

Commercial News®

XXVIV:3

The Showcase for American-Made Products and Services

www.export.gov/cnusa

May/June 2008

USA



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Official Magazine



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XXIV:3

The Showcase for American-Made Products and Services

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May/June 2008

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 31 to request information from many different companies.

Leading American Exporters Recognized in this Issue

Beginning on page 5 of this issue of Commercial News USA is a special Exporter of the Year section devoted to 15 American companies who have been honored for their commitment to exporting. ThinkGlobal Inc., publisher of Commercial News USA, chose the winning companies in 15 business categories, and one overall winner also was selected.

Winners were chosen based on the total number of documented export deals, total percentage increase in exports, exports as percentage of total sales, the company's commitment to exporting, the company's commitment to customer service, and the company's innovation and originality in marketing products or services.

To be eligible for the award, the company must currently be exporting from the United States. A complete list of all the Exporter of the Year winners is included in this issue and is online at www.exporteroftheyear.com.

Several of the award winners are familiar to Commercial News USA readers,

such as Automotive International and Vitamec Inc. Both of these companies have advertised in the magazine in the past, and are actively seeking new partners worldwide. The Mr. Tumee ad is on page 2 and Automotive International's ad is on the back cover.

At the same time, you'll find a number of new advertisers among this year's Exporter of the Year winners. These include Andes Chemical Corp. (page 7), Aquatech (page 10), Label Vision Systems Inc. (page 9), Sprayroq (page 8), and CTP Quality Products (page 8).

The Exporter of the Year companies advertising in this issue of Commercial News USA are interested in finding new buyers and distributors. You can contact the companies directly or use the Reader Service form on page 31. The Reader Service form also is online at www.thinkglobal.us/reader

All the Best,



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Commercial News USA Announces Exporter of the Year Awards for U.S. Companies in 15 Industry Segments

American companies are “going global” and looking for partners around the world.

Each year, ThinkGlobal Inc., publisher of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, recognizes American companies that have seized the opportunities that exporting offers them and their international business partners. That recognition includes Exporter of the Year awards in 15 business categories and by one overall Exporter of the Year winner. The magazine is proud to announce the 2008 winners in this issue.

Exporter of the Year winners were chosen based on their total number of documented export deals, total percentage increase in sales, exports as percentage of total sales, a company's commitment to exporting and its commitment to customer service, and a company's innovation and originality in marketing products or services. To be eligible for the award, the company must currently be exporting from the United States.

“In today's expanding global economy, exporting has become more and more important to expand sales opportunities,” said Greg Sandler, president of ThinkGlobal Inc. and publisher of Commercial News USA. “These companies have shown a great commitment to international sales which, in turn, has created a stronger bottom line. Each of these companies, their officers, and personnel are to be congratulated.”

Sandler added that current economic conditions—particularly the low value of the dollar—have made American products very appealing to foreign buyers. “There is no better time than right now for U.S. companies to export their goods and services.”

The companies, their hometowns, the industry they are engaged in, and the category in which they won are as follows:

Overall Winner and Food/Food Processing Category Winner



American Trading International of Los Angeles, Calif., an exporter of U.S. foods and beverages.

www.american-trading.com



Materials



Andes Chemical Corp. of Miami, Fla., an exporter of raw materials and equipment for numerous industries, in the Materials category.

www.andeschem.com

Environmental



Aquatech International of Canonsburg, Penn., a manufacturer of industrial water and wastewater treatment systems and a supplier of water management services, in the Environmental category.

www.aquatech.com

Aquatech is a leading provider of water technology solutions, and we're committed to delivering world class pure water, desalination, and wastewater recycle and reuse solutions to our clients utilizing the most innovative and robust technologies available. We have been exporting for more than 20 years to an extensive list of clients globally. With the support of the U.S. Commercial Service, Ex-Im Bank, PNC Bank, and Citizens Bank, Aquatech has continually enhanced its capabilities in securing significant export contracts.

— Venkee Sharma, President and CEO

See our ad on page 10.

Automotive/Aviation/Marine



Automotive International of Cincinnati, Ohio, a distributor of environmental protection chemicals, prep/reconditioning chemicals, body shop compounds/polishes, and retail car care chemicals for the automobile industry, in the Automotive/Aviation/Marine category.

www.autoint.com

It is a tremendous honor that Automotive International has been awarded the Exporter of the Year award given annually by Commercial News USA. Exporting has been a major emphasis for our company and continues to be a large part of our growth plans. With the valuable assistance from Debbie Dirr of the U.S. Department of Commerce and their worldwide team, we continue to gain significant new business each year.

— Richard Hallberg, President and CEO

See our ad on the back page.

Industrial Equipment, Services, and Supplies



Costex Tractor Parts of Miami, Fla., a manufacturer and distributor of replacement parts for heavy industrial equipment, in the Industrial Equipment, Services, and Supplies category.

www.costex.com

We are honored to accept this award in recognition of our international growth achievements. It is the result of a synchronized effort from all our departments, from R&D to Customer Support, of analyzing, understanding and ultimately meeting the needs of our overseas customers and distributors. To satisfy and exceed our customers' expectations has always been our goal at Costex and we expect to continue doing so in the future.

— Gilberto Uribe, President and CEO

See our ad on page 8.

Safety & Security



E. C. Ryan International of Santa Barbara, Calif., a distributor of security screening technology to China, in the Safety & Security category.

www.ecryan.com

Sports and Recreation



Fountain Worldwide of Palm City, Fla., the exclusive international distributor for Fountain Powerboats, in the Sports and Recreation category.

www.fountainpower.com

Agriculture



Hartzell Hardwoods of Piqua, Ohio, a producer of kiln-dried hardwood lumber in the Agriculture category.

www.hartzellhardwoods.com

Business Services



Label Visions Systems of Peachtree City, Ga., a manufacturer and retailer of print quality inspection systems based on electronic imaging technology, in the Business Services category.

www.lvs-inc.com

LVS is a small company that produces technologically advanced systems for print quality control. The product is unique, fits a specialist market place, and is considered a capital purchase. Exporting offers LVS a wider market place for this specialized product as well as some protection from negative economic cycle fluctuation in one geographic market. Additionally we have more prospects in the world marketplace than in the USA.

— Tim Lydell, CEO

See our ad on page 9.

Electrical/Electronics



Nielsen-Kellerman of Boothwyn, Penn., a designer, manufacturer, and distributor of waterproof instruments, technical applications, and electronics in the Electrical/Electronics category.

www.nkhome.com

Information Technology/ Telecommunications



Optical Cable Corp. of Roanoke, Va., a manufacturer of fiber optic cables, in the Information Technology/ Telecommunications category.

www.occfiber.com

Building/Construction/ Hardware



Sprayroq Inc. of Birmingham, Ala., a manufacturer of resins and spray-applied polyurethanes, in the Building/ Construction/ Hardware category.

www.sprayroq.com

Sprayroq recognized a few years ago that the global demand for infrastructure rehabilitation products in the water market was on the rise. With 25-year projections of investments over \$42 trillion dollars being made in water and wastewater projects worldwide, it was inevitable that the need for our unique technology would reach beyond the United States. Infrastructure renewal and rehabilitation of the world's water infrastructure is an ongoing requirement, one that will make Sprayroq a significant exporter of long term solutions to overseas markets for protecting the vital natural resources we all share.

— Jerry Gordon, President

See our ad on page 8.

Consumer Goods

T R I N I T Y
FURNITURE INCORPORATED

Trinity Furniture of Trinity, N.C., a manufacturer of high end executive seating and table furniture, in the Consumer Goods category.

www.trinityfurniture.com

Health & Beauty/Fashion



Vitamec USA of Van Nuys, Calif., a manufacturer of vitamins, herbal and mineral products, and food supplements, in the Health & Beauty/Fashion category.

www.vitamec.com

I want to share this award with all U.S. exporters who develop friendly ties between our country and the rest of the world in the course of their honest business dealings. Establishing strong relationships one-by-one will help pave the way toward much-needed world peace.

—Viken Momdjian, CEO

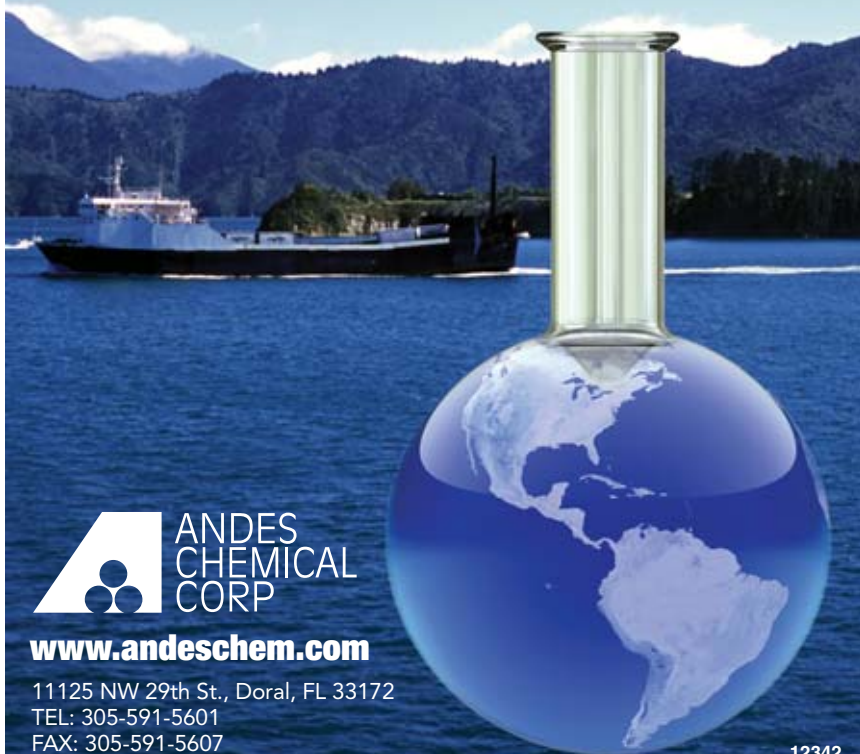
See our ad on page 2.

Nominations for 2009 Exporter of the Year accepted at
www.thinkglobal.us/exporteroftheyear/2009/form

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With over 35 year of experience, we are experts in the business of exporting raw materials for the manufacture of paints, inks, adhesives, concrete and masonry additives, cosmetics and pharmaceutical products. Our ability to consolidate cargo from various manufacturers and ship from different ports contributes to streamline logistics and inventory management for our customers.

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www.welchallyn.com



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12356

Specializing in 100% Print Quality Inspection

Label Vision Systems Inc. (LVS) has been performing print quality inspection for the print industry for more than 20 years. Inspection of printed material with variable images is a unique area that only LVS is capable of doing. Performing ISO verification of variable numbered bar codes and matrix codes in any orientation and at the same time validating OCR/OCV and reporting blemishes makes LVS the ONLY company capable of performing 100 percent inspection of a printed image.

LVS exports their products to a worldwide marketplace including China, Japan, Germany, France, Italy, Poland, Switzerland, Brazil, Australia, Netherlands, Belgium, and many other countries. The expansion will continue into future years as LVS product capabilities are spreading by word of mouth with more than 30 enquiries from new geographic markets around the world already received since January 2008.

LVS products are meeting the regulatory requirements of worldwide governments for the quality of printed images, sequential numbering requirements of the pharmaceutical worldwide market, bar code quality for retail and supply chain management, and marketing requirements that product images be perfect.



LVS is a small, but highly innovative manufacturer in the print industry that actively started exporting in 2004 when exports were only two percent of sales. By the end of 2007, exports were 37 percent of sales. The tremendous growth is attributed to the innovative nature of the LVS products and the dedicated efforts of the small team of LVS employees.

PGA

Tim Lydell
Label Vision Systems, Dept. CN
101 Auburn Court
Peachtree City, GA 30269 USA

TEL: 770-487-6414
FAX: 770-487-0860
timl@lvs-inc.com
www.lvs-inc.com

12335

The advertisement features a large photograph of the LVS team standing in front of their office building. To the left, there is a close-up image of a roll of LVS INTEGRA Series inspection products, showing various bar codes and matrix codes. The text "LVS INTEGRA Series" and "100% Print Quality Inspection Products" is prominently displayed at the top right. The LVS logo is also visible in the bottom left corner of the advertisement.

12335

Label Vision Systems, Inc.
101 Auburn Court
Peachtree City, GA 30269
Phone: 770 487 6414
E-mail: info@lvs-inc.com
URL: www.lvs-inc.com

LVS
Label Vision Systems, Inc.

Setting the standards for 100% Print Quality Inspection since 1986

11789

Automotive International Distributors Profit from Selling ValuGard Car Care Products



ISO 9001:2000 Certified



Distributors around the world are increasing profits and developing new markets by selling ValuGard Car Care products by Automotive International Inc., a 2008 Exporter of the Year winner.

"We sell automotive products worldwide through a network of highly successful distributors who cater to both the professional and retail markets," says Rick Hallberg, president and CEO

of Automotive International.

Automotive International's wide range of clients includes vehicle manufacturers, vehicle importer/exporters, car dealers, truck dealers, body shops, car washes, detail shops, the boat industry, the golf cart industry, fleets, utilities, government and retail markets.

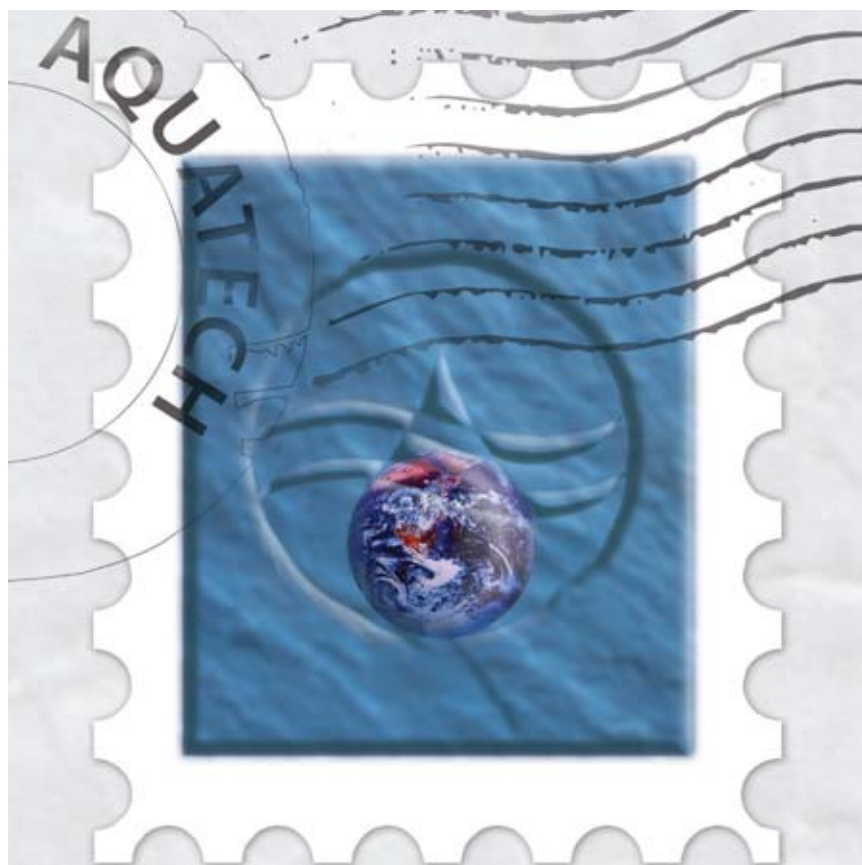
Products from Automotive International are designed to meet the standards of the Original Equipment Manufacturers (OEMs)—major car manufacturers worldwide. "We are one of the few companies in our industry that can boast about our strong relationship with the OEMs.

"ValuGard chemicals are OEM engineering approved by some of the most demanding customers in the world: car manufacturers," says Hallberg. "Our products are recognized by GM, Ford, Chrysler LLC, Hyundai, Mazda, Nissan, Renault, Mitsubishi, Saab and Saturn."

Automotive International's ISO certified products are featured in many of the technical service bulletins issued by vehicle manufacturers. The company's products are engineered to reduce corrosion, to protect paint from acid rain and industrial fallout, and to repair faded trim parts on vehicles. Products are 100% employee-safe and meet all VOC requirements.

"ValuGard products are the highest quality available," says Hallberg. "And export distributors use these endorsements from manufacturers to great advantage when introducing ValuGard as a new product in their country."

For more information on how to become a ValuGard distributor, e-mail Rick Hallberg at rlh@autointl.com or send a fax to +1 513-489-1329. Please read the company's ad on the back page or visit its web site, www.autointl.com.



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12343

Q&A: Mr. Tumee CEO Introduces New Gumees Vitamin for Children

Viken Momdjian, president and CEO of Vitamec USA, Inc. discusses the launch of a new product, Mr. Tumee gumees vitamins. Vitamec USA of Van Nuys, Calif., received the 2008 ThinkGlobal/Commercial News USA Exporter of the Year Award in the Health & Beauty/Fashion category. Vitamec USA is a dynamic leader in the up and coming nutraceutical industry in the U.S.



What makes Mr. Tumee vitamins such a successful brand?

Mr. Tumee gumees vitamins are formulated especially for children. We recently introduced our new Omega Fruit flavored gumees – a fun, easy and delicious way to provide children with the benefits of vital and essential omega-3 DHA. Kids love the all-natural fruit flavors, parents love happy, healthy and bright children. Bursting with two terrific fruit flavors, orange and lemon, every serving provides 50 mgs. of DHA and 10 mgs. of EPA formulated specifically for kids.

Why add omega-3 to a children's vitamin?

Numerous studies have reported the role of omega-3 fatty acids in support of children's brain and eye development as well as improved mood, IQ, calmness, and the ability to handle stress. Mr. Tumee's omega-3 gumees are a good source of vital and essential omega-3s perfect for the whole family.



over 40 countries worldwide, and the company is seeking new distribution partners worldwide.

Can you provide an example of a successful business partnership?

Mr. Tumee vitamins are gaining market share in the UAE thanks to the efforts of Ismail Al Khaja & Sons Group.

How did Ismail Al Khaja & Sons Group learn about Vitamec and Mr. Tumee?

Dr. Doaa Al Marouf, general sales manager of Ismail Al Khaja & Sons Group, learned about an opportunity to distribute the Mr. Tumee product line after reading about the products in Commercial News USA.

Where can potential business partners learn more about Vitamec and its products?

The best place to start is on our web site at www.mrtumee.com.

Are Vitamec vitamins available for adults?

The Vitamec vitamin line is available in a vast variety of formulas for adults, and is available for private label as well.

How long has Vitamec been making vitamins?

Since the early 1990s the Vitamec USA R&D team has been manufacturing and distributing natural products worldwide under Vitamec and other brands.

Where are Vitamec vitamins now being sold internationally?

Vitamec is now selling its patented vitamin products in



EOTY	Cady Cooper, Export Coordinator Vitamec USA, Inc., Dept. CN 14141 Covello St., Ste 2A Van Nuys, CA 91405-1400 USA	11502
	TEL: 818-780-2410 ext. 488 FAX: 818-780-3875 info@mrtumee.com www.mrtumee.com	

AAPEX 2008, November 4-6, 2008, in Las Vegas

Many Products from U.S. Manufacturers on Display at AAPEX

International exhibitors and attendees welcome!

If the Automotive Aftermarket Products Expo (AAPEX) isn't yet on your schedule for 2008, it should be. AAPEX will be held Tuesday, Nov. 4, to Thursday, Nov. 6, at the Sands Expo Center, Las Vegas, Nevada. It will again be co-located with the SEMA Show, which will take place the same week at the Las Vegas Convention Center.

AAPEX is the world's largest annual automotive aftermarket trade event with more than 2,000 exhibitors and nearly 5,000 stands. AAPEX enjoys long-standing participation from U.S. manufacturers which use the show as the place to introduce their latest new products or services.

The range of products and services on display is also a unique feature of AAPEX. Buyers can expect to see every major brand of replacement parts. There will also be a large tool and equipment section with products from more than 150 companies.

In addition to U.S. manufacturers, AAPEX attracts a large number of international companies with specially designated pavilions for exhibitors from Canada, Mexico, Italy, Spain, Turkey, Brazil, Colombia, China, Hong Kong, Korea, Malaysia, Taiwan, India and Pakistan.

Buyers are encouraged to use the AAPEX Web site, www.AAPEXShow.com, to see a list of exhibitors and search for products to be on display at the 2008 event. The AAPEX web site also has Netzone, a matching making tool that allows buyers to set up appointments with exhibitors prior to the start of the show.

The AAPEX and the SEMA Shows, which comprise Automotive Aftermarket Industry Week (AAIW), drew more than 115,000 professionals from approximately 150 countries in 2007. As part of AAIW, AAPEX is certified by the U.S. Department of Commerce as an International Buyer Program (IBP) event.

AAPEX has an onsite Center for International Commerce (CIC) with computerized product and exporter locator services, interpreters and private meeting spaces as well as credit card, telephone and fax services. Representatives from the Department of Commerce and association trade specialists are in the CIC and available for export counseling. In 2007, 45 official international buying delegations traveled to Las Vegas as part of the IBP. International visitors interested in being part of an official delegation to the 2008 AAPEX should contact the commercial specialist for the automotive sector in their local U.S. embassy or consulate.



AAPEX registration is open on the AAPEX Web site, www.AAPEXShow.com. Buyers are reminded to start the visa application process early and to use the AAPEX Web site's link to the State Department for more specific information.

The Automotive Aftermarket Industry Association (AAIA) and the Motor & Equipment Manufacturers Association (MEMA) sponsor AAPEX. For more information, contact W.T. Glasgow Inc., 10729 West 163rd Place, Orland Park, IL 60467, USA, phone: 1-708-226-1300, fax: 1-708-226-1310, e-mail: info@aapecshow.com, Web site: www.AAPEXShow.com.



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please enter 12 when registering online

September 24-26, 2008, Miami Beach, Florida

IFE Americas — 11th Americas Food and Beverage Show Welcomes International Attendees!

The IFE Americas—11th Americas Food and Beverage Show welcomes food professionals from around the world to beautiful Miami Beach on September 24-26, 2008, for the Western Hemisphere's largest two-day food and beverage trade show.

Come join nearly 4,000 food retailers, distributors, exporters, importers, and food service professionals from more than 30 countries who will gather to share ideas and innovations, present new products, and explore new sales, marketing, distribution, and branding opportunities.

"The Americas Food and Beverage Show provides a great opportunity for U.S. companies to interact with buyers from Canada, Latin America/the Caribbean, South America, and from around the world," said Dewitt Ashby, director, trade shows, for the National Association of State Department of Agriculture. "The adoption of the IFE Americas brand is expanding the reach of the event into Europe, Asia, and the rest of the world."

The show is sponsored by the National Association of State Department of Agriculture (NASDA) and the U.S. Department of Agriculture (USDA). The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) works to promote the export of U.S. agricultural products and reports on agricultural production and market development in all areas of the world. USDA and FAS work in conjunction with NASDA to help promote the USA Pavilion at the Americas Food and Beverage Show and Conference.

Discover New Opportunities

Attending the Americas Food and Beverage Show will provide the answers attendees are looking for. Whether the challenges are in sales, sourcing, or services, the Americas Food and Beverage Show is the marketplace that brings the food and beverage industry together.

Who should attend the Americas Food and Beverage Show? Virtually any purchasing decision-maker in the food industry who is interested in the unparalleled opportunities the show will provide to generate leads, network with peers, discover new products, share ideas, and sample products from around the world.

What To See and Do

On the show floor, the aisles will be packed with new and tasty foods and beverages from more than 33 countries around the world such as Brazil, Canada, Colombia, Cyprus, Italy, Morocco, Malaysia, and South Korea. The event is strongly endorsed by trade promotion groups from Argentina, Australia, Austria, Brazil, Canada, Chile, Colombia, Italy, Peru,



Poland, South Africa, Spain, Thailand, and Turkey.

International visitors will be particularly interested in the International Buyers Reception as well as "must see" events such as the VI Annual Americas Food and Beverage Awards Presentation, III Annual Americas Chef Competition, the New Products Showcase, the Trends Theatre, and the Conference programs in addition to the 350 or more exhibiting companies.

If you have any questions, please visit the IFE Americas—11th Americas Food and Beverage Show web site at www.americasfoodandbeverage.com or contact our Show Management Office by phone at +1-305-871-7910 or by email at afb@worldtrade.org.

Mark your calendar to attend the IFE Americas — 11th Americas Food and Beverage Show in Miami Beach, September 24-26.



September 24-26, 2008 Miami Beach Convention Center
11th Americas Food & Beverage Show & Conference

"IFE Americas is the best way to reach buyers from all over the Americas. It is a focused business event and our company closed many deals at the show. The organization overall was superb and the team service was excellent."

Loren Psaltis, Cartoon Candy, South Africa

TRA

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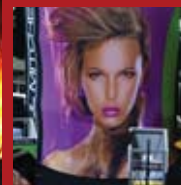
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ABC Kids Expo: The Power of Partnership; Delivering a World of Juvenile Products

The ABC Kids Expo is the premier trade show for the juvenile products industry in the Western Hemisphere. The ABC Kids Expo launched in September of 2002 utilizing 250,000 gross square feet of the Las Vegas Convention Center. Now heading into our sixth year, we have grown to our present size of 1,000,000 gross square feet, with more than 1,000 exhibitors displaying their newest and most innovative products.

The ABC Kids Expo is a private trade show for the juvenile products industry and is not open to the general public. The main focus of the expo is on products from newborn through teen, predominantly in the areas of furniture, bedding, room décor, baby gear, gift and layette, toys, and related accessories.

The ABC Kids Expo has been recognized by Tradeshow Week for the years 2005, 2006, and 2007 as one of the "Fastest 50" growing shows in North America (TSW—Tradeshow Week 2005-2007). Tradeshow Week has also designated the ABC Kids Expo as one of the Top 200 Largest Shows in North America (TSW—Tradeshow Week 2006 & 2007).

All Baby & Child, the parent corporation of the ABC Kids Expo, was founded in March 2003 as a non-profit public benefit corporation. It was founded as a partnership between independent specialty store retailers and the manufacturers who support them as a method in which to promote the long-term sustained growth of the children's products industry as well as to provide valuable opportunities for networking and education.

The main objective and purpose of the corporation is to act as a business league that helps organize and put on trade shows to be held for the benefit of juvenile products manufacturers, specialty store retailers, distributors and manufacturers' representatives of children's products.

Specialty Showcases

Naturally Kids™ is a new showcase of juvenile products manufacturers focused on producing environmentally friendly products that are healthy for both families and young children, as well as on demonstrating a responsibility to our planet and its natural resources. This juried section of the show represents a comprehensive collection of manufacturers within numerous product categories.

Another highlight in our exhibit hall is our popular Modern Child™ section. This showcase of juvenile products manufacturers' focuses on contemporary design and high functionality. This juried section of the show represents the most innovative designs within numerous product categories.

ABC First Timers™ showcase represents our continuing



ABC Kids Expo



effort to bring the newest products being introduced to the juvenile products market to our attendees. More than 150 new companies will be featured in this large area of our exhibit hall.

We welcome attendees and exhibitors from around the world to join the 46 countries already attending the ABC Kids Expo. Whether you are a retailer, exhibiting manufacturer, sales representative, importer/exporter, or member of the media, we invite you to join us to witness the "Power of Partnership" and develop long-lasting profitable relationships by attending the annual ABC Kids Expo.



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OMS

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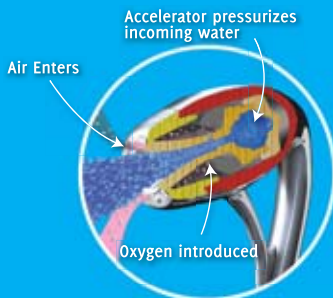
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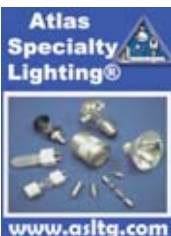
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10814

Commercial News USA Helps GlobalTel Build Worldwide Network

When GlobalTel, a telecommunications company headquartered in Boca Raton, Florida USA, decided to go global, it needed to recruit hundreds of customer service and sales agents around the world. For the marketing plan to succeed, agents needed to be skilled, knowledgeable, service-oriented, and fluent both in English and in their native languages and dialects.

How did GlobalTel find them: by advertising in Commercial News USA, the U.S. Department of Commerce export promotion magazine.

Today, GlobalTel is a leading provider of alternative international telecommunications services. With offices in Miami, Florida; San Antonio, Texas; and Florianópolis, Brazil – and with thousands of agents worldwide, the company provides a variety of direct dialing, call back, conference call, and VoIP services (Internet-based calling services) to customers in 200 countries.

For most of the past 10 years, GlobalTel has been one of the 40 fastest-growing high-tech companies in South Florida, USA. GlobalTel's president and CEO, Steve Williams, credits Commercial News USA with much of the company's success.

“Commercial News USA has been, and will continue to be, an important part of our growth and success.”

“Commercial News USA is a unique resource for GlobalTel because it reaches agents and customers that no other advertising source that we know of can reach,” said Williams. “Our ad in the magazine directs readers to our websites (www.Globaltel.com and www.CallmeBack.net) where prospective agents fill out an application, or where they can find additional information. The magazine's global distribution – and the copies that are made available by the Department of Commerce in U.S. embassies, consulates, and at trade shows – has contributed to our fast growth and our continued success.”

Commercial News USA, the official U.S. Department of Commerce export promotion magazine, is a catalog-style publication that reaches 400,000 readers in 176 countries, and it was a perfect solution for GlobalTel's need to find skilled agents around the world.



GlobalTel was launched in 1991 and began seeking international agents in 1994. Each year, Commercial News USA generates hundreds of new leads for the company. In fact, Williams has found and hired 3,000 qualified agents – about half of his entire agent network – through a consistent advertising program in Commercial News USA. Those agents generate \$10 million in annual sales for the company.

The combination of GlobalTel's menu of services and the skill and proficiency of its agents drives the success of the company, said Williams. “Agents are well trained and highly motivated,” he added. “We have agents with sales volumes of more than \$100,000 (U.S.) each year.”

Gregory Sandler, publisher of Commercial News USA, said that GlobalTel's international success is indicative of how American companies are finding new partners worldwide. “Current economic conditions – particularly the low value of the dollar – have made American products and services very appealing to foreign buyers. There is no better time than now for companies to buy U.S. goods and services.”

Williams agrees: “GlobalTel has the equipment, the telecom network, the worldwide agent-marketing network, the skills and experience, and the corporate organization and management to meet the challenges of today's rapidly changing telecommunications market and the needs of its customers. Commercial News USA has been, and will continue to be, an important part of our growth and success.”

More information about GlobalTel is available online at www.Globaltel.com.

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Signature

Date

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

- ☐ Agricultural
- ☐ Automotive/Aviation/Marine
- ☐ Building/Construction/Hardware
- ☐ Business Services
- ☐ Consumer Goods
- ☐ Electrical/Electronics
- ☐ Environmental
- ☐ Health & Beauty/Fashion
- ☐ Food/Food Processing
- ☐ Franchising
- ☐ Hotel & Restaurant Equipment
- ☐ Industrial Equipment, Services & supplies
- ☐ IT/Telecommunications
- ☐ Materials
- ☐ Medical/Scientific Products & Equipment
- ☐ Safety & Security
- ☐ Sports & Recreation
- ☐ Trade Show

1. What is your job category?

- ☐ Executive Management (Chairman, President, Owner, Partner, General Manager, Managing Director, CEO, COO, CFO)
- ☐ Senior Management (Vice President, Sales/Marketing, Engineer, Purchasing, Traffic/Distribution, Product Manager, Import/Export, Operations, Customs)
- ☐ Other Professional Management (Lawyer, Doctor, Professor, Government, NGO, Non-Profit)
- ☐ Non-Management (Administrative Assistant, Secretary, Intern)

2. What is the principal business activity of your company or organization?

- ☐ Wholesaler
- ☐ Industry (Purchasing)
- ☐ Representative/Distributor
- ☐ Trade Association
- ☐ Dealer
- ☐ Manufacturer
- ☐ Export Trading Company/Broker
- ☐ Government
- ☐ Agent/Broker
- ☐ Service
- ☐ Other

3. How many employees work for your company?

- ☐ 1 ☐ 2-10 ☐ 11-50 ☐ 51-100
- ☐ 101-500 ☐ More than 500

4. How much does your company spend each year on products and services from other countries?

- ☐ Less than \$100,000
- ☐ \$100,000-499,999
- ☐ \$500,000-999,999
- ☐ More than \$1,000,000

5. How comfortable are you reading documents written in English?

- ☐ Very comfortable
- ☐ Somewhat comfortable
- ☐ Not comfortable at all

6. Where does your company currently import products from (check all that apply)?

- ☐ Africa
- ☐ Asia/Pacific (except China)
- ☐ Canada
- ☐ Central America
- ☐ China
- ☐ European Union
- ☐ India
- ☐ Mexico
- ☐ Middle East
- ☐ South America
- ☐ United States
- ☐ Other

7. Do you personally make purchasing decisions?

- ☐ Yes ☐ No

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

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6
- ☐ More than 6

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

- ☐ Very relevant
- ☐ Somewhat relevant
- ☐ Not relevant

10. How many purchases have you made from companies as a result of reading Commercial News USA?

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

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