



Embassy of Canada to Norway
Wergelandsveien 7
N-0244 Oslo
Tel. +47 22 99 53 30

June 7, 2010

Dear Maritime Marketer,

We are writing to encourage you to seriously consider exhibiting at Nor-Shipping 2011 which will be held in Lillestrøm (just outside of Oslo), Norway, on May 24th to 27th, 2011. Nor-Shipping 2011 will be an important meeting place for the global maritime industry. This exhibition has been in existence since 1965 and it is estimated that exhibitors from over 50 countries will attend. The event typically attracts visitors from 80 different countries, creating a truly international environment.

In 2009, McNabb organized a common area of Canadian companies which included a booth from the Canadian Embassy. In this common area, seven Canadian companies exhibited, of the more than 17 Canadian companies which participated at the show. We were very pleased by the volume of traffic and by the opportunity the show provided to connect Canadian firms with potential Norwegian and international customers. In addition, the Embassy hopes to organize a networking reception on behalf of the Canadian exhibitors and their contacts.

Please be advised that a representative from McNabb Marketing Services will likely be in contact with you, as regards to once again organizing a common area for Canadian companies. Alternatively, if you are interested in further information or in exhibiting together with other Canadian companies, we urge you to contact Tomlin Cogeshall (McNabb Marketing Resources) either by email: tcogeshall@McNabbMarketing.com or by telephone at 207-236-6196. We are confident that many Canadian firms will be at the show and hope you will elect to join them.

Experience has shown that exhibiting at Nor-Shipping is a successful way to introduce products and services to the international shipping market. In 2009, 1105 exhibitors were present at Nor-Shipping, with over 16,000 visitors attending. Nor-shipping 2011 will feature five 'theme parks' covering the following industry segments: Safety & Rescue, Shipbuilding & Repair, It & Navigation, Maritime Services & Logistics, and Propulsion & Machinery. Further information on Nor-Shipping 2011 can be accessed through their website which can be found at: www.nor-shipping.com.

We hope you will decide to participate at Nor-Shipping 2011. It promises to be a great event!

Yours truly,

David Dix
Senior Trade Commissioner
Embassy of Canada