

# Center Services to Participating Suppliers

## Market Intelligence

- Assessment of the Russian and Eurasian market potential for participants' products
- Preparation of general market surveys as requested by participants

## Operations Assistance

- Arrangement of Russian and Eurasian representation for participants with assistance in the selection and management of dealers for participants' products
- Translation and distribution of product literature
- Training of Eurasian technicians in installation, operation and maintenance of participants' products
- Information and assistance on arrangements for contract manufacturing and licensing in Eurasia
- Facilitation of export sales financing, focusing on U.S. banks and leasing companies

## Product Promotion

- Shipment of participants' products to the Center's showroom for demonstration and promotion
- Organization of individual or joint exhibits for participants at Russian and Eurasian trade shows
- Product sales seminars for Russian and Eurasian dealers and customers
- Placement of participating company profiles and product information on ATPC internet sites, and publicizing product news to Russian and Eurasian customers
- Publication and distribution of reference books and other materials to popularize new equipment and technology

For information on becoming a Center participant and participation fees, contact

Michael Hurley, Director of International Trade  
NPES The Association for Suppliers of Printing, Publishing and Converting  
Technologies  
1899 Preston White Drive  
Reston, VA 20191-4376  
Phone 703/264-7200  
Fax 703/620-0994  
E-mail [mhurley@npes.org](mailto:mhurley@npes.org)

Visit the ATPC web site at [www.acpc.biz](http://www.acpc.biz)