

Itajaí ITS Trade Summit 2010

Logistics, Transportation, and International Trade Show
September 15th, 16th, 17th

Institucional Presentation



ITAJAI.TRADESUMMIT.COM.BR



Goal/Mission:

Our mission is to be viewed by our sponsors, exhibitors and visitors as the most qualified and efficient Logistics and International Trade event in Brazil.

For the past 30 years, NetMarinha has been a national reference in market-oriented media for Logistics, Transportation and International Trade. Since 2003, we began applying our profound knowledge and experience to events oriented to a specific public that consisted of active professionals with power of making decisions.

Nowadays, NetMarinha's experience is reflected by our success in organizing Technical Missions to American and European ports, in promoting forums not only in Brazil but also abroad, and in innovating the format of the tradeshows in the sector. In the last six years alone, nine exhibitions were held in the cities of São Paulo, Salvador, Florianopolis and Itajaí.



History points to the success of ITS – 2010

In only its second year, the 2009 Itajaí Trade Summit was already the second largest event for Logistics, Transportation and International Trade in Brazil. The event was a success not only in the number of visitors and exhibitors, but also in the influence of the sector. The wide public acceptance and the high impact of the event indicate that the intention of becoming the main Brazilian event in the sector is closer to a reality.

Currently, Santa Catarina, Paraná and Rio Grande do Sul are the states with the best port infrastructures in Brazil. Between these three states, nearly every cargo export of value added product is shipped overseas. In alliance with the logistic infrastructure of this activity, numerous service providers can be found with the knowledge and capacity to attend the exponential growth of the transnational economy of the region.

With the intention of integrating all the agents of the productive chain, the Itajaí Trade Summit (ITS) is a unique occasion for entrepreneurs, service providers, and company decision makers. There, it is possible to learn new technologies, products and services in an environment that drives business and partnerships, and that works as a platform for releases, strengthening of the brand, joint ventures and networking.

Aimed at professionals from large, small and medium exporting companies, service providers and equipments, ITS is the most accomplished convention when it comes to Logistics, Transportation and International Trade of the South and Southeast, of MERCOSUL and, soon, nationwide.

> The ITS as a Marketing Tool



The ITS as a Marketing Tool:

Fairs are events rich in business opportunities. They are privileged environments for the strengthening of international relationships; they gather products, services and technology, buyers and specialists of the sector and press professionals.

This concentration of opportunities favors the optimization of financial resources and sales efforts. It represents the possibility of showing your product to a great number of people in a small period of time.

The visitors attend to see, feel, touch and try your products and services. Entrepreneurs visit fairs of the sector to search for news and alternatives for their business and to have a broad view of the opportunities offered by the market. Although sometimes the visitors are not the responsible for the purchases of the products, they are the ones who collect information and select the potential commercial contacts.

Important Factors

Prospecting - Get in touch and up to date with the market, clients and potential clients.

Exchange - Generate business and presenting solutions in a select public, formed by executives, decision makers, and professionals who are in a constant quest for news.

Branding – Enhance your brand. Associating it with the best event of International Trade and Logistics in the region.

Networking - Meet executives in the sector, united in a distinct environment favorable to new business, enabling the development of new ideas.

News - Take the opportunity to debut products or services to event attendees.

Loyalty - Maintain relationships and create personal links with existing clients.

> Why choose ITS 2010



Why choose ITS 2010 :

Experience - People who understand the sector organize ITS. NetMarinha has a great amount of experience producing events aimed at companies and professionals of International Trade, Transportation and Logistics.

Exhibitor Support - To demonstrate our understanding of quality, the event organizers guarantee full support to the expositors and entrepreneurs. On the ITS website, forms and manuals are published online, and lists of specialized service providers selected by the organization are available. There is also an exclusive section of press releases included. Additionally, the exhibitor will be able to send his current and potential clients database to the emission of credentials of his guests and audience.

Training for the exhibitor - Intellectual capital is the biggest heritage of a modern company. With that in mind, NetMarinha offers an exclusive training to the exhibitors of the Itajaí Trade Summit 2010, discussing how to optimize time and energy spent in the fair. This training offers tips and tools for a successful exposition to the marketing, commercial and other company departments.

Divulgation - The publication of the event counts on three main elements: a communication plan, press assessor and institutional partnerships, detailed below. The Itajaí Trade Summit and the 2009 NetMarinha Forum will be supported by the Itajaí City Hall, by main communication tools and by regional entities of commerce and industries.

NetMarinha Forum - The Forum's main goal is to gather value for the exposition of products and services of the fair. It will bring current information to the visiting public and will also encourage the discussion of important sector topics. For the exhibitors, the fair also attracts a select public.



The NetMarinha Forum:

The best Logistics, Transportation and International Trade Fair of the south of Brazil also offers the 2010 NetMarinha Forum. Through it, seminars, workshops and debates are offered, bringing current discussions about international commerce and logistics to attendees. With the participation of industry representatives, experts and entities in the field, topics about the sector in the region are discussed. The Forum runs concurrently with the fair, with seating for 200 people.

From a pre-defined strategy, topics that interest the media and provide value to the publication are chosen, such as matters pertaining to the market, specific and relevant issues. The Forum also focuses on communication planning and the optimization of the press officer potential that provides press releases on the event's website and sends news to other specialized communication vehicles.

Testimonials

"The seminars of the NetMarinha Forum were really important to discuss the topics of the sector. We have initiated here a debate that did not exist yet. We hope that after this event these topics will be more developed and discussed." ***Itajaí's Port Superintendent, Antonio Ayres dos Santos***

"To discuss current subjects that are on an international level helps to give us a bigger and better vision of how to administer the ports. Especially concerning the topic of the second day, the debate implements ideas and tries to minimize the costs and problems of dredging in ports of Brazil." ***Director of the Centre Hydrograph and Navigation of the Navy, Captain of the Sea and War Antonio Fernando Garcez Faria.***

"The Forum was extremely positive for the city and also for the market, which still has some deficiencies of this kind of discussion. It surprised me a lot, especially because in my experience with events like this, the forums always stay behind the fairs when it comes to audience. But because the importance of the topics discussed on the ITS 2009, the forum had a great participation and it was a success." ***Technical advisor of the Rio Grande's Port, Nelson Quintas***

"The NetMarinha Forum has approached important subjects for the economy of the Itajaí Valley, that give an impact on the economy of the entire state and even the country. To allow and make these debates bigger is one of the many ways to improve the port infrastructure and the economy of the region." ***Portonave Superintendent, Osmari Castilho***



ITS Data 2009

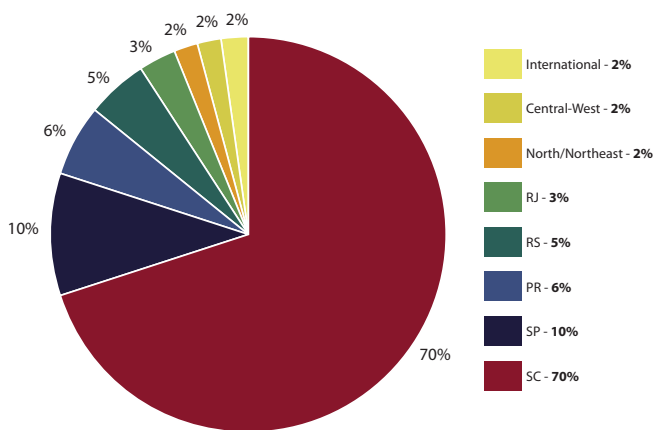
The expectation of the Itajaí Trade Summit - ITS 2010 is to be even more successful than last year's event.

During the three days of the ITS 2009, more than seven thousand visitors passed through the fair, including representatives of the sector, the industry, of origins and entities of the area and of local community. The event has also gathered more than 60 exhibitors and, through the NetMarinha Forum, has promoted the debate of subjects about the future of the Brazilian ports.

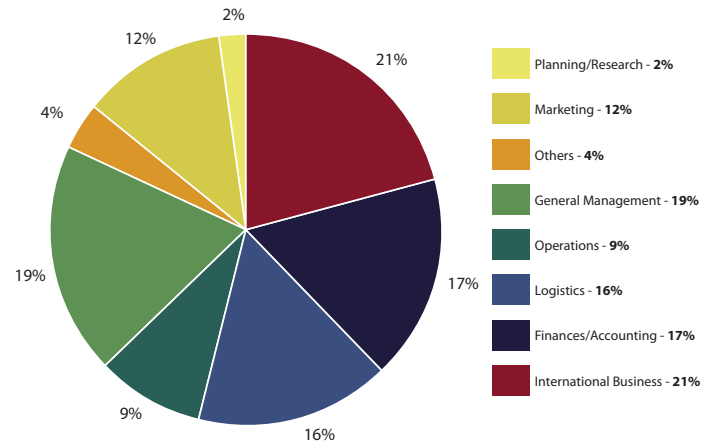
The variety of guests at an event such as the ITS include entrepreneurs, service providers and suppliers active in international trade and logistics of the south and southeast regions of Brazil.

Note the attendees of last year's event :

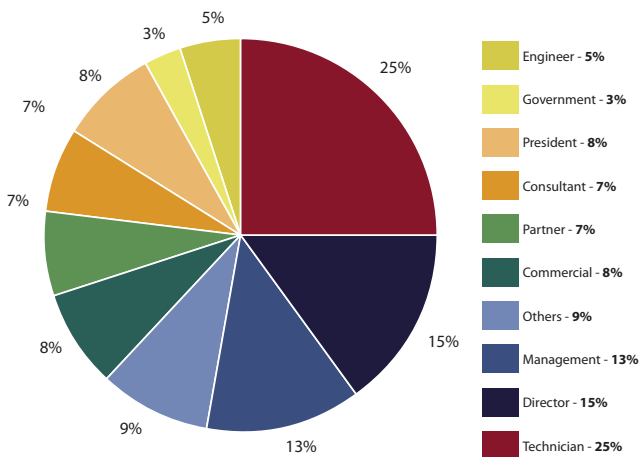
VISITATION OF ITS 2009 BY REGION



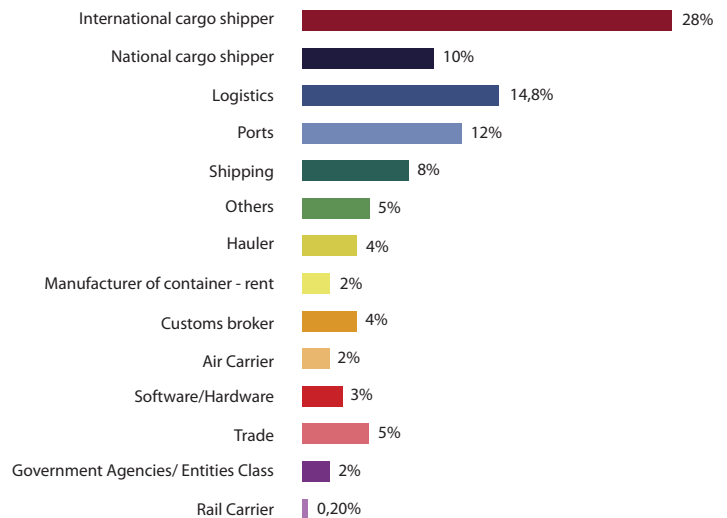
AREA OF PERFORMANCE OF VISITORS



VISITOR PROFILE



THE VISITOR'S SEGMENT

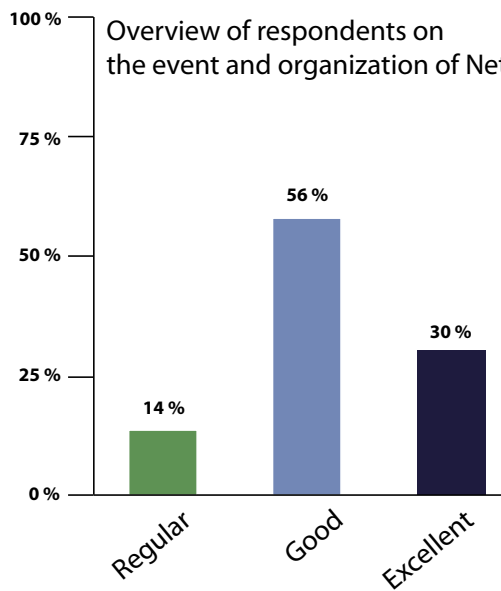




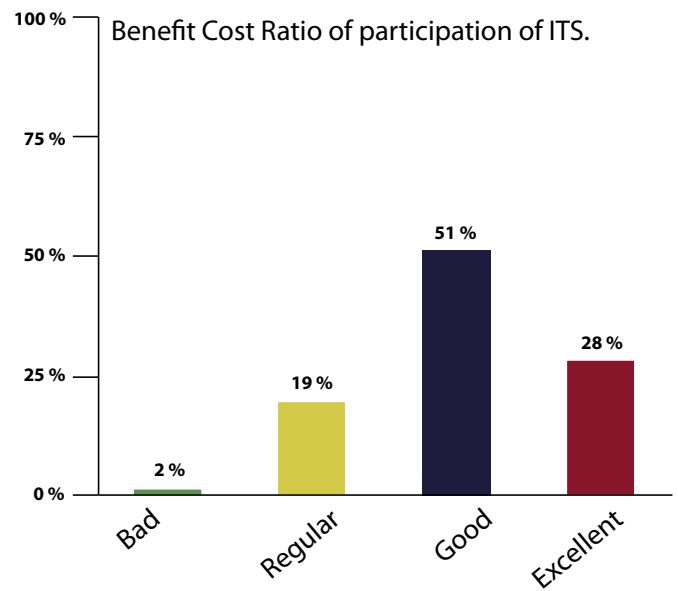
Itajaí Trade Summit Survey

During the two first editions of the Itajaí Trade Summit, held in 2008 and 2009, an opinion research was conducted with the exhibitors and prospects. The aim of the survey was to evaluate the services offered and have a feedback from participants of the fair, to assist the organization and planning of the ITS 2010.

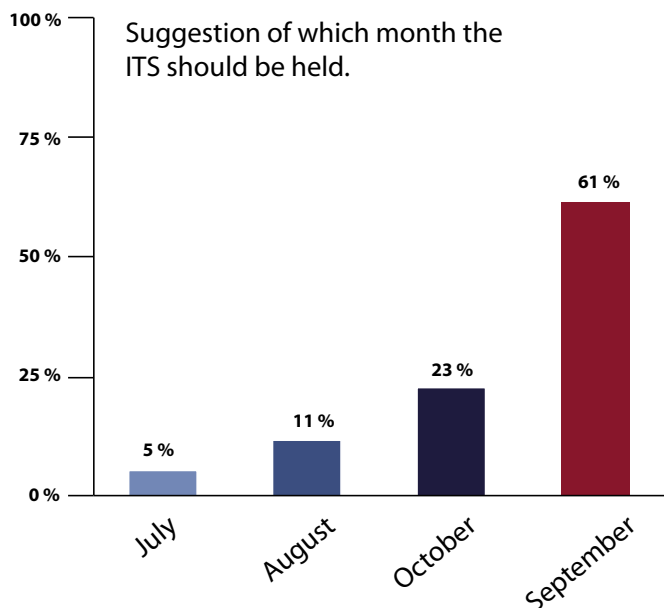
Overview of respondents on the event and organization of NetMarinha.



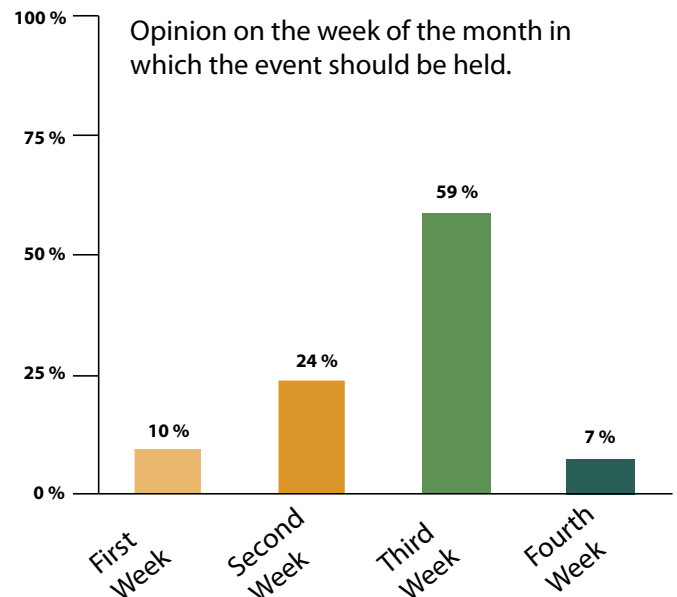
Benefit Cost Ratio of participation of ITS.



Suggestion of which month the ITS should be held.



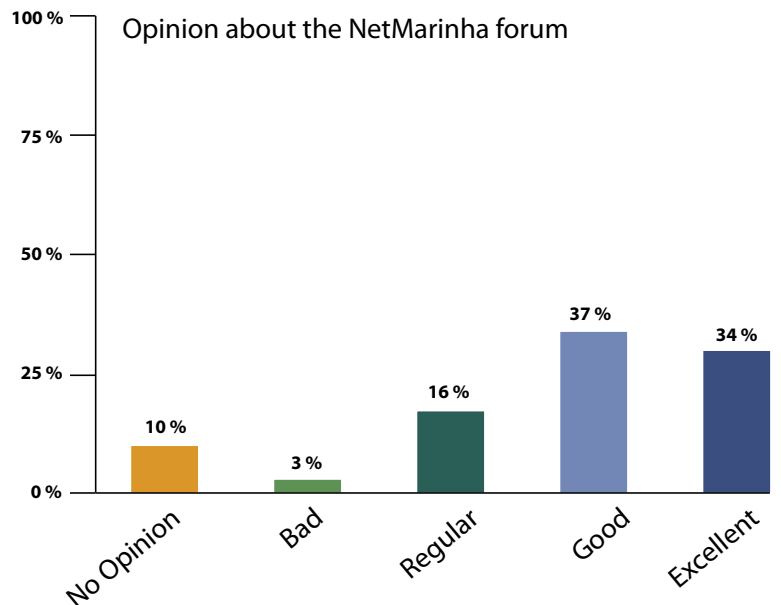
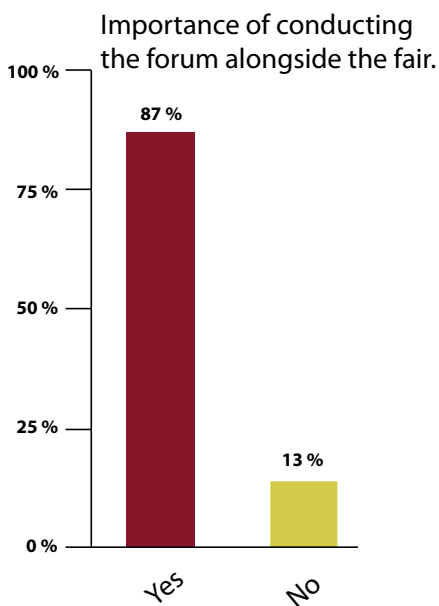
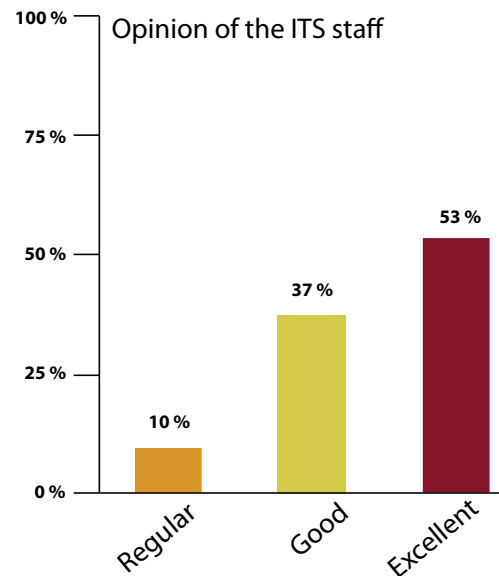
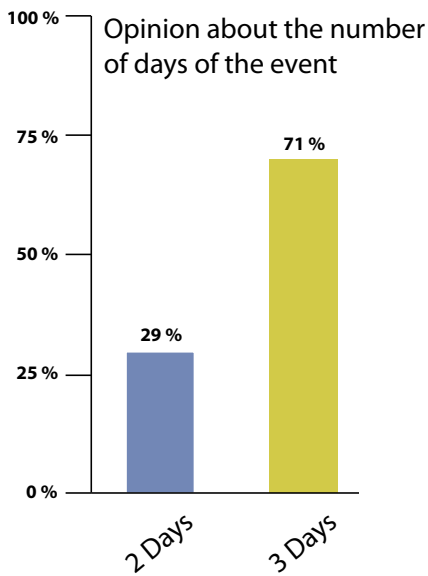
Opinion on the week of the month in which the event should be held.





Itajaí Trade Summit Survey

During the two first editions of the Itajaí Trade Summit, held in 2008 and 2009, an opinion research was conducted with the exhibitors and prospects. The aim of the survey was to evaluate the services offered and have a feedback from participants of the fair, to assist the organization and planning of the ITS 2010.





Testimonials

"Próspera's participation in the third year is confirmed. In the first and second years, we've managed to make deals that amortized the event's investments. Comparing with 2008, our expectations have grown, given the quality of the event's public." ***Fábio Fecondes, Próspera Trading's Chairman, sponsor of the event.***

"We are certain that the fair will consolidate itself as a great event of the sector, not only in Santa Catarina, but in the entire south region of Brazil. We can affirm that we are already getting good results of our investments in the 2009 fair." ***Gustavo Ferrer, TESC's Superintendent.***

"The fair was great and guaranteed many contacts to our commercial team. In marketing terms, it has provided us a great exhibition of the brand. The organization was flawless, giving us a calm event and free of problems." ***Responsible for the Marketing sector of DHL, Maria Leticia de Nadai.***

"The event surprised for the quality of its participants and, especially, for the debates and presentations that were made at the NetMarinha Forum that gathered great players of the sector and discussed current subjects of great repercussion." ***Superintendent of the Itajaí's Port, Antonio Ayres dos Santos.***

"The event has accomplished its goal of taking over the business of the region. I would like to make noteworthy that in the next year we will provide a better environment to the exhibitors and try to attract the international public to visit Itajaí, which will be celebrating its 150th anniversary." ***Itajaí's Mayor, Jandir Bellini.***

"The fair was very interesting, unlike many great events of the sector that end up enlarging their focus too much. That's why we bet in events like the ITS and believe in their productive. My evaluation towards the ITS is the best possible." ***Representative of Insurer Ace, Aparecido Rocha.***

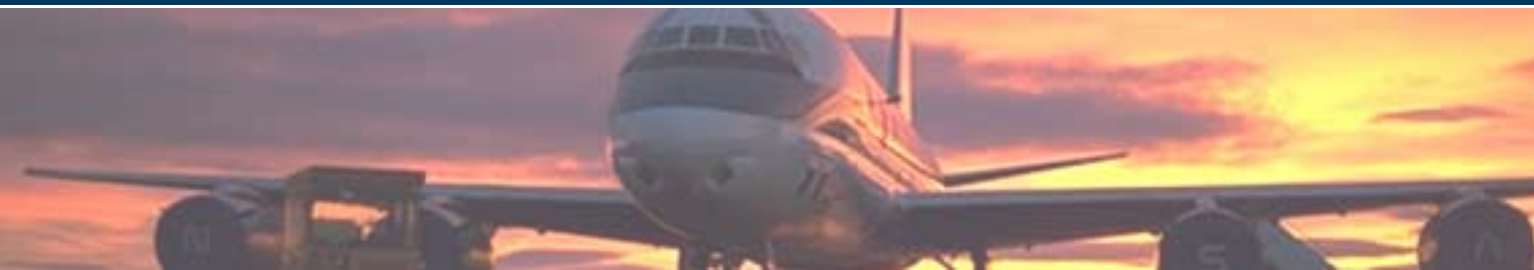
"The fair was highly positive. The participation in the event has given us great contacts, because the visiting public is highly qualified." ***Representative of the Post Office, João Magalhães.***

The fair has represented a great evolution, for many things like the space and the quality of the forums, the choices of the themes and the speakers. Besides that, the stands are in of an incredible high standard and the public that appeared is from many other states besides Santa Catarina. This year the fair showed that it came to stay." ***Promotion Manager of the Santos' Port, Wagner Gonçalves.***

"The event was strong, because the people that went were professionals of the sector. This kind of public in an event like this is valuable, because it re-enforces the quality of the event. I'm sure that the fair is growing and it's better than in 2008." ***Márcio Freitas, director of Freitas Assessoria Aduaneira.***

"It is an incredible opportunity to bring to the public, the sea community and all communities that compose the Brazilian international trade." ***Teconvi Representative, Alexandre Heitmann.***

"The fair is always a success, given the credibility of the NetMarinha Website. It has everything to grow and generate good returns to its exhibitors. The event this year has grown and came to really mark their influence in our business." ***Elis, Multipla Assessoria Aduaneira.***



About the NetMarinha

The NetMarinha administrates the first and main Brazilian website of news directed exclusively to the sectors of international trade, transportation and logistics. Nowadays, the site is a leader of audience, with 1.4 million page views and 36 thousand visitors per month. The NetMarinha website produces its own editorial material daily and follows every Brazilian and international media's most popular headlines.

The company's participation in the sector began in 1978, as Marinha Merchant, a part of the Brazilian newspaper called O Estado de S. Paulo. It circulated weekly. Nowadays, the NetMarinha Website has a partnership with UOL, being the provider of information of the sector of Logistics, Transportation and International Trade.

The website is updated daily, from Monday to Friday. It has reporters in several cities throughout the country, such as Porto Alegre, Itajaí, Curitiba, São Paulo, Rio de Janeiro, Brasília and Recife. To add even more content to the page, the team gathers articles of other sites that also talk about the sector.

To complement the website, the NetMarinha offers other products that influence a qualified public and highly segmented audience, formed by importers, exporters and providers of service of Transportation, Logistics and International Trade.

Events of the sector

In 2003, the NetMarinha inaugurated the Transnational Fair and Forum in São Paulo that soon became a leader of market. The event had editions on the two following years in São Paulo, Florianópolis and Salvador before it was sold to the foreign group that today administrates the Intermodal Fair.

In 2006, the NetMarinha group promoted the Florianópolis Trade Summit that became a reference to the Market of International Trade and Logistics of the south of Brazil. In 2008, with the construction of the Center of Events in Itajaí, the event was transferred to the city to stay closer to the biggest port of the estate.

From 2003 to 2009, the NetMarinha has accomplished nine fairs of the sector and other events such as International Missions, institutional events and forums. This year, the great event promoted will be the third edition of the Itajaí Trade Summit, during September 15th, 16th and 17th.