



RECONNECTING GLOBALLY AND IN PERSON AT THE 2021 SEMA SHOW

»» By Linda Spencer

International travel restrictions are beginning to ease, and trade buyers from all parts of the globe are finalizing their plans to attend the 2021 SEMA Show. These global buyers join U.S.-based resellers and SEMA Show exhibitors eagerly awaiting the opportunity to meet face to face once again and see up close all the latest products and trends the nearly 2,000 SEMA Show exhibitors will have on display in Las Vegas.

The 2021 SEMA Show marks a longed-for milestone for the global automotive specialty-equipment industry to once again reconvene amid much pent-up demand for in-person events. Now is the time for exhibitors to pre-plan how they will engage with the global buyers in search of the latest products that customers abroad are seeking. This article focuses on the SEMA Show programs and resources to help exhibitors and global buyers connect during Show week.

GLOBAL MEDIA AWARDS PROGRAM

In recognition of the SEMA Show's global appeal, SEMA will once again host the Global Media Awards, now in its 17th year. Leading international journalists from throughout the globe—from China, Europe, the Middle East and Canada—will serve on a panel, each selecting 10

products from the New Products Showcase that they feel would resonate with consumers in their home markets.

The 2022 Global Media Award winners will be feted at the International Happy Hour (IHH). Meet with this first-rate global panel of enthusiast journalists and trade buyers at this year's event. Scan the QR code to the right to register.

»» Join us for the 2021 International Happy Hour—the SEMA Show's annual international specialty-equipment trade gathering.

INTERNATIONAL HAPPY HOUR

• Wednesday November 3

5:00 p.m.–6:30 p.m.

Join us for the 2021 International Happy Hour—the SEMA Show's largest annual international specialty-equipment trade gathering. Come by, have a drink on SEMA and meet top international buyers and a panel of distinguished international journalists who serve as SEMA Global Media Award judges. More than 1,000 Showgoers are expected to attend the 17th annual event.

Exhibitor registration is complimentary but required. Scan the QR code below to register.



INTERNATIONAL ROUNDTABLES: MONDAY, NOVEMBER 1

Meet international buyers before the Show even opens. Join SEMA Monday, November 1, for a series of roundtables focused on key international markets. Hear from top buyers and media about the opportunities and challenges U.S. companies face in doing business in their part of the world. Exchange business cards and invite these international resellers and media to visit you in your booth where you can discuss which of your products might resonate best with their customers and where there might be unmet local demand creating an opportunity for your company. The roundtables will all be held in the Las Vegas Convention Center, Upper West Hall W229.

MIDDLE EAST TAZWEED (CUSTOMIZING)

• 11:00 a.m.–12:00 p.m.

Meet with buyers from throughout the region who can let you know what their customers want. Learn how to cash in on this lucrative region with passionate consumers who possess disposable income. The United Arab Emirates and surrounding countries provide some of the best opportunities for U.S. specialty parts manufacturers. Off-roading, classic-car collecting and motorsports are all strong markets throughout the region. Attendees will also learn about plans for the 2022 SEMA Middle East Business Development Program.



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LATIN AMERICA: LEARN WHAT'S HOT AND WHAT'S NOT

• 3:45 p.m.–4:45 p.m.

Trade buyers and media from Central and South America will discuss their respective markets and the opportunities to be found in this pickup- and car-crazy region. Learn what's hot and what's not. Get insider tips into which vehicles are local customizers' rides of choice and the top-selling products. Learn more about the opportunities and challenges faced by U.S. manufacturers seeking to sell into Latin America—everything from language issues,

tariffs and small fragmented markets to how U.S. companies have overcome them.

CENTER FOR INTERNATIONAL COMMERCE (CIC)

Want a quiet meeting space to meet with international buyers? Come to the CIC in West Hall W233 for free use of private conference rooms. Interpreters for most major languages are available in the Center for International Commerce to help facilitate communication with your potential or current international customers. Complimentary coffee and tea are available throughout the day. ■



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