeshow floor, up from 237 at TIC 2007. Approximately 61% of TIC 2008 exhibitors were local, and 39% were overseas exhibitors from 21 countries.

TIC 2008's special drive to increase the number of foreign buyers attending the convention met with significant success: The number of overseas buyers and distributors increased by 177%, to 256 (up from 144 in 2007), and buyers arrived from 35 countries, more than ever before.

TIC's post-Convention Exhibitor Survey indicates a high level of satisfaction with the Convention management, infrastructure and marketing, and particularly, with the quality of buyer attendance. Most importantly, exhibitors recorded high levels of business transacted at the Convention, with two companies confirming TIC sales of US\$300,000 each, and another closing a TT\$250,000 sale on the floor. The majority of survey respondents said 100% of the sales leads generated at TIC were new prospects, and 80% of respondents say they will exhibit in 2009!

All participants in TIC 2009 will benefit from our intensive Marketing and Public Relations campaign, and are entitled to special low hotel and airfare rates. As always, we would appreciate your kind assistance in publicising the Trade and Investment Convention within your country and among your membership.

Please do not hesitate to contact Mrs. Sonja Jardine-Nanton, TIC 2009 Marketing Manager at 1-868-675-8862 or 675-0095/96/97 ext. 239 or via e-mail at promotions@ttma.com for further information, she also be contacting your offices to arrange for further discussions at your earliest convenience.

As another initiative under our Marketing Drive, we are striving to increase the number of foreign buyers attending the convention and if your organisation is willing to host an inward trade Mission at this time, Mrs. Jardine-Nanton can work with you to ensure that are targets and needs are met, please contact her for further information.

We look forward to your participation and for hearing from you at TIC 2009.

Yours sincerely,

Natasha Mustapha
Chief Executive Officer