

# NEWS RELEASE

## Private Meetings with Brazilian Representatives Booked Solid at SID Display Week

**Seattle, WA, May 27, 2010** – Following the “Invest in Brazil” seminar on the morning of Tuesday, May 25 at the Seattle Convention Center, appointments for meetings between members of the international display community and Brazilian representatives were booked solid, said Victor Mammana, Chairman of Brazil’s Production Development Policy for displays.

Among the people participating in the private meetings were representatives of the Brazilian Trade and Investment Promotion Agency, the Brazilian Agency for Industrial Development, the Brazilian Development Bank and the Brazilian Association for Informatics.

In his welcoming remarks, Dr. Munisamy Anandan, President of the Society for Information Display, which sponsors Display Week, emphasized the significance of Brazil’s commitment to developing a significant display industry, which is an important component of Brazil’s economic strategy. A significant display industry will support Brazil’s vibrant and rapidly growing domestic television receiver and computer monitor industries. Brazil has put in place very significant financial and organizational incentives to encourage non-Brazilian and Brazilian companies to collaborate on expanding the Brazilian display industry. The opportunity to learn about these opportunities and almost immediately enter into high-level discussions with high-level Brazilian representatives for members of the display community was enthusiastically embraced by members of the display industry.

Members of the Brazilian delegation said they were extremely satisfied with the results of the seminar and the initial private discussions.

For further information, and assistance in initiating discussions with members of the Brazilian delegation following SID Display Week, please contact Ken Werner at Nutmeg Consultants, +1-203-644-2156, [Brazil@nutmegconsultants.com](mailto:Brazil@nutmegconsultants.com).

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