Interport sponsoring U.S. trade mission preceding Golf Asia

NEWPORT BEACH, Calif. — Interport, Ltd. — U.S. sales agent for Golf Asia '94 in Singapore, March 24-27, 1994 — is also organizing a U.S. Department of Commerce trade mission to Southeast Asia in advance of what has become the biggest golf exhibition and conference in the Asia-Pacific region.

The March trade mission will provide worldwide promotion of Golf Asia '94 in its international export publications and overseas trade show listings.

The March trade mission — limited to 15 firms which will also have an opportunity to exhibit their products on a special basis in the U.S. Pavilion — will fly via Singapore Airlines to Bangkok, Thailand and Kuala Lumpur, Malaysia, before proceeding to the trade show in Singapore.

Mission goal, according Joy, is "to assist and introduce new-to-export and new-to-Asia golf firms to this rapidly developing market." Trade mission participants will have opportunities to assess the potential for their products; line up agents, distributors or wholesalers; arrange joint venture partnerships; and organize local manufacture of products under license.

The Asia Pacific Golf Conference, March 21-25, will precede the trade show. Both events are organized by Connex Pte. Ltd. and International Management Group. For more information, contact Interport Ltd., 510 31stStreet, Ste. G, Newport Beach, CA92663; telephone 714-673-3596; fax 714-673-1007.

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