



SPANISH BROADCASTING LEADERSHIP

Las Vegas, 20th – 23rd April 2009

NAB, considered as the premier event for content professionals, will be held from 20th to the 23rd April in Las Vegas Convention Centre. Once again, **AETIC** coordinates the Spanish companies which will be exhibiting in Las Vegas to launch the latest innovations of the Spanish Technology in the field of Broadcast. NAB with more than 15 conferences scheduled offering skill building sessions, is considered the most important professional fair trade and a compulsory appointment for broadcasting professionals.

Last year, more than 105,000 professionals visited the exhibition. Of those, more than 28,000 were foreign visitors especially from Latin America. Spanish companies received above 2,500 visitors, 53% of them new contacts. It meant almost 6,5 million € in signed contracts and 2,5 million € in direct sales.

In this edition, 16 Spanish firms will show during four days their latest products in Broadcast, equipment and auxiliary services. The total surface for Spanish exhibitors has reached 6,700 sq feet. This means an increase of 10% comparing to NAB 08 despite the economic situation.

The Spanish companies participating in NAB 09 are: AEQ, ALBIRAL, BRAINSTORM, CREATECNA, EGATEL, FARMERS WIFE, KROMA TELECOM, OMB, PROMAX, RYMSA, SAPEC, SERATEL, SIDSA, TEDIA, VECTOR 3 and VSN. They will be scattered through North, Central and South pavilions, in the Radio, Display Systems, Post Production, Acquisition & Production, Management & Systems, Distribution & Delivery and Telecommunications areas.

AETIC with the support of the Spanish Institute for Foreign Trade (ICEX) is coordinating the Spanish participation in the exhibition. For further information of the Spanish exhibitors, their products and location, please visit our website www.aetic.es/nab09

The lead **Technology for Life** will reinforce the international perception of high quality and competitiveness of the Spanish products and solutions. If you are interested in doing business with Spanish companies, visit www.spainbusiness.com. To find your partner in Spain just choose your region and click on the *Market Information* section. Then go to *Industrial Products*, where you will find the link to the *Information and telecommunications technology sector*. Once there all you have to do is to click on *Directories of Spanish exporters* and select *Broadcasting and TV Equipment*.

AETIC, a meeting point for business cooperation

Whether your firm is interested in commercial agreements, technology transfer or joint ventures, **AETIC** is the bridge between the Spanish Information and Communication Technologies industry and the global markets. Do not hesitate to ask for additional information through comex@aetic.es

Belén Piorno – Foreign Trade Department

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