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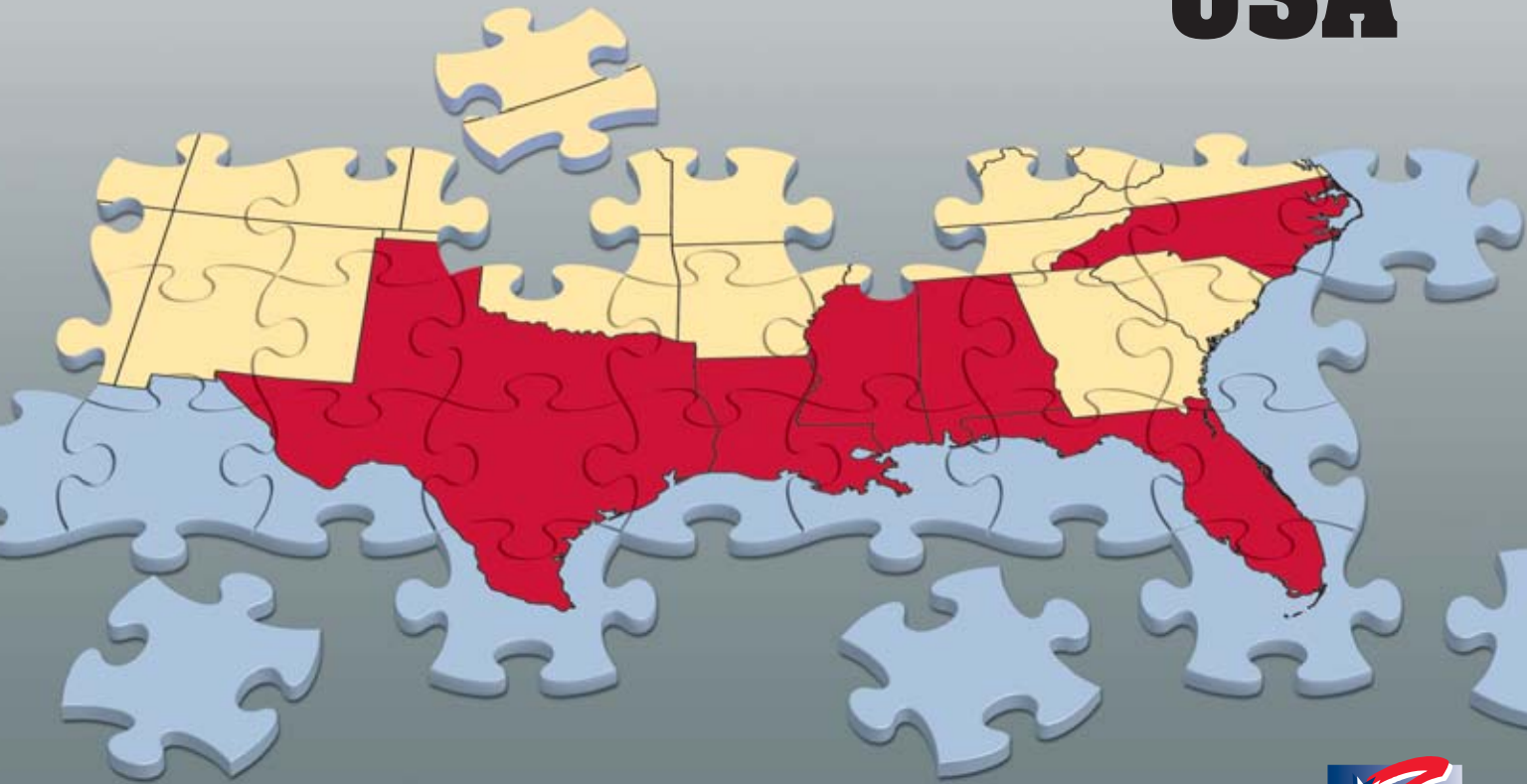
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The Showcase for American-Made Products and Services

www.export.gov/cnusa

November/December 2007

USA



GO Zone
Global Business Guide 13

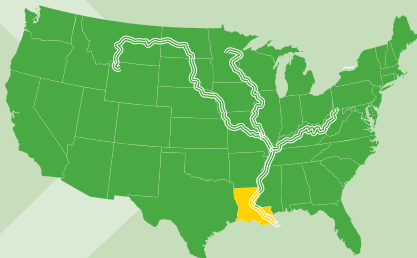


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www.restaurant.org/show

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The Showcase for American-Made Products and Services

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November/December 2007

USA

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Request Free Information

Profit from finding an American business partner. Request information directly from the companies you want to do business with today. Or fax back the free Reader Service form on Page 35 to request information from many different companies.

America Recovers from Hurricane Disasters

Major hurricane disasters in 2005 caused considerable damage to six American states, including Alabama, Florida, Louisiana, Mississippi, North Carolina and Texas.

Hurricane Katrina, which impacted New Orleans and much of the Louisiana and Mississippi coastline, was the most publicized of these natural disasters. The Gulf Opportunity Zone Act of 2005 (GO Zone) was part of the U.S. government's response to helping re-build the many communities that were hurt.

Now, more than two years later, business is beginning to return to normal. But, thanks to the GO Zone initiative, programs are available to encourage business investment in the states. In Louisiana alone, \$7.9 billion in Gulf Opportunity Zone Bonds remain available to support rebuilding efforts.

The ongoing effort to recover from the hurricane disasters offers an unparalleled opportunity for non-U.S. investors to participate in the re-building effort.

In addition to investment opportunities, U.S. exporters in the six GO Zone

states are looking for buyers and distributors for their products.

The GO Zone Global Business Guide, which begins on Page 13 of this issue of Commercial News USA, features 48 companies with products and services that are ready for export.

Sponsored by the U.S. Commercial Service, part of the United States Dept. of Commerce, and co-sponsored by the Louisiana Economic Development agency, the GO Zone Global Business Guide offers entrepreneurs around the world access to high quality, American-made products and services.

Please take time to review the GO Zone Global Business Guide and to contact any companies you are interested in working with.

All the Best,



Gregory Sandler, Publisher
Commercial News USA

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Gabe Pellathy

**Commercial Service Liaison
Trade Promotion Programs**
Terry Shavatt

Commercial Service Offices
www.buyusa.gov

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Editor and Publisher
Gregory Sandler
greg@thinkglobal.us

Director of Advertising and Marketing
Paul Adams
paul@thinkglobal.us

Advertising Manager
Janet Laroche
janet@thinkglobal.us

Associate Publisher
Lee Enderlin
lee@thinkglobal.us

Art Director
Stan Fede
stan@thinkglobal.us

Webmaster
Timothy Gildea
tim@thinkglobal.us

Administrative Assistant
Kate Sorensen
kate@thinkglobal.us

Interns
Alyson Cordeir
Matt Garofalo

Western U.S. Advertising
RC Bublitz & Associates
bublitz@thinkglobal.us

Advertising Information

For information about advertising in the magazine, please call 1-800-581-8533 from within the United States or send an e-mail to cnusa@thinkglobal.us. For all other questions, please send an e-mail to info@thinkglobal.us

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The National Restaurant Show 2008, May 17-20, 2008

Restaurant, Hotel, Catering Innovation Starts at NRA 2008

International visitors and buyers from 115 nations will join 74,000 colleagues and peers at the National Restaurant Association (NRA) Show 2008, May 17-20 at Chicago's McCormick Place.

NRA 2008 – the world's premier showcase for restaurant, hotel, and catering products, services, and equipment – will feature an exciting exhibit floor, informative education sessions, and networking events where professionals can share innovative ideas and industry best practices.



The 2008 show extends a particularly warm welcome to international visitors. At the International Reception on Saturday evening, guests can make profitable contacts with senior executives of U.S. companies in a relaxed setting. Throughout the week, they can also take advantage of The International Trade Center for private meetings, translation services, and matchmaking; The International Back-of-the-House Tours, half-day adventure trips into the city's most successful restaurants (for registered international guests only); and more than 60 programs taught by industry experts that focus on marketing, sales, operations, technology, and services.

With 2,100 exhibitors, the show floor at NRA 2008 will be an event unto itself where visitors can watch – and sometimes participate in – product demonstrations, meet U.S. suppliers and

*“This is absolutely fabulous.
This is the biggest show in the industry,
probably on the planet,
and it's very exciting to be a part of it”*

– Steve Raichlen, award-winning author,
journalist, cooking teacher, and TV host.

manufacturers, learn about the newest technologies and equipment, share ideas that lower costs and build profits, sample new food and beverage products, and arrange one-on-one meetings.

Special pavilions will abound at NRA 2008 to help attendees and buyers identify the hottest trends from around the world. They'll include:

- **The American Food Fair** – regional specialties from around the U.S.
- **The 2008 Culinary Event** – including celebrity chefs and demonstrations
- **The Kitchen Innovations Pavilion** – a showcase of commercial kitchen equipment
- **The Franchise Pavilion** – a meetingplace for franchise professionals
- **The Technology Pavilion** – focusing on restaurant POS systems, wireless technologies, and customer relations management
- **The International Cuisine Pavilion** – featuring traditional foods and beverages
- **The Edge Pavilion** – a source of ideas in furniture, design, lighting, and graphics.

International visitors should follow these steps to plan their trip to the NRA Show 2008 show in Chicago: Register online. Reserve a room with a special NRA discount. Download a letter of invitation. Identify the exhibitors you most want to meet. Review the education sessions and plan your schedule.



My NRA Show

This online Show guide (free with registration at www.restaurant.org/show) delivers great value and networking opportunities even before you arrive in Chicago. Customize your booth route, contact list, and event schedule to connect with the people, products, and events that matter most to you.

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- Technology
- Waste-to-Energy

International Reception: Tuesday, May 6
complimentary to all international attendees.

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Contact the Commercial Service Officer at your local U.S. Embassy or Consulate to discuss attending this important waste industry trade show.



Las Vegas Convention Center • Las Vegas, Nevada, USA
College of Technology: **February 25 - 26, 2008**
Conference & Exposition: **February 27 - 29, 2008**

www.iwceexpo.com

FREE Exhibit Hall Admission for International Attendees!
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IWCE is the ONE place where all industries and all communications professionals come together to share thoughts and ideas on wireless communications technologies.

If you are responsible for planning and implementing an organization's wireless technology future you can NOT miss this event! IWCE attendees include:

- Technology end users from all industries • Public safety agencies
- Wireless service providers • IT professionals • Dealers and consultants

350 companies will be displaying the following technologies to 6200 industry participants from 50 countries:

- Mobile Voice/Mobile Data
- PCS/Cellular
- Telematics
- RF Engineering
- GPS
- Antennas and Accessories
- 802.11/Wi-Fi/WiMax
- VoIP
- Towers
- And a great deal more!

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Contact the Commercial Service Officer at your local U.S. Embassy or Consulate to discuss attending this important waste industry trade show.

Show: January 22-25, 2008, Seminars: January 21-25

World of Concrete: Construction Industry Show in Las Vegas

Join more than 90,000 attendees from around the world at the 2008 World of Concrete in Las Vegas, Nevada, January 22-25, 2008 – Seminars January 21-25. WOC is the construction industry's largest annual international event for concrete and masonry professionals featuring 900,000 square feet of the newest products, ideas, and technologies from more than 1,700 exhibiting companies.

World of Concrete was named by Tradeshow Week as one of the Top 50 Fastest-Growing Tradeshows based on 50% total net square footage growth and 50% net growth between 2004 and 2006.

WOC 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 Education 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 150 educational sessions in targeted tracks covering everything from Concrete fundamentals to Decorative Concrete and Business Management Practices. The show's 90-minute topics include Leadership Management, Technology for Construction, Legal Issues, Women in Construction, Finance and Money Matters, Green Building, Safety and Risk Management, and more.

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 and 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.

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 featuring the crowd-pleasing SPEC MIX BRICKLAYER 500®, The Women in Concrete Luncheon & Forum offering a great networking opportunity for women in construction, and much more!

Join the editors of The Concrete Producer magazine for the Hoover Dam Bypass Tour. Learn the history and challenges of the Hoover Dam Bypass as well as the admixtures used in the project's mix designs during an informative construction site visit and tour of the Hoover Dam Visitor's Center. A special below-the-dam tour will be included. Space is limited, so register online today.

Registration for WOC 2008 is now open, so register online today and purchase the seminars you need to stay competitive. Get ready for an exciting, education-packed week of fun and excitement this January at World of Concrete 2008!

For more information about the 2008 World of Concrete event, visit www.worldofconcrete.com.



Atlanta, Georgia, February 25-28, 2008

The Work Truck Show® 2008 Features Trucks and Equipment to Meet Growing World Demand

Global business leaders can view the latest in work trucks and truck-mounted equipment and gain key international contacts at The Work Truck Show 2008 and 44th Annual National Truck Equipment Association (NTEA) Convention. Hosted at the Georgia World Congress Center in Atlanta, Georgia, USA, the trade fair will run February 26-28, 2008, with the educational conference beginning on February 25 and concluding on February 28.

Produced annually by the NTEA, a trade organization based in Detroit, Michigan, the U.S. commercial truck capitol, The Work Truck Show brings together companies that buy, distribute, import and export the trucks and truck-mounted equipment critical to global economic growth. Manufacturers will display the latest in commercial trucks, truck bodies and equipment in more than 40,000-square meters of exhibition space.

The convention and trade show are open to anyone who purchases, distributes, imports, exports or uses work trucks and truck-mounted equipment in their business. In 2007, The Work Truck Show gathered together more than 9,100 of the primary decision-makers in the industry including representatives and delegations from 19 different countries.

With dozens of industry suppliers introducing new products and product innovations at the event each year, The Work Truck Show is the industry's premier trade fair. This unique business-to-business marketplace allows professionals to discover new work truck products and services, meet with industry and international colleagues, enhance their equipment knowledge and develop new opportunities for their companies or governments.



"I visited for the first time the Work Truck Show in 2006, and attended again in 2007," said Paulo Silveira, Diretor Presidente, FLEET ONE Gestão de Frotas e Veículos Ltda in Sao Paulo, Brazil. "I've already reserved a place in my agenda for the coming event in February 2008. The combination of the exposition area and the forum to share the knowledge really adds value to those who visited. It is rewarding to get to know new companies, products and relationships and to develop good prospects for the future," said Silveira.

This year's event will also feature the latest advancements in hybrid and alternative fuel work trucks. A Hybrid Truck and Alternative Fuels Summit will be held on Monday, February 25, that includes presentations by leading industry experts on hybrid technology, clean technology and alternative fuels. A pavilion will showcase hybrid trucks from leading-edge manufacturers. A "Ride-and-Drive" will give attendees the opportunity to touch, feel and drive various hybrid trucks that are commercially available.

Established in 1964, the NTEA is the leading industry association and represents nearly 1,800 companies that manufacture, distribute, install, sell and repair commercial trucks, truck bodies, truck equipment, trailers and accessories. For more information, visit www.ntea.com.



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GeoAmericas' program begins on March 2, 2008 with full-day short courses followed by three days of keynote lectures, technical sessions, training lectures, and an exhibition.

GeoAmericas 2008 will also host the annual Geosynthetic Institute Conference—Geosynthetic Research Institute (GRI)-21. Complementing the comprehensive technical program, the conference will offer a variety of special events including a Welcome Reception, Exhibition Grand Opening and a closing night Fiesta infused with local flavor.



Construction of the retaining walls and traffic lanes on the "Merge" project in San Diego, California.

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Attending GeoAmericas 2008 is an excellent opportunity to learn from geosynthetic and engineering experts about all aspects of research, design and manufacturing.

Jorge G. Zornberg, Ph.D., P.E.,
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April 1–3, 2008, in Las Vegas CTIA WIRELESS 2008

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Register now and become a part of the wireless revolution at CTIA WIRELESS 2008!

We encourage delegations of international attendees to attend the show. Organizers of delegations of 15 people or more



are eligible for a complimentary hotel room. Please contact Kisme S. Williams, at kwilliams@ctia.org for more information. International attendees to CTIA WIRELESS 2008 who will need a visa must complete an "Invitation Letter Request Form."

Want more information? It's all available at www.ctia.org/ctiawireless or by calling 202.785.0081. Register now and join professionals from around the world for the most important global technology event of the year!

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GO Zone

Global Business Guide

The Gulf Coast of the United States: Ready for Business

The Commercial News USA Gulf Opportunity ("GO") Zone Global Business Guide highlights American businesses and organizations that are looking for partners, distributors and investors around the world.

This section, sponsored by the U.S. Commercial Service, part of the U.S. Dept. of Commerce, is designed to inform readers about the many products and services available from American companies located in states that were damaged by hurricanes Dennis, Katrina, Rita, Wilma, and Ophelia. These companies – in Alabama, Florida, Louisiana, North Carolina, and Texas – are actively seeking buyers and distributors for their products and services.

More information about opportunities in each of

the states also is available from several different organizations represented in the GO Zone section. The following page provides an overview from the Louisiana Economic Development

agency, a co-sponsor of the GO Zone section. Other organizations that can help you connect with American companies in the region include the World Trade Center of New Orleans, the Port of New Orleans, the Port of Greater Baton Rouge and the Port of Houston.

The GO Zone also provides incentives for investment in the U.S. Gulf Coast. More information is available from any of the financial service companies and business organizations advertising in this section or by contacting the U.S. Commercial Service, online at www.buyusa.gov.



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Louisiana Economic Development On Location in Louisiana: Advantages Abound for International Investors

An abundance of natural resources, the largest port system in the nation, and a strategic location on the Gulf of Mexico make for an importer or exporter's dream.

Just ask Henry Battle of Air Liquide, a global producer of industrial and specialty gases headquartered in France. With five locations in Louisiana, the international company supplies oxygen, nitrogen, hydrogen and other gases to such varied industries as iron and steel, refining, chemicals, healthcare and aerospace.

Louisiana is an attractive market for several reasons, according to Battle, who serves as region manager of Air Liquide's Louisiana operations. "Louisiana's abundance of labor, coupled with its port system and location on the Mississippi River, are huge advantages for companies like ours," says Battle.

After all, Louisiana's network of 27 ports is the most extensive in the world, creating an international transportation center with nearly \$33 billion in annual economic impact. And four of the nation's largest ports, based on foreign commerce tonnage, are located in Louisiana, allowing for trade with more than 190 countries. Louisiana is also one of only two sites in the U.S. where all six of North America's Class One railroads converge, making the distribution of goods and services convenient and cost-efficient.

Air Liquide finds the state's rich natural resources another draw. With Louisiana ranking first in the nation for the production of crude oil and second in natural gas, the state's oil and gas industry is a good fit for the company's operations.



"So many of the oil and gas and chemical industries in Louisiana use our products and our expertise. Nearly any product that is manufactured here we touch in some way," says Battle.

In addition to the state's industrial capacity, he also cites offshore production and the space program as niche markets for Air Liquide's nitrogen product.

All of these factors contribute to growth possibility for Air Liquide. "Air Liquide will continue to explore opportunities to expand here," says Battle.

Louisiana's location and natural resources, along with aggressive business incentives, create the ideal environment for capital investment. Part of that incentive package includes the



Gulf Opportunity (GO) Zone, created by the U.S. Congress in 2005. The GO Zone provides time-sensitive federal tax incentives in areas affected by hurricanes Katrina and Rita. The provisions include \$7.9 billion in GO Zone bonds and 50 percent bonus depreciation, recently extended by Congress through 2010 for the seven most affected parishes.

The state also offers a variety of federal and state incentives including Renewal Communities, New Markets Tax Credits, workforce training and other tax benefits.

Louisiana Sets Record in Worldwide Exports

Following a record year in 2006, with \$23.5 billion in worldwide merchandise exports, early indicators show stronger numbers in 2007. According to the World Trade Center of New Orleans, Louisiana's worldwide exports topped \$13.4 billion in the first six months of 2007, an increase of more than 20 percent over the same period in 2006.

"The state's first half results are a good sign, with significant dollar value increases in eight of the top 10 categories," said Larry Collins, director of International Services with Louisiana Economic Development.

Louisiana's principal export markets during the first six months of 2007 were Japan, Mexico, China, Canada and the Netherlands. Agricultural products, chemicals, petroleum and coal, processed foods and industrial machinery ranked as Louisiana's top five exporting sectors.

Whether importing or exporting goods, resource rich Louisiana is positioned for international investment. For more information, visit LouisianaForward.com.

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Louisiana Economic Development
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New Orleans & Louisiana: Gateway to the World

By Eugene Schreiber

Two years after Hurricanes Katrina and Rita devastated New Orleans and the U. S. Gulf Coast, the rebuilding efforts and economic recovery are well underway, although years of hard work and reconstruction are still ahead. The rebuilding process offers a multitude of attractive opportunities for foreign trade and investment in south Louisiana.

Louisiana traditionally ranks high as an exporting and importing state because of its favorable location for international trade at the mouth of the Mississippi River, along the Gulf of Mexico. The state's extensive transportation infrastructure includes five contiguous deepwater ports on the river that comprise one of the world's largest port complexes. The ports are served by six class one railroads, 60 ocean carriers, 20 barge lines and 80 truck lines, and the Louis Armstrong New Orleans International Airport. Louisiana's network of 27 deep and shallow-draft public ports connect to 35 U.S. states and Canada through protected inland waterways.

Rich in natural resources, Louisiana is the number one producing crude oil state in the U.S., including the outer continental shelf, and produces 27 percent of U.S. natural gas. The state is the second largest in crude oil refining capacity, and is also a major producer of chemicals and petrochemicals, agricultural products, seafood, and forestry products.

Louisiana's worldwide exports hit an all-time high in 2006, with \$23.5 billion in shipments of Louisiana-originating products and bulk commodities such as grain and coal that are produced in other states and shipped abroad from its deepwater ports. Agricultural products, chemicals, petroleum and coal, processed foods, and transportation equipment were the top exports. The principal markets were Japan,

*The rebuilding process offers
a multitude of attractive opportunities
for foreign trade and investment
in south Louisiana.*

China, Mexico, Canada, and the Netherlands. The first six months of exports in 2007 indicate that Louisiana is headed towards another record-breaking year with their value up 21 percent over one year earlier.

Numerous opportunities also exist for increased imports from other countries into Louisiana for processing or for transshipment to other states. Steel, coffee, rubber, timber and containerized cargo are the principal imports. A high potential for increased imports and inbound investments is related to the rebuilding process in the New Orleans region. The best opportunities are in residential, commercial and infrastructure projects, building materials, environmental products and technologies, tourism, and other sectors. Unprecedented accelerated depreciation and other financial incentives are available to investors in the recovery areas.

Eugene Schreiber is managing director of the World Trade Center of New Orleans, a not-for-profit organization with 2,000 corporate and individual members. Founded in 1943, WTC New Orleans was the first of what are today nearly 300 WTCs in 85 countries that are members of the World Trade Centers Association. For details about WTC New Orleans, go to www.wtcno.org or contact the WTC at wtc-info@wtcno.org or call 504-529-1601, ext. 227.

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COS	Monica Richardson-Morley, VP-International Palladio Beauty Group, Dept. CN 3129 N 29th Ave. Hollywood, FL 33020 USA	11004
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Amfit Inc.

Leading Manufacturer of Foot Orthotics Equipment and Supplies Seeks Distributors



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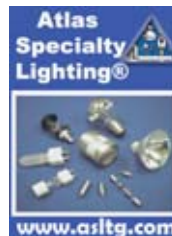
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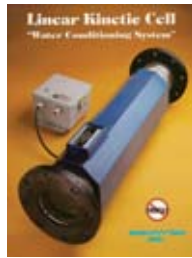


POL	Raymond Peat, VP, Marketing & Int'l Sales Bio-Microbics Inc., Dept. CN 8450 Cole Parkway Shawnee, KS 66227 USA	10201
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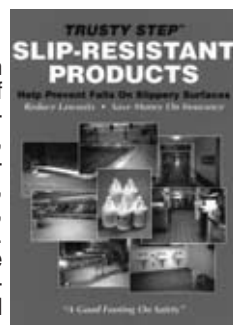
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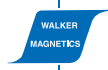
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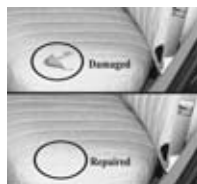
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