

# Commercial News

XXVI: 2

The Showcase for American-Made Products and Services

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November/December 2004

## USA

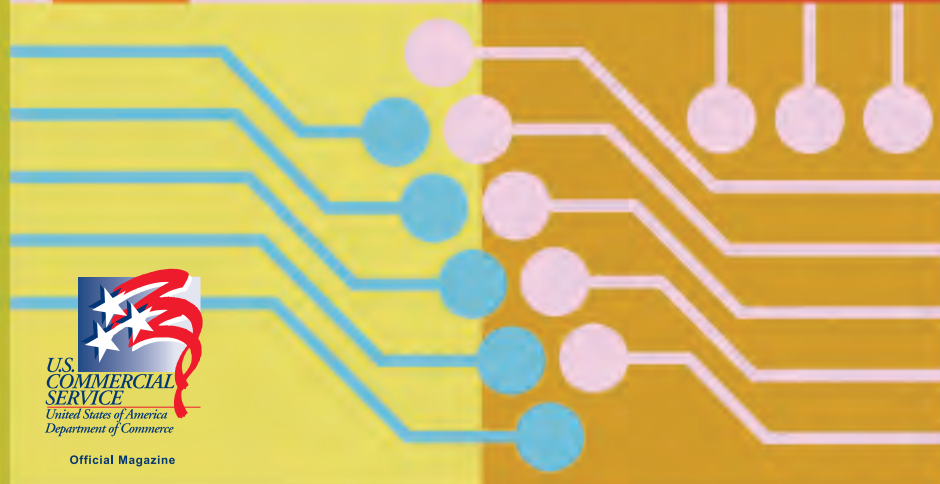


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Official Magazine

TRADE SHOWS SPECIAL SECTION  
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FRANCHISING  
ELECTRICAL & ELECTRONICS

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ENVIRONMENTAL  
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# Letter to Our Readers

We are proud to offer the second issue of the newly designed Commercial News USA to our readers worldwide. Commercial News USA is the premier vehicle for U.S. companies to showcase their products and services to a truly global audience. The magazine, along with a U.S. exporters directory, also is available online at [www.export.gov/cnusa](http://www.export.gov/cnusa).

If you do not find what you are looking for – we want to know! Whether you offer representation, distribution, direct sales, licensing or joint-venture partners, Commercial News USA will provide you with a wide range of potential business opportunities. If you don't see what you are looking for, please contact your nearest embassy or consulate at [www.buyusa.gov/home/worldwide\\_us.html](http://www.buyusa.gov/home/worldwide_us.html)

In addition to Commercial News USA, the Office of Global Trade Programs, part of the Commercial Service, also manages the International Buyer Program (IBP) and the Trade Fair Certification (TFC) program.

The IBP recruits more than 125,000 foreign buyers and distributors to 36 top U.S. trade shows per year. U.S. Commercial Service trade specialists arrange meetings between U.S. exporters and international delegates and provide

export counseling at the show's International Center.

The TFC program facilitates participation by U.S. exhibitors at international trade shows by certifying the best shows in the business. As with Commercial News USA, both programs are designed to foster international business relationships. Again, for direct assistance, contact the U.S. embassy or consulate in your country. In addition, you can find more information about these programs and a list of our upcoming events at [www.export.gov/trade\\_events.html](http://www.export.gov/trade_events.html).

As always, we encourage you to contact U.S. companies directly if you are interested in learning more about a specific opportunity you find in Commercial News USA. You can also use the "Reader Service" fax form on Page 23.

We sincerely hope that you enjoy this issue and hope that you will take advantage of the opportunities inside.

Sincerely,



Timothy C. Thompson Jr.  
Executive Director  
Office of Global Trade Programs

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## Commercial News

November/December 2004

USA

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# USA

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# World's Communications Professionals Will Gather at InfoComm 2005 in Las Vegas

More than 25,000 attendees and nearly 700 exhibitors will gather at InfoComm International 2005, the world's largest conference and exhibition for information communications and audiovisual professionals. The conference will take place June 4-10, 2005 with the trade show running June 8-10 at the Las Vegas Convention Center.

InfoComm International and its sister trade shows around the world are the leading business-to-business marketplaces for display, projection, audio, videoconferencing, Internet streaming and networked presentation and communications systems. Conference participants and exhibitors represent leading manufacturers such as Bose, Canon, Hitachi, HP, JBL, JVC, Meyer Sound, Mitsubishi, NEC, Panasonic, Philips, Pioneer, Polycom, Samsung, Sanyo, Sharp, Shure, Sony, Tandberg, Telex and Yamaha. Attendees will include systems integrators and design consultants, as well as professional end user buyers in corporate, government, military, education, worship, healthcare and other markets.

Recently, the U.S. Department of Commerce selected InfoComm International as an International Buyer Program (IBP) participating trade show. The IBP brings international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. The IBP program also provides practical, hands-on assistance to U.S. exporters, such as export counseling and market analysis. The Commerce Department made the selection on the basis of InfoComm's export potential, international interest, U.S. exhibitor offerings, stature, exhibitor interest, overseas marketing efforts, logistics support and willingness to fulfill the program's goals.

"Our goal – to serve as a conduit for international business in the information communications arena – has received a significant boost from the U.S. Department of Commerce," said Randal A. Lemke, Ph.D., executive director of InfoComm and



the International Communications Industries Association® (ICIA). "This initiative, together with our offices and shows around the world, enables us to continue to support the vitality of our industry and our members."

The Commerce Department and U.S. Commercial Service will promote the show worldwide to international buyers, end users, representatives and distributors through the offices of the Commercial Service in 74 countries representing America's major trading partners and also in U.S. embassies in countries where the Commercial Service does not maintain offices.

## *infoComm*Academy

The conference portion of InfoComm 2005 includes a variety of programs, seminars, training workshops, and forums. The Institute for Professional Development offers intensive three-day courses for industry professionals. Current industry topics are the focus of Super Tuesday, which features comprehensive six-hour training sessions. Basic, intermediate, and advanced technology-focused workshops are offered through the InfoComm Academy Seminars program. Manufacturers training sessions and industry forums will be presented and hosted by individual manufacturers and industry councils.

InfoComm also will include pavilions for collaborative conferencing, streaming media, and digital signage. A highlight of the show will be the Large Venue Display Gallery, a demonstration of the latest projection and display technologies in a gallery of huge screens for corporate, sports, and entertainment events.

*Online InfoComm registration at [www.infocommshow.org](http://www.infocommshow.org) begins in January 2005. See the association's web site, [www.infocomm.org](http://www.infocomm.org) for industry news, show information and events.*



More than 700 exhibitors and 25,000 buyers are expected to attend InfoComm 2005 in Las Vegas from June 4-10. The exhibition includes nearly 350,000 sq.ft. of exhibit and special event space.

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characteristics are simple: the desire to contribute at all levels to the overall development of an international franchise organization.

FRA

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**USA**

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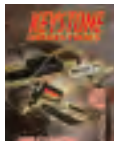


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	TEL: 440-808-3888 FAX: 440-808-0466 <a href="mailto:info@ecoscientific.com">info@ecoscientific.com</a> <a href="http://www.ecoscientific.com">www.ecoscientific.com</a>	

Nielson-Kellerman

Kestrel Pocket Weather  
Meters

Kestrel Pocket Weather Meters are hand-held weather instruments that measure wind speed, temperature, wind chill, relative humidity, barometric pressure, altitude, heat stress index, dewpoint, density altitude and wet bulb temperature. In addition to giving the current weather readings, data can be stored and graphed, and data can be uploaded to a computer. Six different models are available, and all are accurate, rugged, and waterproof. All models float, are easy to use, and have a two-year warranty.



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Kestrels are made in the USA and are commonly used in these applications: military, outdoor, forestry, marine, agriculture,

GIE	Katie Horn, Sales Manager Kestrel Pocket Weather Meters 21 Creek Circle Boothwyn, PA 19061 USA	8054
	TEL: 610-447-1555 FAX: 610-447-1577 <a href="mailto:khorn@nkhome.com">khorn@nkhome.com</a> <a href="http://www.nkhome.com">www.nkhome.com</a>	

Aqua Purification Systems

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WPF	Alex Salman Aqua Purification Systems, Dept. CN PO Box 20856 San Jose, CA 95160 USA	8006
	TEL: 408-225-7972 FAX: 408-225-7974 <a href="mailto:sales@aquapurification.com">sales@aquapurification.com</a> <a href="http://www.aquapurification.com">www.aquapurification.com</a>	

## International Buyer Program Event Calender

Int'l CES (Consumer Electronics Show)	January 6-9	Las Vegas	www.CESweb.org
ProMat	January 10-13	Chicago	www.ProMat2005.org
International Builders' Show	January 13-16	Orlando	www.BuildersShow.com/international
Graphics of the Americas	February 4-6	Miami Beach	www.graphicsoftheamericas.com
World Ag Expo	February 8-10	Tulare, CA	www.farmshow.org
ConExpo-Con/AGG & IFPE	March 15-19	Las Vegas	www.conexpoconagg.com
International Home/Housewares Show	March 20-22	Chicago	www.housewares.org/ihshow
CTIA Wireless	March 22-24	Atlanta	www.wirelessit.com
The National Show (Cable & Telecom)	April 3-6	San Francisco	www.thenationalshow.com
Electric Power	April 5-7	Chicago	www.electricpowerexpo.com
International Franchise Expo	April 8-10	Washington, DC	www.ifeinfo.com
NAB (Nat'l Assn of Broadcasters) Show	April 16-21	Las Vegas	www.nabshow.com
FMI Show (Food Marketing Institute)	May 1-3	Chicago	www.fmi.org
Waste Expo	May 2-5	Las Vegas	www.wasteexpo.com
Kitchen/Bath Expo	May 9-12	Las Vegas	www.kbis.com

### International Buyer Program Attracts International Attendees to U.S. Trade Shows

The U.S. Commercial Service's International Buyer Program, working with 36 of the competitively selected leading U.S. trade shows in key fields, organizes delegations of buyers/distributors looking to find U.S. trade partners.

Working with the more than 150 overseas commercial offices, IBP helps U.S. exhibitors and overseas distributors establish new business relationships at major shows in the USA. Each year a broad range of the leading shows in their fields is supported on a worldwide basis.

U.S. exhibitors seeking overseas contacts and distributors at each show identify markets of interest and key contacts for international attendees at each event.

Each year the leading shows in the USA in fields of information technology, electric power, oil and gas field equipment, food processing, packaging, medical and dental fields, building and construction, environmental, plastics, printing, business equipment, and consumer goods are highlighted among events of international importance.

*A detailed listing of all events on the IBP calendar is available on request and is listed online at: [www.export.gov/ibp](http://www.export.gov/ibp)*

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At ThinkGlobal our experience includes news releases, sales letters, sell sheets, advertising copy, billboards, business plans, marketing collateral, white papers, Web sites and software documentation.

## **Marketing & Communications**

We work with our clients to develop complete business plans, comprehensive strategic marketing initiatives and highly targeted public relations campaigns. We also offer cost-effective advertising solutions, including print and online ads. And we have the graphic design capability to create brochures, logos, billboards and other marketing material.

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The graphic design team at ThinkGlobal can handle all facets of design, from initial concept to pre-press production management. We have experience with all major graphic design software programs, including Quark, Photoshop and Illustrator. From brochures and print advertisements to Web pages and logos, we have the creative ability and design expertise to develop high-quality material for your English-speaking customers and prospects.

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Brown Medical Industries, Dept. CN  
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MED	Mark Fisher Biomerica, Inc., Dept. CN 1533 Monrovia Ave. Newport Beach, CA 92663 USA	8011
	TEL: 949-645-2111 FAX: 949-722-6674 bmra@biomerica.com www.biomerica.com	

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AGS	David M. Webster, President and CEO AgraCo Technologies International, Dept. CN 543 Cedar Drive Lafayette Hill, PA 19444 USA TEL: 610-825-7800 FAX: 610-825-4772 dwebster@agraco.com www.agraco.com	8003

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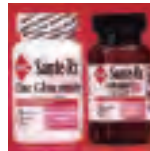


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**8057**

# Thai Distributor Boosts Profits Selling Mr. Tumee Vitamin Line

Mr. Tumee, an innovative dietary supplement for children and adults developed by Los Angeles-based Vitamec USA Inc., has helped an importer in Thailand expand into a new product line that has resulted in immediate profitability and earned the Thai company recognition from the U.S. Commercial Service.



Global Medical Solutions (Thailand) Ltd., a medical and healthcare distribution company based in Bangkok, began importing the Mr. Tumee vitamin line after learning about the product in Commercial News USA. Now, less than a year later, Global Medical Solutions has received a Certificate of Appreciation for Achievement in Trade from the U.S. Commercial Service, part of the U.S. Commerce Department.

Today, Global Medical Solutions is the exclusive Thai distributor for Vitamec with total purchases in 2004 of approximately U.S. \$100,000. "I contacted Cady Cooper, the director of exports for Mr. Tumee, after reading about the product in Commercial News USA," said Mark Gallegos, business development manager for Global Medical Solutions. "After meeting with Cady and her team, and testing a sample in our market, we signed an agreement to represent Vitamec in Thailand."

Gallegos said he also received support from Nalin Phupoksakul, the U.S. Commercial Service trade specialist based in Bangkok. "Nalin met with me twice to help us prepare for our trip to the states and for our discussions with Vitamec," he said.

"This kind of sound business relationship is an excellent example of the kind of success foreign firms can have using Commercial News USA as a source for identifying new business opportunities," said Tim Thompson, executive director, Office of Global Trade Programs, U.S. Commerce Dept. "Commercial News USA is helping local importers all over the world identify new U.S. products with promising market potential."

Thanks primarily to the worldwide visibility it receives in

Commercial News USA, Vitamec – a wholly owned subsidiary of Moba Inc. – is now selling its patented vitamin products in 30 countries. "More than half of our annual sales are now coming from export markets we have developed as the result of using Commercial News USA as our exclusive global marketing tool," says Viken Momdjian, chief executive officer of Moba.

Since 1998, the Mr. Tumee management team has been manufacturing and distributing natural products worldwide under the Vitamec brand. The Vitamec vitamin line is available in a vast variety of formulas for children and adults and is available for private label as well.

"We are dedicated to providing supplements that kids love," said Momdjian. "Our research team developed the all-natural Mr. Tumee gummy as a healthy alternative that parents can count on to provide their children with more vitamins and minerals for healthy development. Since the gelatin-free gummy contains no animal products, it is ideal for vegetarian families."

The Mr. Tumee supplements are produced at a 200,000 square foot facility located in northern California. Momdjian said the company continues to seek new distribution partners worldwide.

*More information about Global Medical Solutions is available by sending e-mail to [synbkk@loxinfo.co.th](mailto:synbkk@loxinfo.co.th)*

*More information about the Mr. Tumee product line and Vitamec USA Inc. is available by sending e-mail to [info@MrTumee.com](mailto:info@MrTumee.com) or online at [www.mrtumee.com](http://www.mrtumee.com)*



**Cady Cooper, Director of Exports**  
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If you want to receive future issues of Commercial News USA, please fax back this form to 1-413-584-1688.

Yes, I want to continue receiving Commercial News USA

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Please indicate the business categories you are interested in (check all that apply):

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- Building/Construction/Hardware
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- Electrical/Electronics
- Environmental
- Health & Beauty/Fashion
- Food/Food Processing
- Franchising
- Hotel & Restaurant Equipment
- Industrial Equipment, Services & Supplies
- Information Technology
- Materials
- Medical/Scientific Products & Equipment
- Security & Safety
- Sports & Recreation
- Telecommunications

### 1. What is your company or organization's principal business activity?

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Wholesaler                 | <input type="checkbox"/> Dealer                        | <input type="checkbox"/> Agent/Broker |
| <input type="checkbox"/> Industry (Purchasing)      | <input type="checkbox"/> Manufacturer                  | <input type="checkbox"/> Service      |
| <input type="checkbox"/> Representative/Distributor | <input type="checkbox"/> Export Trading Company/Broker |                                       |
| <input type="checkbox"/> Trade Association          | <input type="checkbox"/> Government                    | <input type="checkbox"/> Other        |

### 2. How many employees work for your company?

- 1    2-10    11-50    51-100    101-500    Over 500

### 3. How comfortable are you reading documents written in English?

- Very comfortable    Comfortable    Somewhat comfortable  
 Not very comfortable    Not comfortable at all

### 4. Where does your company currently import products from?

- |  |   |                                 |
|--|---|---------------------------------|
| <input type="checkbox"/> United States | <input type="checkbox"/> European Union | <input type="checkbox"/> China  |
| <input type="checkbox"/> South America | <input type="checkbox"/> Asia Pacific   | <input type="checkbox"/> Mexico |
| <input type="checkbox"/> Middle East   | <input type="checkbox"/> Canada         | <input type="checkbox"/> Other  |

### 5. Do you personally make purchasing decisions?

- Yes    No

### 6. Do you share your copy of Commercial News USA with other people?

- Yes    No (If you check this, skip #7)

### 7. How many people in your company read each issue of Commercial News USA?

- 2    3    4    5    6    7 or more

### 8. How would you rate the relevancy of Commercial News USA to your business?

- Very relevant    Somewhat relevant    Not relevant

### 9. Have you made purchases from companies you contacted after reading about them in Commercial News USA?

- Yes    No (If you check this, skip #10)

### 10. How many purchases have you made from companies you read about in Commercial News USA?

- None    1    2-3    4-5    6-10    More than 10

Please circle the Reader Service request numbers for any advertisers from whom you would like to receive more information about their products or services. Reader Service numbers appear on the bottom of each display ad and in the contact information box for listings. These numbers also appear in the alphabetical index on Page 22.

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