

## **Maryland International Trade and Embassy Conference**

The Maryland Department of Business & Economic Development, the World Trade Center Institute and Montgomery County Department of Economic Development hosted a conference for international organizations, companies and embassies on September 25, 2009. A total of 57 embassies, as well as 150 companies and organizations participated.

This exhibit focused on three areas: cutting edge technology, life sciences/health care and higher education. The German Embassy, who had invited the DFG to exhibit their programs, emphasized Germany's cutting edge technology. Each embassy presenting their country differently by for example, focusing on tourism, products or advanced technology. Madagascar highlighted products while countries like Germany and Switzerland highlighted technology. Estonia even highlighted their agriculture by having their exhibit workers dress in the traditional garb. The French were represented by *Invest in France*, a partner organization to *Germany Trade and Invest*.

Of the over 500 registered conference attendees, approximately one fourth were interested in the German exhibit. Most attendees wanted to tender their wares and services to the embassies, to invest in Germany or to explore cooperation opportunities with German organizations/companies.(MP)