



Contact: Dana Norris
330-486-0331
dana.norris@experient-inc.com

Contact: Nancy Young
832-279-3029
nyoung@skippingstone.com

FOR IMMEDIATE RELEASE
June 23, 2015

Experient and Skipping Stone Announce Successful Brazilian Trade Mission To United States

ATLANTA / WASHINGTON – [Experient](#), a Global Meeting Planning and Event Management Company and [Skipping Stone, LLC](#), an Energy Professional Services Company jointly announced today the successful completion of a Reverse Trade Mission in conjunction with the U.S. Trade and Development Agency (USTDA) for a Brazilian delegation consisting of telecom executives from power utilities and regulators.

Government and utility representatives from Brazil visited the United States on a USTDA Reverse Trade Mission May 4-13, 2015 to focus on showcasing telecommunications technology for power distribution.

Meeting with U.S. companies and utilities in Washington, Atlanta and Manassas, Virginia, the Brazilian delegates learned about the latest U.S. equipment, services and best practices. Also included in the reverse trade mission were policy and regulatory meetings with U.S. Government agencies. Through these meetings, the Brazilian delegates were able to explore innovative approaches to managing smart grid and power distribution.

In addition, the delegation received an invitation to attend the Brazilian Marketplace Workshop in Atlanta, where U.S. companies had an opportunity to learn about investment plans and business development opportunities for telecommunications technologies at Brazil's main power distribution companies. The workshop, held in conjunction with the 2015 UTC Telecom and Technology conference, included a discussion of the regulatory environment and tips for doing business in Brazil.

Chip Smith, Vice President, Government Markets for Experient says, "USTDA is doing a fantastic job of identifying Smart Grid export opportunities for U.S. suppliers. Experient and our partner Skipping Stone are pleased to be able to connect these reverse trade mission delegations with the leading U.S. technology providers."

-more-

Ross Malme, Skipping Stone Partner goes on to say, “USTDA has demonstrated that for every U.S. taxpayer dollar invested in these programs, they have been able to demonstrate over \$76 of U.S. Smart Grid exports. We are pleased to be able to support USTDA by arranging meetings and presentations for these delegations to the U.S. Smart Grid Industry.”

The video from the USTDA Reverse Trade Mission can be viewed by [clicking here](#).

About Experient:

Experient, a Maritz Travel Company, leads the Meetings & Events Industry as one of the best-known and most respected brands in the world. This reputation is earned with each meeting, convention, tradeshow, conference, sporting event and exhibition produced for clients. Professionals are dedicated to Perfecting the Event Experience® through experience design, attendance building, risk management and security, revenue generation and cost savings, and event intelligence. Across the globe, association, tradeshow, sports and government clients turn to Experient for the best in unified registration and housing, event planning and management, site sourcing and contract negotiation, mobile event platform, lead retrieval, data management and marketing. Experient creatively engineers and fully integrates the total event experience—one that is distinct, memorable and remarkable—while driving data analytics and bottom line results. Visit www.experient-inc.com for more information.

About Skipping Stone:

Skipping Stone is a privately held professional services company focused solely on the energy markets. We are unique in that we utilize only energy industry veterans on client assignments. Our specialty is collaborating with clients on ideas, strategies and problems and then providing the array of services required to solve the problems and turn the ideas and strategies into successes. Skipping Stone serves clients globally through offices in Atlanta, Boston, Los Angeles, Houston and Tokyo. For more information, visit www.SkippingStone.com

About USTDA:

The U.S. Trade and Development Agency (USTDA) helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. www.ustda.gov

###

Tags: Experient, Skipping Stone, USTDA Brazil RTM, event registration, event housing, show organizers, event planning, exhibitor services, trade show management