



Trade Shows

Attending a trade show to exhibit your product or service can be the best way to meet potential buyers and increase international sales.



Trade Shows

Find buyers at U.S. and international trade shows. Trade shows are “shop windows” where thousands of companies from many countries display their goods and services. They are a marketplace where buyers and sellers can meet with mutual convenience.

Trade shows can benefit your export strategy in several ways:

- Present your products and services to a wide audience (especially if it’s better for buyers to view them in person),
- Get trade leads,
- Meet with numerous potential buyers or partners,
- Check out the competition, and
- Leverage U.S. or state government support.

[Download Video: Exporting Basics - Find Foreign Buyers Trade Shows](#)

[14MB]

Trade Show Calendar

At the U.S.-themed pavilions of many foreign trade shows, U.S. Commercial Service trade professionals assist American businesses by facilitating access to foreign buyers, agents, and industry representatives.

Services often include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.

[Search our events listing](#) to find where we are currently supporting U.S. exporters. Look for regional or industry shows that match your goals.