



Commercial News

XXVI: 7

The Showcase for American-Made Products and Services

www.export.gov/cnusa

September/October 2005

USA



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Letter to Our Readers

The U.S. Commercial Service works closely with companies interested in doing business with U.S. firms by helping them find U.S. products and services. We also help companies explore new business opportunities through local agency or distributorship agreements, joint venture and strategic alliance partnerships, franchising, or direct purchases.

Whether you are looking for new products to import or are interested in establishing a new strategic partnership, our customized services create solutions that are tailored to your business needs.

If you will be traveling to the United States to source U.S. products or services, the U.S. Commercial Service in your country can work with Export Assistance Centers in more than 100 cities in the U.S. to set up appointments for you with prospective U.S. suppliers and/or partners. This program is called the Gold Key USA service.

Through the Gold Key USA service, experienced U.S. trade professionals will arrange appointments for you with pre-screened contacts whose interests and objectives match your own. Each visit, set up with 30 days notice, will offer you four to six daily appointments. There are

nominal fees for this service. To locate the Commercial Service office closest to you, please go online to www.buyusa.gov

Another important program for companies outside of the states is the U.S. Commercial Service's International Buyer Program (IBP), which brings thousands of international buyers each year to meet with U.S. companies at major trade shows in the United States. Each year the U.S. Commercial Service selects and promotes trade shows representing leading industrial sectors.

The U.S. Commercial Service also provides competitive travel packages for delegations attending IBP Shows. To find out which trade shows are participating in the International Buyer Program, visit www.export.gov/ibp

If you are serious about doing business with an American company, our staff is ready to help you succeed.

Sincerely,



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

U.S. Department of Commerce, International Trade Administration

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Carlos M. Gutierrez

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International Trade**
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www.buyusa.gov

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USA

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11891

World of Concrete, January 17-20, To Host International Buyers in Las Vegas

Join more than 72,000 construction professionals from around the world at the 2006 World of Concrete in Las Vegas, Nevada, January 17-20, 2006; Seminars: January 16-20. The construction industry's largest annual international event features 700,000 square feet of the newest products, ideas and technologies from more than 1,600 exhibiting companies.

"World of Concrete 2006 is one of a select few U.S. trade shows to be chosen by the U.S. Department of Commerce to participate in the International Buyer Program (IBP)," says Senior Show Manager Jackie James. "By partnering with WOC, the U.S. Commercial Service can make a significant contribution to the worldwide attendance in 2006. U.S. embassies, consulates and commercial centers worldwide will promote World of Concrete, help organize delegations and encourage international buyers and distributors to attend. International Visitors who attend through this program will receive free exhibits-only admission and discounted seminar rates."

For more information, contact the nearest U.S. Embassy or Consulate in your country (www.buyusa.gov).

World of Concrete is not only the place to find the newest products, but the place to source new suppliers as well. More than 330 companies exhibited for the first time in 2005 and product offerings included everything from batch plants, concrete mixing equipment, scaffolding and grout pumps to trucks, loaders, cranes, sawing equipment, business and project management software and more.

The World of Concrete Seminar Program is lauded as one of the finest. More than 10,000 attendees participated in sessions last year. The World of Concrete program is the most in-depth in the industry featuring more than 125 educational sessions in targeted tracks covering everything from Concrete Basics to Decorative Concrete and Business Management Practices. Seminar Master Certificates are awarded to individ-



uals attending four seminars in a specific subject track.

World of Concrete features special product and action areas including The Producer Center, a dedicated marketplace of materials, equipment, demos and seminars for concrete producers; Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement and earth moving; Concrete Repair & Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment and other demolition products; World of Masonry, showcasing a full range of products, tools, information and technology for masonry professionals; and introduced last year, Technology for Construction, a premier exhibit and conference within World of Concrete featuring the newest products and tools for the commercial construction industry from top Information Technology and Systems providers.

Don't miss the Outdoor Action! Each year World of Concrete exhibitors and attendees alike enjoy the entertainment of several popular World of Concrete special events including the exciting Mega Demos, Artistry in Decorative Concrete, the competitive Masons' Challenge and more. World of Concrete has action-packed special events to educate and entertain. Grab a seat in the grandstands for the popular Mega Demos and watch as equipment is put to the test under actual jobsite conditions.

For more information about the 2006 World of Concrete event, visit www.worldofconcrete.com



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11842

Dec. 6-8, 2005

POWER-GEN International 2005 Conference Offers Networking and Sourcing Opportunities

POWER-GEN International, the world's largest power industry venue for information exchange and buying and selling activity, will be held this year from Dec. 6 to 8, 2005, in Las Vegas.

POWER-GEN attracts more than 16,000 attendees from 76 countries and 1,100 exhibitors, including the industry's foremost leaders and decision-makers. "If you're looking for a broad range of qualified power professionals with the power to purchase, look no further than POWER-GEN International," said Event Manager Andrea Flaherty. "Rated the industry's #1 event and named one of the Top 50 fastest growing events in the U.S. by Tradeshow Week magazine, POWER-GEN is the only event you'll need to attend all year to meet the world's leading power generation decision-makers."

All individuals registering for the show can use the Online Registration Form link on the left hand navigational bar at <http://pgi05.events.pennnet.com>



The IBP is a matchmaking program designed to facilitate interaction between international delegates and exhibiting companies. Hosting delegations from around the world, the IBP matches U.S. companies with foreign markets interested in doing business.

International delegates to POWER-GEN should make travel plans as soon as possible. The U.S. State Department rules regarding visas have tightened up. Not every foreign visitor is required to obtain a visa to enter the U.S.; however, it is important to note that visitors from some countries will need one. Please check with the U.S. Embassy in your area to confirm whether or not you are required to obtain a visa. A list of embassies is available online at <http://usembassy.state.gov>

If the U.S. State Department requires you to apply for a visa, please allow at least 60 days prior to the beginning of POWER-GEN International 2005 to visit the U.S. Embassy in your country to begin the application process. Before visiting the U.S. Embassy, you will need a letter of invitation to attend POWER-GEN International 2005, which show management can provide. To receive this letter, please forward your name, title, company, mailing address, and e-mail address to pgiconference@pennwell.com or Andrea Flaherty, Event Manager, POWER-GEN International, 1421 S. Sheridan, Tulsa, OK 74112 USA.

For more information regarding the visa process, please refer to the Detailed Visa Information page that is posted on the POWER-GEN Web site under the Registration Information category. More information about the conference is also available on the Web site.

Full Conference Delegates receive:

- Access to all Event Sessions.
- Access to the Exhibition Hall, including the Power Engineering Floor Reception.
- Access to Opening Keynote and Mega Sessions
- Coffee Breaks in the Conference area.
- Delegate Lunch on Tuesday and Wednesday.
- One (1) copy of the conference proceedings on CD-ROM.

POWER-GEN is an official participant in the U.S. Commerce Department's International Buyer Program (IBP) Participants in IBP international delegations receive the following:

- Complimentary admission to the exhibit floor.
- 50 percent discount on registration fees for conference sessions.
- Informal briefing at show (upon request).
- International Reception (free admission).
- Access to the Dept. of Commerce Global Business Center, offering meeting rooms and staffed by Commerce Department personnel to provide assistance, translators, telephones, fax machines, photocopier as well as a lounge area with refreshments.
- Complimentary hotel room (up to three nights) for embassy delegation leaders heading a delegation of at least 15 international buyers, excluding spouses, family members or guests.

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 Tulsa, OK 74112 USA
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 FAX: 918-831-9834
andrea@pennwell.com
<http://pgi05.events.pennnet.com/>

11598

THIS IS GLOBAL

December 6-8, 2005

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11598

SEMA Show Set for Nov. 1-4 in Las Vegas

Keeping Global Markets Open: A Critical Mission for the Specialty Equipment Market

The demand for specialty equipment products is strong and growing throughout the world. Spoilers and body kits, performance exhaust, aftermarket wheels, mobile electronics, performance air filters, turbo and supercharger upgrades, and suspension components are among the top products used to personalize cars. From Japan to the UK, and South Africa to Mexico, the specialty equipment market is growing.

But the very basic right of consumers to personalize their vehicles and the companies, which earn their livelihoods supporting this industry, is being threatened. Government over-regulation is chipping away at consumers' rights to upgrade their vehicles and often industry is not even aware of these developments until they find their once legal products banned.

On the one hand, nowhere is the vitality of this industry more evident than at the world showcase of specialty equipment shows – the SEMA Show, which will be held from Nov. 1 to 4, 2005. More than 120,000 attendees from more than 100 countries come to Las Vegas each November seeking to find all the newest and coolest products. International buyers who want to learn about the latest styling and performance products aren't disappointed. The SEMA show includes displays of more than 2,000 project vehicles and thousands of new product launches.



"There aren't very many truly international languages... music is one, art is another, and some, but not all, sports qualify," said SEMA Chairman elect-Mitch Williams. "The love of cars and light trucks is one of the true and few international languages. This connection that we all have to our cars and trucks ignores international boundaries and forms the basis for the international marketing language of cars and trucks."

This has never been truer. Over the past decade, consumers around the world have come to share a love of the automobile. There are also increasing similarities in the cars being driven, as well as the performance and styling products sought. SUVs and best-selling U.S. brands are gaining significant market share around the world. Movies, such as Universal Studio's Fast and Furious films, also have played a great role in generating interest in American-style tuning. Likewise, sport com-



compact vehicles, which have long been popular in Europe and Asia, are selling well in the U.S.—complete with European and Japanese-style modifications.

SEMA, recognizing that markets free of unnecessary regulations benefit everyone, has placed a high priority on safeguarding the global right to vehicle customization. During the past year, the association has met with manufacturers, distributors and the press in Brazil, China, Mexico, Australia and countries throughout Europe. Top on everyone's agenda was the importance of information sharing to keep everyone up to speed on legislative initiatives, and the importance of educating government officials about the economic importance of the specialty equipment industry.

Business leaders in country after country also talked about the need to devote adequate resources to enable the industry to make sure its voice joins the others at the table when decisions are made regarding the basic right of consumers to customize their vehicles.

For more information on SEMA's international initiatives contact SEMA's International Relations Director, Linda Spencer, at lindas@sema.org

More information about the 2005 SEMA Show is available online at www.SEMASHOW.org

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TEL: 202-183-4032
FAX: 301-231-7696
lindas@sema.org
www.sema.org and www.enjoythedriver.com

11519

CTIA WIRELESS 2006: April 5-7 in Las Vegas

With analysts estimating 650 million global wireless subscribers by the end of the year, it is little wonder that marketers and advertisers are pursuing wireless as the most innovative and potentially useful medium to reach and engage consumers. CTIA WIRELESS 2006, the world's largest wireless trade show, will focus on this growing trend of permission-based mobile marketing as one of many topics covered.

The latest in wireless technology will be the focus of CTIA WIRELESS 2006, sponsored by CTIA-The Wireless Association, April 5-7 in Las Vegas. More than 35,000 attendees will gather to network, transact business, and socialize in one of America's most exciting cities.

"CTIA is an international organization that represents all sectors of the wireless communications and cellular industry, from tower to end users," said Steve Largent, president and CEO of CTIA. "We're the voice of the wireless industry, and our voice is heard in the executive branch, in Congress, and at the FCC through committees that provide leadership on regulatory, safety, and technology issues."

CTIA WIRELESS 2006 is the largest, most comprehensive show in the wireless industry, and the premier venue to exchange ideas, create partnerships and collaborate to bring wireless telecommunications to new heights.



Delegations of foreign attendees are encouraged to attend the show. Organizers of delegations of 10 people or more are eligible for a complimentary hotel room. Please contact Caitlin Harrison, charrison@ctia.org for more information. International attendees to CTIA WIRELESS 2006 who will need a visa must complete an "Invitation Letter Request Form."

Information about CTIA and CTIA WIRELESS 2006 is available at www.ctia.org or by calling 202-785-0081.

Caitlin Harrison, Marketing Assistant
CTIA

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charrison@ctia.org
www.ctia.org

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CTIA WIRELESS 2006
A Division of CTIA-The Wireless Association™

April 5-7, 2006

Las Vegas Convention Center
Las Vegas, Nevada, USA

CTIA
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The Most Important Technology Event of the Year.

6415325124 People

192 Countries

1 Technology Trade Show

InfoComm 2006 To Welcome International Buyer Delegations in Orlando, June 3-9, 2006

International buyers are already making plans to attend InfoComm 06, the largest event in the professional information communications and electronics arena. The 2006 exhibition will be held in Orlando from June 3-9, 2006.

InfoComm International® and the International Communications Industries Association Inc.® (ICIA), which sponsors the show, announced record participation at InfoComm 05, which was held in Las Vegas in June.

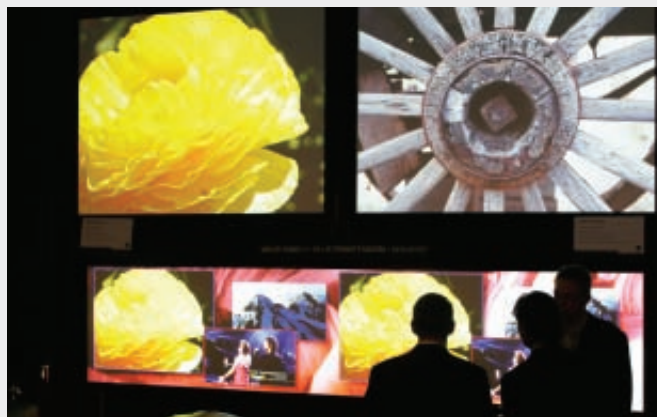
Selected by the U.S. Department of Commerce as an International Buyer Program (IBP) member trade show, InfoComm 05 attracted more than 300 visitors who attended with IBP delegations. Overall, out of a record 26,322 attendees, 4,328 (16%) came from 80 countries around the world.

"The benefits of attending InfoComm are numerous, and international visitors find the conference and exhibition extremely valuable," said Randal A. Lemke, Ph.D., ICIA executive director.

InfoComm is known as a critical trade show for the professional audiovisual industry, offering previews of the latest audio, video, display, projection, conferencing, control, networking and presentation technologies.

"InfoComm 05 mirrors the fast pace of innovations and growth in the AV communications industry," said Lemke. "We introduced new courses and exhibitors this year to address the demand for digital signage, presentations technologies and the residential market as well as audio, collaborative conferencing, streaming media and lighting and staging."

Twenty delegations participated in the IBP program in 2005, receiving red carpet treatment from the moment they stepped off their flights. Additional benefits included complimentary three-day exhibit hall passes, an invitation to the Opening Reception as well as the International Reception, unlimited access to the International Business Center and a matchmaking system to find import and export opportunities.



InfoComm offers the best networking opportunities in the world for international buyers. It provides a forum in which manufacturers, dealers, distributors, consultants and buyers can mingle, discuss business and have fun!

With all the buzz surrounding InfoComm 2005, the 2006 event is sure to be an even bigger hit! Please mark your calendar to join your industry peers in Orlando, Florida, at the Orange County Convention Center, June 3-9, 2006.

Orlando provides an ideal backdrop for emerging industry technologies to take center stage at InfoComm 2006!

Why You Should Attend InfoComm

Groundbreaking Technologies and Innovations

InfoComm exhibitors are always on the cutting edge with the latest in AV technology.

Networking With Your Peers

InfoComm will help you connect with the people and resources you need to make your job easier.

Education and Training

InfoComm is more than just a tradeshow! We offer comprehensive educational courses before and during the show.

InfoComm Welcomes International Delegations

We invite you to contact the Commercial Section of your local U.S. embassy or consulate to join an InfoComm delegation program.



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www.infocomm.org

11725

International Poultry Expo: Jan. 25-27 in Atlanta

The 2006 International Poultry Expo will be held from Jan. 25-27 at the Georgia World Congress Center in Atlanta.

Honored by Tradeshow Week as one of the 200 largest trade shows in the United States, the International Poultry Expo features every segment of the poultry and egg industry. Exhibits and conference programs will cover feed milling, live production, hatchery, processing, further processing, packaging, commercial egg, marketing, and all support activities. The IPE registration fee includes admission to the educational programs at no charge.

"Last year, 834 exhibitors filled more than 16 acres of display area in the Georgia World Congress Center — with every conceivable product and service used by these industry groups," said Don Dalton, president of the U.S. Poultry & Egg Association, the event sponsor.

Approximately 18,763 poultry industry leaders from the United States and around the world attended the 2005 show. That represents a 3.4% increase in attendance compared to the previous year. Moreover, 3,616 attendees, 19% of the total attendance, came from outside the United States.

Forty-seven states, plus the District of Columbia and Puerto Rico were represented at the 2005 show. On the international scene, buyers from 96 countries attended the show.

Latin America was especially strong, with more than 1,400 attendees.

The 2006 International Poultry Expo will be preceded by the International Poultry Scientific Forum on Jan. 23-24. A separate registration fee is required for the forum. Researchers present the latest findings in the areas of environmental management, nutrition, physiology, pathology, processing and products, and avian diseases.

For more information about the 2006 IPE, log onto www.ipe06.org or call 770-493-9401.



U.S. Poultry & Egg Association
1530 Cooledge Road
Tucker, GA 30084-7303 USA

TEL: 770-493-9401
www.ipe06.org
Attendees: pstatthes@poultryegg.org
Exhibitors: mlyle@poultryegg.org

11657

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\$50 (USD) On-site Registration Fee

Contact the U.S. Poultry & Egg Association
770.493.9401 or log onto www.ipe06.org

11657

Great products deserve great buyers. We've got them by the thousands.

Check out these GREAT NUMBERS...

National Manufacturing Week® registrants bring more than **\$4.8 BILLION** in buying power to the Show* – that's billion with a "b".



92% of all National Manufacturing Week attendees have **decision-making** authority.* And they use it.



More than 50% of National Manufacturing Week attendees have budgets in **EXCESS** of \$100,000. Nearly 25% have budgets in excess of **\$1 MILLION**.*



92,828 **quality leads** were generated from across North America and 40 different countries at National Manufacturing Week 2005.*



40% of the top **500** US manufacturers registered – 70 registered teams of 5 or more.*



...and these GREAT PROGRAMS!

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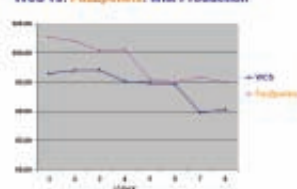
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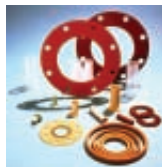
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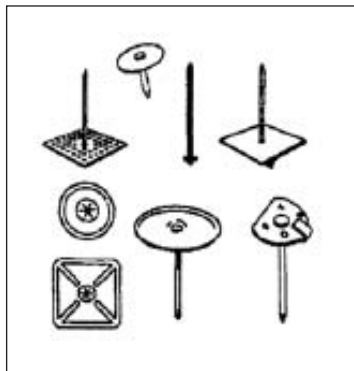
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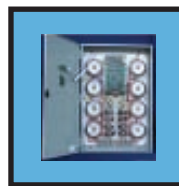
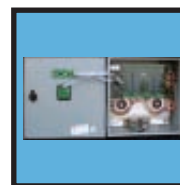
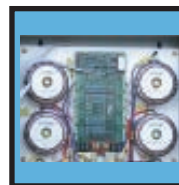


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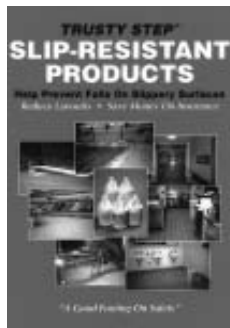
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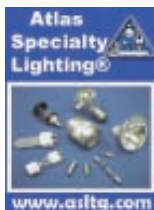
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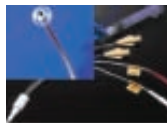
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Mr. Tumee Vitamins Bring Health and Good Cheer to Iraqi Children

Children in war-torn Iraq have something to smile about thanks to a new partnership that is making the Mr. Tumee vitamin line available in the Iraqi market.

The Tamimi Group and Enana Pharmaceuticals & Medical Supplies Company based in Iraq recently signed a deal to distribute the Mr. Tumee product line after reading about it in Commercial News USA.

Vitamec USA Inc., which manufactures the Mr. Tumee vitamin line, shipped its first order to Iraq just days after finalizing its distribution agreement with the Tamimi Group.

Already, 10,000 bottles of the Mr. Tumee vitamins have been delivered to Iraq. "The vitamins are being well received," said Aysar N. Muhamad, import manager for the Tamimi Group. "The Mr. Tumee vitamin was instantly popular in Iraq. Doctors, parents and children are anxious to try these innovative and delicious gummy vitamins."



In addition to embracing the product itself, Iraqi children responded well to Vitamec's point of sale promotional items, such as temporary tattoos, stickers, balloons, and coloring books. "Creating a bond with the children is the most rewarding aspect of working with Vitamec's Mr. Tumee line," said Muhamad. "Vitamec has provided us with a dynamic marketing program that works well in the Iraqi market."

Following its initial success in Iraq, the Tamimi Group ordered a 40-foot container load that includes the entire line of Mr. Tumee products.



"We are dedicated to providing supplements that kids love," said Cady Cooper, Vitamec's export coordinator. "Interacting with the Iraqi children and alleviating their suffering and bringing smiles to their faces is extremely gratifying."

The all-natural Mr. Tumee gummy vitamin was developed 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 Vitamec vitamin line is available in a variety of formulas for adults, and is available for private label as well.

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 18 standard formulas and available for private label orders.

Mr. Tumee supplements are produced in a 200,000 square foot facility in California by a qualified team of 200+ employees with a manufacturing capacity of 60 million gummies per month.

"With 40% of the 26 million people in Iraq under 14-years-old, there is a huge market for vitamins," said Cooper.

"We believe that our product not only fills a vital health role in Iraq, it also helps to give Iraqi children positive exposure to a new American product and it helps them to identify with American children."

More information about the Tamimi Group is available online at www.enana-iraq.com

More information about the Mr. Tumee product line and Vitamec USA Inc. is available by sending e-mail to info@Mrtumee.com or online at www.mrtumee.com

MR. TUMEE™



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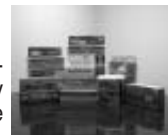
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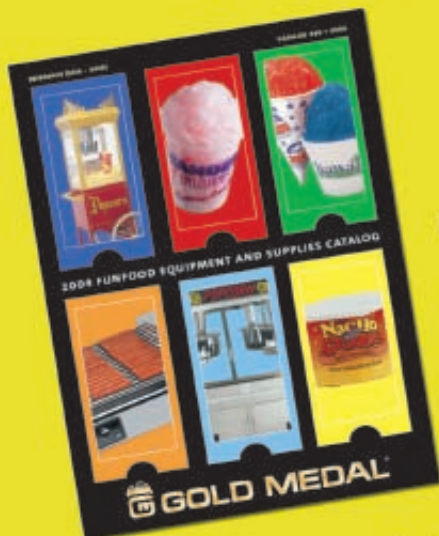
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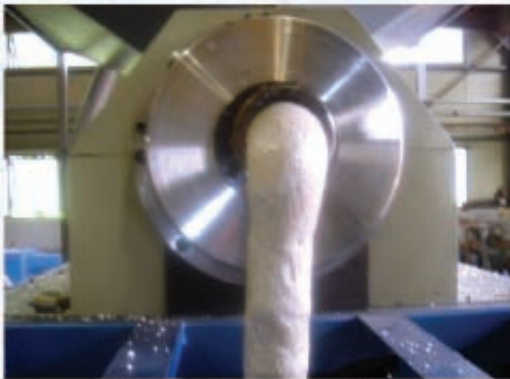
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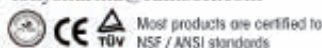
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