



American Business Development Group Retained for European Defense Meeting

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- Receive consulting on how to make your business plan work for you

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Arlington, VA., November 7, 2011 – GICAT, the organizers of Eurosatory, the largest international Defense trade show in Europe and their partner Advanced Business Events (ABE) has once again retained American Business Development Group (ABDG) to support their International Business Convention for Defense Subcontractors in Bordeaux, France. The European Defence Meetings – Bordeaux (EDM) offers exhibitors the opportunity to identify and request meetings with relevant contacts, resulting in a customized list of pre-determined and personal business meetings, tailored specifically for each individual party.

The conference will take place November 23 – 24, 2011 at the Congrès et Expositions de Bordeaux, in Bordeaux, France. There will be over 400 firms represented, 1,500 participants and it is expected that there will be over 7,000 business meetings held in these two days. The ABDG team will consist of several seasoned business professionals, from the US and France, who have a significant track record in transatlantic business cooperation. Their mission will be to provide advice, counsel and assistance to participating European firms interested in entering the U.S. defense marketplace.

ABDG was selected to provide exhibitors the opportunity to seek advice on business development, marketing and sales opportunities in the United States for their technologies and products. General (Ret.) Patrick Colas des Francs, the Eurosatory General Manager said, "We again selected ABDG after talking with them and their European clients. We found them comfortable in the international community and extremely successful and knowledgeable in the United States DOD environment."

ABDG's President and CEO, Bill Skipper said, "Our expansion into the international marketplace has proven successful as we now support numerous European clients in their efforts to enter the U.S. marketplace. Our participation at the EDM validates our International focus and provides ABDG the opportunity to educate quality companies on the complexities facing them, as well as the many opportunities in the United States Department of Defense, the largest defense market in the world."

American Business Development Group, headquartered in Arlington, Virginia is an internationally respected, full-spectrum business development consulting firm, now representing a diverse list of over fifty prominent U.S. and international businesses. ABDG enjoys a reputation as the largest business development firm in the United States which specializes in the re-equipping and modernization of the U.S. Military and Homeland Security organizations.

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