

Commercial News[®]

XXVII:6

The Showcase for American-Made Products and Services

www.export.gov/cnusa

November/December 2006

USA

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Official Magazine

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Commercial News USA Web Site Redesigned

We are happy to announce that the Commercial News USA Web site has been redesigned to make it easier for you to locate potential U.S. partners.

The Web site, located at www.export.gov/cnusa, features all of the advertisers in the current edition of the magazine. The site can be searched by industry or alphabetically.

From the online advertisement on the site, you can read about a particular company and use a built-in link to request information from that company.

In addition to the html version of the magazine, the Commercial News USA site also features a pdf version with links directly to the advertisers, making it easy for you to send an e-mail or visit that advertiser's Web site.

Other new features on the Commercial News USA Web site include a navigation bar on the left side of the page. This provides quick access to various industry sections.

The navigation bar also offers access to our Reader Service request page. From there, you can request information from any of the advertisers

in the current issue of the magazine.

It is also possible to review past issues of the magazine. The Past Issue Archive link on the navigation bar leads to a list of past issues of the magazine. These are all available as pdfs.

Resource Links at the bottom of the navigation bar make it easier for you to locate other informational resources. In particular, the link to buyusa.gov leads to a searchable list of all U.S. Commercial Service offices around the world.

Finally, new Web banner ads on the site offer a wide range of different information resources and events being promoted by Commercial News USA partners.

We hope you find the new site useful and encourage you to tell your business colleagues about it.

All the Best,



Gregory Sandler
Publisher

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November/December 2006

USA

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January 23-26, 2007; Seminars January 22-26

World of Concrete To Host International Buyers in Las Vegas

Join more than 80,000 construction professionals from around the world at the 2007 World of Concrete in Las Vegas, Nevada, January 23-26, 2007; Seminars: January 22-26. The construction industry's largest annual international event features more than 800,000 net square feet of the newest products, ideas and technologies from more than 1,700 exhibiting companies.

"World of Concrete 2007 is one of a select few U.S. trade shows 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 2007. 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. Product offerings include 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 130 educational sessions in targeted tracks covering everything from Concrete Basics to Decorative Concrete and Business Management Practices. Seminar Master Certificates are awarded to individuals attending four 3-hour seminars in a specific subject track. New this year – 90-minute sessions on "Building Your Business." These sessions will focus on every aspect needed to successfully run and



grow your business. Topics include Field Productivity, Safety, Technology, Legal Issues, Money Matters, General Business, Sales & Customer Service and more.

World of Concrete features special product and action areas including **The Producer Center**, a dedicated marketplace of materials, equipment and demos 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 **Technology for Construction**, 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 Artistry in Decorative Concrete, the competitive Masons' Challenge and more. World of Concrete has action-packed special events that will educate and entertain.

For more information about the 2007 World of Concrete event, visit www.worldofconcrete.com

TRA

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International Sign Expo: April 12-14 – Las Vegas



The International Sign Association (ISA) International Sign Expo 2007, the largest sign show in the world, will take place April 12-14, 2007, at the Mandalay Bay Hotel and Convention Center in Las Vegas, Nevada. ISA will gather more than 20,000 world-renowned sign suppliers and distributors to share their products, services and technologies with manufacturers in a first-class global environment.

Professionals from more than 35 countries will discover the latest sign technologies through in-depth educational programs and special events. Product types exhibited at the Expo include acrylics, banner materials, channel letters, cranes, digital imaging, electronic message centers, fabrics, films, flexible faces, inkjet media, laminators, LEDs, neon, printers, vinyl, welding equipment and more.

The Expo has grown in international attendees by 32% over the last two years and will have almost 4,000 overseas buyers in 2007. In response to this accelerated growth, the Global Sign Forum will give attendees and exhibitors the chance to delve into global sign industry issues including the challenges and opportunities facing companies that conduct business overseas.

The show will offer two new international programs—the International Business Forum and the Partner Development Forum.

The International Business Forum is intended for companies wishing to export or expand into foreign markets, or for those that are interested in acquiring products and services from the United States. Attendees will learn how to capitalize on opportunities available in the international market place; test global readiness and the basics on exporting and importing; gain contacts to help you decide on or develop a global strategy; and apply information received through discussion with peers and international business facilitators.

The invitation-only Partner Development Forum is a meeting of executives from ISA and overseas sign associa-

tions. This is an opportunity to discuss the future of the sign industry worldwide and how associations can work together. For more information or to request an invitation, please e-mail sb@signs.org.

ISA Expo 2007 will also feature an International Lounge where sign professionals can network, log onto the Internet, meet with interpreters, schedule a press conference or just relax with our free beverage service. ISA will have international interpreters in Spanish, French, Korean, and Mandarin Chinese working in registration, the exhibit hall and the international lounge.

Also, our Business Partner Matchmaking service can schedule meetings prior to coming to Las Vegas for the Expo. This will be available online at www.signexpo.org.

For more information on making your international travel arrangements or for any show related questions, please contact Sapna Budev, Trade Show Operations and International Relations Manager at (001)703-778-8095 or sb@signs.org.

To learn more about ISA Expo 2007, please log onto www.signexpo.org.

www.signexpo.org



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GLOBALCOMM™ 2007 Set for June 18-21

The Telecommunications Industry Association (TIA) has provided industry leadership in standards development, policy advocacy and member business opportunities for the past 25 years. One of TIA's best business opportunities is GLOBALCOMM™, TIA's annual event for the converged communications industry which will take place June 18-21, 2007, at McCormick Place in Chicago, Illinois, USA.

The exhibition features more than 450 of the world's most innovative providers of communications and information technology products and services.

According to TIA's 2006 Telecommunications Market Review and Forecast, international telecom revenue will reach \$2.7 trillion in 2009. The Americas, Europe, the Middle East and Africa, and Asia-Pacific are all experiencing healthy growth, and the GLOBALCOMM Summit Series will provide success stories, trends and lessons learned from each of these dynamic regions.

From GLOBALCOMM Summits to in-depth conferences covering all the hot topics for service providers and enterprises, attendees have the best of both worlds: learning from the industry's leaders at sessions, then watching those ideas come



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to life at the exhibition. No other tradeshow offers such a coordinated program of education and exhibits. TIA's conferences balance learning in the classroom with exploring the show floor while providing ample time for networking with peers from around the world.

Please visit us at www.globalcomm2007.com or call 1-703-907-7700 for more information.

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The entire buying/selling chain for the global information and communications technology converges at GLOBALCOMM™ ... the Next-Generation Communications Marketplace and Summit owned, produced and powered by TIA. GLOBALCOMM™ brings together a broad international base of communications technology suppliers, service providers, enterprises and other professionals in a pure business-to-business environment.

Visit us at www.globalcomm2007.com for the latest buzz on the biggest show in the industry.



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Bring Your Entire Team to The New FMI Show May 6-8, McCormick Place, Chicago

Professionals in food retail can join international retailers, distributors, suppliers, exporters and food industry experts at the world's premier food retail industry event—The New FMI Show plus Markettechnics®. The New FMI Show is the best of new products, educational sessions and business opportunities combined with the latest in retail technology.

International visitors will experience the Retail Technology Showcase and get ideas to improve their store operations. The U.S. Food Export Showcase, featuring producers, processors, and suppliers eager to export American food and beverage products to customers in other countries, will also be of interest.

International attendees will receive a number of benefits including the international reception where they can meet with peers and connect with potential business partners; the International Trade Center, which will allow attendees to conduct new business transactions on the show floor; GlobalConnect computers, which will be loaded with exhibitor product and services listings; representatives from the U.S. Departments of Commerce and Agriculture who will be on hand to facilitate transactions; and translators fluent in Japanese, Korean, Mandarin Chinese, Portuguese and Spanish who will be available if needed.

Attendees can also learn the latest information from industry experts on consumer and economic trends, competi-

tion, and increasing sales and profit. "Super Sessions" seminars will also be translated into the languages mentioned.



International visitors can take advantage of the Group Advantage Program when registering 10 or more attendees. It provides discounted registration rates, exhibitor appointment scheduling, and hotel room reservation assistance.

International industry professionals interested in The New FMI Show should complete an application for a letter of invitation in order for show organizers to submit visa applications. International visitors are urged to make travel and hotel arrangements as soon as possible.

Information about The New FMI Show, including registration, visa applications and special rates offered through the Group Advantage Program, is available at www.fmishow.org or by contacting Suzanne George at sgeorge@fmi.org.



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CTIA WIRELESS 2007: March 27-29, in Orlando

Wireless has become a myriad of things to many different people across all walks of life. What wireless means to a young man in Beijing can be very different than what wireless is to a woman in India and different than what it might mean to a college student in NYC.

The latest in wireless technology will be the focus of CTIA WIRELESS 2007, produced and sponsored by CTIA-The Wireless Association® March 27-29, 2007, in Orlando, Florida. With the explosion of new technologies, content, applications, and network capabilities...wireless is something different to everyone. It is the underlying technology that can enable virtually everything, it's access to people and content, it's an extension of our personalities, it's 1,000 exhibitors and 40,000 attendees all converging in one place for three days—all there to discover what wireless is to them.

CTIA WIRELESS 2007 is the world's largest event dedicated exclusively to wireless and mobile computing technologies, covering the entire industry from network infrastructure to microprocessors to applications to content to end-user hardware.

What is wireless to you? Find out at CTIA WIRELESS 2007.

Delegations of foreign attendees are encouraged to attend the show. Organizers of delegations of 15 people or more are eligible for a complimentary hotel room. Please contact Kisme M. Scott, kscott@ctia.org for more information. International attendees to CTIA WIRELESS 2007 who will need a visa must complete an "Invitation Letter Request Form."

Information about CTIA and CTIA WIRELESS 2007 is available at www.ctia.org/ctiawireless or by calling 202-785-0081.



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IFAI Expo: October 3-5, 2007, in Las Vegas

IFAI Expo 2007, the dominant trade show and conference for the specialty fabrics industry for more than 90 years, will be held Oct. 3-5, 2007, at the Las Vegas Convention Center in Las Vegas, Nevada, USA. IFAI Expo 2007 will showcase existing and emerging technologies in specialty fabrics—bringing together all levels of the value chain – from fiber producer to end product manufacturer.

Attendees can see new products and technology, keep current on industry trends and issues; learn new design, manufacturing and marketing strategies; and meet with specific companies.

More than 450 companies will showcase the latest in fibers, fabrics, findings, hardware, equipment, emerging technologies and solutions for the marketplace.

IFAI will again offer market-specific symposiums to inform and educate manufacturers, architects, engineers, designers, business leaders and industry professionals about tested practices, design trends, award-winning case studies and business-boosting strategies that expand creativity and increase the bottom line.

The Industrial Fabrics Association International is a 2,000-member trade association. Member companies range from one-person shops to multinational corporations whose

products span the entire spectrum of the specialty fabrics industry. IFAI Expo 2007 is the gathering place for key players and experts in the industry to exchange ideas—an exciting atmosphere which allows you to make the connections that will increase your professional expertise and build your business as an attendee and as an exhibitor.

**IFAI
EXPO '07**
TRADE SHOW & SYMPOSIUMS

To learn more about IFAI and membership visit www.ifaexpo.com.

To attend Expo 2007, contact Tracie Coopet, Exhibit & Registration Coordinator at 1-651-225-6947; 1-800-208-2615; or e-mail: tkcoopet@ifai.com.

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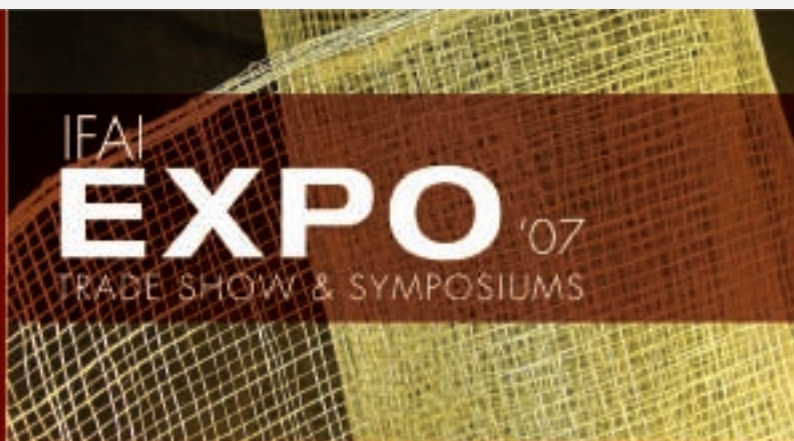
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October 3–5, 2007 | Las Vegas

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Latest in Gearing Technology and Equipment on Display at Gear Expo 2007

Why should you exhibit in GEAR EXPO 2007? If you are involved in gear manufacturing; if you want to reach many high-quality buyers at modest cost; or if you are introducing new technology, products and equipment—you belong there.

GEAR EXPO 2007 will take place October 7-10, 2007, at Cobo Center in Detroit, Michigan, USA. Known as “The Worldwide Gear Industry Event,” it allows exhibiting companies to connect with customers and potential customers who are looking for the newest in the industry. Visitors are CEOs, CFOs, senior engineers and purchasing agents for major manufacturing companies around the world—the people who play vital roles in the buying process.

Show exhibitors include manufacturers of gear blanks, bearings, machine tools, companies that provide components, as well as suppliers of critical processes such as heat treating, coating and shot peening. Gear manufacturers include those making



everything from small to large to special purpose gears.

“GEAR EXPO brings together all facets of the gear industry from around the globe,” says Kurt Medert, vice president of the American Gear Manufacturers Association and manager of the show.

“That’s why GEAR EXPO is ‘the’ trade show for equipment manufacturers, gear manufacturers and suppliers to the gear industry. It is also the best networking opportunity of the year.”

More information is available online at www.gearexpo.com.

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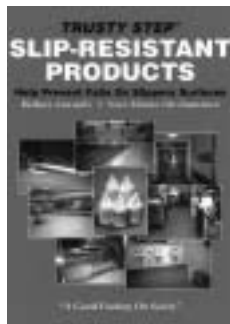


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