



**GLOBE 2012** is an international conference and trade fair focused on energy, sustainability and environment. It offers U.S. firms a comprehensive introduction to the Canadian environmental market, as well as exposure to a multitude of other international markets, especially Asia and Latin America.

GLOBE 2012 features technologies in water and wastewater management, pollution prevention, environmental engineering, solid waste management, air quality, and hazardous waste. The conference focuses on five major themes: Corporate Sustainability; The Economics of Energy; Finance & Investment; Global Emissions Management; Cities: Green Buildings, Infrastructure & Sustainable Design; with special sessions on Water; Clean Technology; Green Jobs, Education & Training; Sustainable Consumption, Supply & Retail; and the Auto Industry.

Several options exist for participation, ranging from conference attendance, exhibition in the U.S. Pavilion and customized meetings via the U.S. Commercial Service (USCS) Canada's Gold Key Program. The U.S. Pavilion at GLOBE 2012 will be placed in a high profile location, sure to attract the attention of show visitors. The pavilion will be staffed by USCS Canadian and U.S. environmental specialists, who will be available for counseling, information and support throughout the event. The Gold Key Program has been used successfully across Canada by numerous U.S. companies to find Canadian partners and representatives.

Details regarding the USCS opportunities at GLOBE 2012 are available at [http://export.gov/canada/build/groups/public/@eg\\_ca/documents/webcontent/eg\\_ca\\_032781.pdf](http://export.gov/canada/build/groups/public/@eg_ca/documents/webcontent/eg_ca_032781.pdf) and the contact person is Cheryl Schell, Sr. Commercial Specialist at 604.642.6679 or [cheryl.schell@trade.gov](mailto:cheryl.schell@trade.gov).

The International Trade Office of the Iowa Economic Development Authority's (IEDA) can support Iowa exhibitors with technical expertise to enhance their trade show participation and prepare the company for future sales to Canada. Eligible Iowa exhibitors may be able to take advantage of financial assistance programs to offset exhibit expenses. See [http://www.iowaeconomicdevelopment.com/business/intltrade/export\\_assistance.aspx](http://www.iowaeconomicdevelopment.com/business/intltrade/export_assistance.aspx) for an overview.

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