

Puteaux, 25th February 2011

SFDC_BP

NATIONAL AGENCY FOR SMALL AND MEDIUM SIZED ENTERPRISES
Mr DIRECTEUR
11 Poterasi St
040263 BUCHAREST
ROUMANIE

Dear Sir,

The 40th MIDEST, which was held last November, confirmed MIDEST's role as the world's leading industrial subcontracting show, when its 1,712 exhibitors representing 37 countries met 40,424 professionals from every sector of activity drawn from 74 countries.

Customers visit MIDEST to find their subcontractors.

Their objectives in visiting are:

- To identify new subcontractors (79%)
- To find answers to their sourcing requirements (82%)
- To meet high-level exhibitors (90%)*.

Subcontractors meet their future customers at MIDEST:

- 87 % of exhibitors state that MIDEST enables them to meet new prospects*.

MIDEST speeds up contacts and commercial diversification.

You need to be preparing for your participation now! Please find enclosed the show brochure and the booking form for the 2011 show, which will be held from **15th to 18th November** at Paris Nord Villepinte.

Choose the exhibition package that suits you: space only, fitted stand, regional or national pavilion, Trade Village ... there is a broad range of options.

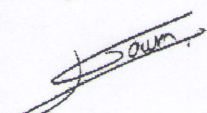
Book **now** and take advantage of our **special** offer, including a **discount of more than 6%** on the space only rate for stands of all kinds:

- ✓ **€204** instead of €218 +VAT/m² for stands with 1 open side
- ✓ **€204** instead of €218 +VAT/m² for stands with 2 open sides and the 2nd side supplement,
- ✓ **€234** instead of €251 +VAT/m² for stands with 3 or 4 open sides.

In order to book and take advantage of our offer, complete the enclosed booking form, amend the rate on the document itself and return it to us **before 25th March 2011**.

Rest assured, we are already doing our utmost to ensure you enjoy a profitable MIDEST 2011.

Looking forward to hearing from you in the near future.


Sylvie Fourm
Director of the Industry & Environment Division

*Source: Sesa Marketing survey 2010

Metal processing Screw cutting - Machining - Special machines - Forging - Foundry - Fabrication - Metal forming and cutting processes - Materials, raw materials, metal semi-finished products • Plastics / Rubber / Composite materials processing • Wood processing • Other materials processing (glass, ceramic...) • Electronics / electricity • Microtechniques • Surface treatments, thermal treatments et finishing • Industrial fasteners • Industry services Design aid / Engineering / Analysis - Industrial maintenance - Quality / Controlling / Measuring - Research & development - Software publishers - Environment and sustainable development - Other services