

**MEDIA CONTACT:**

Cindy Weihl
American Welding Society
800-443-9353 ext 416
cweihl@aws.org

FOR IMMEDIATE RELEASE

AMERICAN WELDING SOCIETY TO CO-SPONSOR INAUGURAL BRAZIL WELDING SHOW
Thousands Expected to Attend Event in São Paulo October 18-21, 2011

MIAMI, FLA., April 25, 2011 – The American Welding Society has been invited by Messe Essen GmbH, of Germany, to coordinate an American pavilion at the inaugural Brazil Welding Show, to be held October 18-21, 2011 in São Paulo, Brazil. Brazil's first-ever welding-specific show will run in conjunction with the sixth annual Corte & Conformação de Metais show, the largest established trade fair for cutting technology and metal forming in South America.

“We are grateful to Messe Essen for the opportunity to become a co-sponsor by coordinating an American pavilion,” said Joe Krall, corporate director exposition sales for the American Welding Society. “The pavilion will allow American companies primarily engaged in welding technology an ideal platform to present their products and services in one of the world’s most attractive growth markets.”

Visitors from all over Latin America and the world are expected at the four-day show which will be held at Expo Center Norte, the most extensive and versatile trade show venue in Brazil. The Brazil Welding Show 2011 and Corte & Conformação de Metais will have an exhibition area of more than 400,000 sq feet.

For more information on the Brazil Welding Show 2011, please visit www.brazil-welding-show.com . For information on exhibiting in the American pavilion, please contact Joe Krall at 800-443-9353 ext. 297 or email jkrall@aws.org

About AWS

The American Welding Society (AWS) was founded in 1919 as a multifaceted, nonprofit organization with a mission to advance the science, technology and application of welding and allied joining and cutting processes including brazing, soldering, and thermal spraying. Headquartered in Miami, Florida, and led by a volunteer organization of officers and directors, AWS serves more than 67,000 members worldwide and is composed of 22 Districts with 250 Sections and student chapters. For more information, visit the society's website at <http://www.aws.org> and click on “Pressroom.”