Commercial News®

XXVIV:4

The Showcase for American-Made Products and Services

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July/August 2008

USA

Global Appalachia Special Section

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New York

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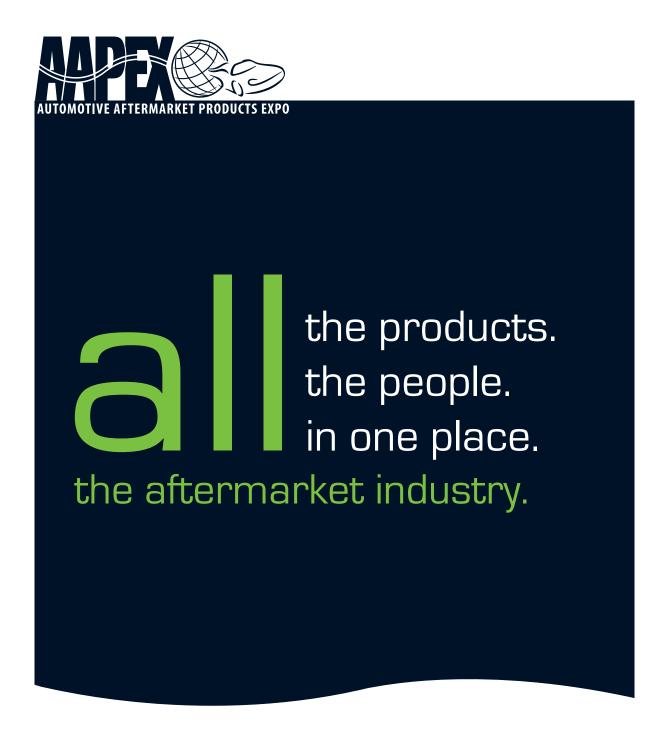




FEBRUARY 3 - 6, 2009 | SEMINARS: FEBRUARY 2 - 6 Las Vegas Convention Center | Las Vegas, Nevada

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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.

Commercial News USA Advertisers Receive "E" Award

Eight current or past Commercial News USA advertisers received the prestigious "E" and "E-Star" awards during a ceremony held in May at the White House in Washington, D.C.

The award winners included Automation Alley, Environmental Dynamics, Health Enterprises Inc., It Straps On, Neutrex, Now International, the Port of Houston Authority, and Vitamec USA.

These successful U.S. companies and organizations were among 19 honored by President George W. Bush and Commerce Secretary Carlos M. Gutierrez for their outstanding commitment to strengthening America's global competitiveness.

Commercial News USA congratulates all the winners and, in particular, those companies that have promoted their products and services in this magazine. We encourage our readers to contact these companies.

Automation Alley is a technology business association driving the growth and image of Southeast Michigan's economy through a collaborative culture that focuses on workforce and business development initiatives (www.automationalley.com).

Environmental Dynamics Inc. manufactures environmental and pollution control products (www.wastewater.com).

Health Enterprises Inc. is a manufacturer and distributor of health care products (www.healthenterprises.com).

It Straps On Inc. is a prime manufacturer of stainless steel banding, buckles, wing seals, and sign brackets (www.itstrapson.com).

Neutrex Inc. is a manufacturer of plastic molding machinery purging compounds. (www.neutrax.com).

NOW International is a manufacturer of vitamins and supplements (www.nowfoods.com).

The Port of Houston Authority is a public port authority known for its economic contribution to the State of Texas (www.portofhouston.com).

Vitamec USA Inc. manufactures a variety of dietary supplements. (www.vitamec.com).

Vitamec USA also is the featured Success Story in Commercial News USA this month. To learn more about the company's success, please turn to Page 33.

Also featured in this issue is a special section that focuses on the Appalachian region of the United States. There are 40 companies represented in this section, which begins on Page 12.

As always, we encourage you to directly contact potential American partners or use our Reader Service form on Page 35.

All the Best.

Gregory Sandler, Publisher

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Commercial Service Offices

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Official Magazine

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February 3-6, 2009; Seminars February 2-6, 2009, in Las Vegas World of Concrete Gears Up for 2009 Show

With 84,789 professional registrants from around the world, World of Concrete 2008 in Las Vegas, Nevada, delivered the second largest event in its 34-year history, second only to WOC 2007's record-breaking show. This February, WOC 2009 will present the newest concrete and masonry products, ideas, and technologies from 1,700 exhibiting companies in more than 900,000 net square feet.

WOC 2009 will once again feature 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.

New in 2008 and returning for 2009 will be the GREEN-SITE area of the show floor located in the South Hall, Level 2. In this well-attended area, exhibitors will showcase green building technologies and products along with interactive displays, video and live presentations, and valuable information on this growing sector of the commercial and residential construction industries.

The World of Concrete Education Program is lauded as a world-class feature at the show with targeted 3-hour sessions covering everything from Concrete Fundamentals to Decorative Concrete and Business/Project Management in addition to 90-minute topics including Leadership/Management, Technology for Construction, Green Building, Safety/Risk Management, and more.

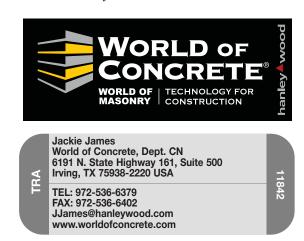




As a member of the 2009 International Buyer Program (IBP), World of Concrete management and the U.S. Commercial Service will work closely in the global promotion of the show bringing international buyers and exhibitors together to expand business both domestically and overseas. As part of the program, delegations from all over the globe attend World of Concrete to network, see new products and connect with U.S. exhibitors interested in exporting goods and services.

With such a wide variety of events, demonstrations, educational sessions and much more, it is no wonder why World of Concrete continues to create an important and vital market-place for attendees and exhibitors, and it was named by Tradeshow Week as one of the Top 50 Fastest-Growing Tradeshows in 2007. Stay current on the latest information at www.worldofconcrete.com.

World of Concrete 2009 returns to the Las Vegas Convention Center, February 3-6; Seminars 2-6, and will continue to build upon its reputation as THE annual international commercial construction show for the concrete and masonry industries.



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 Departments 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 Departments 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

IFE Americas—11th Americas Food and Beverage Show 1007 N. America Way, Suite 500, Dept. CN Miami, FL 33132 USA

TEL: 305-871-7910 ext. 221 FAX: 305-871-7904 jmeisel@worldtrade.org www.americasfoodandbeverage.com 12196

Americas Food & Beverage Show & Conference



21-23 October in Charlotte, NC - USA

IFAI Expo 2008 - A World of Technical Textiles

Join more than 450 leading suppliers at IFAI Expo 2008, the largest technical textiles event in the Americas, where you can source new suppliers, make a purchasing decision, update yourself on new industry developments, and network with industry peers and colleagues from around the world.

You'll see the latest product innovations for emerging and niche end-markets, including for the construction, filtration, digital printing, medical, and architectural industries and for the military. Thirteen special symposia and workshops will feature more than 90 expert speakers.

For international buyers, IFAI Expo is a dynamic showcase of existing and emerging technologies, linking both ends of the value chain, from fiber producers to end-product manufacturers. More than 8,000 industry professionals (exhibitors and attendees) representing more than 64 countries will attend.

IFAI Expo 2008 is an official U.S. Department of Commerce International Buyer Program event. To join a delegation, contact the U.S. Commercial Service Office Trade Specialist in your country (visit www.buyusa.gov). At IFAI, an experienced Commercial Service officer will provide

market analysis and matchmaking services and help arrange private meetings with U.S. sellers and business partners. Don't miss the Welcome Reception on 21 Oct. and the International Visitor Welcome Reception on 22 Oct.

With seven market-specific publications and more than 2,000 member companies located in 50 countries, the Industrial Fabrics Association International (IFAI) is the largest technical textile trade organization in the world.

For registration and general visitor information, visit www.ifaiexpo.com. To purchase an exhibit stand, contact Sarah Hyland at +1-651-225-6950 (schyland@ifai.com). For assistance in preparing a visa application, contact Tracie Coopet at +1-651-222-2508 or tkcoopet @ifai.com.

> **Tracie Coopet** IFAI Expo 2008 1801 County Road B West Roseville, MN 55113-4061 USA 11789 TEL: +1 651 222 2508 FAX: +1 651 631 9334 www.ifai.com www.ifaiexpo.com

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- Medical Textiles Ingenious Nonwoven Technologies
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- Materials In Transportation -Land, Sea and Space
- · Fabrics and Finishes For **Consumer Demands**

- Expanding Business Markets -China, India, Brazil
- Going Beyond Green -**Saving Tomorrow Today**
- Awnings How to Increase Your Bottom Line
- Expanding Business Markets -China, India & Brazil
- · And a multitude of hands-on workshops

Register online at www.ifaiexpo.com or contact show management at +1 651 225 2508 or 800 225 4325 (U.S. & Canada).



11789

The secret to leadership is leading





www.ifaiexpo.com

November 17-21, Orange County Convention Center – Orlando, Florida Attractions Industry Welcomes International Attendees

IAAPA Attractions Expo is the premier product exposition and education and networking event for the amusement and attractions industry. Each year, more than 25,000 attendees from nearly 100 countries attend the show to access more than 500,000 square feet of exhibit space, 1,100 exhibitors, and 90 education sessions and special events.

The show, ranked 35th among all trade shows held annually in the U.S., is hosted by the International Association of Amusement Parks and Attractions. IAAPA is the global leader in connecting buyers and suppliers in the attractions industry and has members from theme parks, amusement parks, family entertainment centers, waterparks, museums, zoos and aquariums, casinos, and hotels and resorts around the world as well as the manufacturer and supplier community.

The show offers a number of resources, sessions, and events for international attendees including dozens of sessions with Spanish interpretation and other translation services, and exclusive social events for attendees from Asia, Europe, and Latin America.

Attendees can also visit the International Business Lounge to connect with colleagues, conduct business, or just take a few minutes to relax. Appointments for language assistance can be scheduled in the lounge, and professional interpreters will be available to assist in Chinese, French, German, and Spanish. Basic business services such as photocopying, faxing, and Internet access are also available to international attendees.

Through IAAPA's partnership with the U.S. Department of Commerce, the Buyer Matching Program will help to match buyers with companies interested in discussing international trade, joint ventures, licensing agreements, or direct purchases. This easy, computerized database can be found on site in the International Business Lounge or at www.IAAPA.org.

For more information on IAAPA Attractions Expo, Asian Attractions Expo, Euro Attractions Expo, or any other IAAPA event, product, or service, please contact IAAPA at +1 703-836-4800 or marketing@IAAPA.org.







Success in Every Direction!

Everything you need to boost ticket sales and increase revenue comes together at IAAPA Attractions Expo 2008! Get great ideas from other facilities and markets, network with fellow operators, and steer your business in the right direction with products and services featured by more than 1,100 exhibitors. The ultimate destination is IAAPA Attractions Expo 2008!





Annual Conference and Trade Show of the International Association of Amusement Parks and Attractions Conference: Nov. 17–21, 2008 Trade Show: Nov. 18–21, 2008 Orange County Convention Center North/South Building Orlando, Florida USA



To register or exhibit, visit www.IAAPA.org.

12026

December 2-4 in Orlando, Florida

POWER-GEN International 2008: World's Largest Power Generation Event

More than 17,000 attendees from 75 countries will gather in Orlando, Fla, December 2-4, 2008, for POWER-GEN International, the world's largest power generation event. This year marks the event's 20th anniversary, and special events are being planned to celebrate the milestone.

Featuring presentations from more than 200 speakers in 14 tracks, POWER-GEN International addresses a broad range of business and technical issues including power industry trends and strategies, power plant technology, renewable energy, environmental issues, distributed generation/on-site power, gas turbine technologies, plant performance, emerging technologies, and more.

Co-located for the second year with POWER-GEN International is NUCLEAR POWER International, a new exhibition and conference. NUCLEAR POWER International delivers conference sessions from industry leaders focused on the nuclear power new-build renaissance, and also sessions addressing the existing nuclear power asset fleet.

This year's POWER-GEN International offers an in-depth curriculum of 14 Competitive Power College pre-conference courses covering a range of topics from beginner courses to advanced technical sessions. Other educational offerings include Mega-Sessions, technical tours to Orlando-area power plants, targeted roundtable Networking Breakfasts, and the Power Engineering magazine Networking Reception. Attendees include professionals from electric utilities, independent power producers, merchant plants, co-generators and self-generators, unregulated generation subsidiaries, industrial facilities, project development companies, architect/engineering firms, OEMs, and others.

Featuring the world's largest industry exhibit floor with more than 1,100 exhibiting companies from around the world,

Power-Gen Powered by PennWell

Power-Gen International is presented by Power Engineering magazine and owned and produced by PennWell Corporation, a diversified media company in Tulsa, Okla. PennWell provides 45 authoritative print and online publications, 60 conferences and exhibitions, research, databases, and Internet-based services to strategic global markets. Industries served by PennWell include oil and gas, power generation and distribution, electronics, semiconductor manufacturing, lasers, fiber optics, water and wastewater, computer graphics, communications, dentistry, and fire service. In addition to its corporate headquarters in Tulsa, PennWell has offices around the U.S. and international offices in London and Hong Kong. For more information, call +1-918-831-9160 or visit www.power-gen.com.



POWER-GEN International is also the platform for numerous new product launches and unveilings—a showcase for products and services such as boilers, turbines, engines, boiler water and feedwater treatment services, computer hardware and software, controls and instrumentation systems, engineering and construction services, generators, plant electrical systems, pumps, valves and valve actuators, and more.

POWER-GEN International 2008 has been chosen by the U.S. Department of Commerce to participate in the International Buyer Program, a joint U.S. government-industry effort designed to stimulate U.S. exports by promoting major U.S. industry exhibitions to international markets.

As part of the International Buyer Program, a USDOC Global Business Center will be located on-site at POWER-GEN International. Services for international delegates and exhibitors interested in establishing international business relationships include translation assistance, matchmaking services, conference rooms, business services, market information, and trade lead assistance.

Participants of international delegations receive the following:

- Complimentary admission to the exhibit floor
- 50% discount on registration fees for conference sessions
- Informal briefing at show (upon request)
- International Reception (free admission)
- Access to the USDOC Global Business Center, offering meeting rooms (staffed by USDOC 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).

For more information about joining a delegation, contact your local U.S. Commercial Service office. To register, visit www.power-gen.com or call 918-832-9343.



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

AAPEX Attracts International Buyers with Authority and Experience

International buyers pack more than their suitcases when they head for the Automotive Aftermarket Products Expo (AAPEX), set for Tuesday, Nov. 4, through Thursday, Nov. 6, 2008, in Las Vegas, Nevada, USA. They also bring with them many years of experience and the authority to make buying decisions and recommendations.

These findings were reported by the 11,000 international buyers who registered for Automotive Aftermarket Industry Week (AAIW) in 2007. AAPEX and the SEMA Show make up AAIW and are held annually in November in Las Vegas.

In their response to demographic questions, 90 percent of international buyers have the authority to make either buying decisions or buying recommendations while at AAIW. Nearly 50 percent have been in business 11 or more years, while approximately 20 percent have been in business between six and 10 years. An additional 18 percent have been in business three to five years.

Approximately 25 percent of international buyers report that they import 76 percent to 100 percent of their business from the U.S., with nearly 18 percent saying that 51 percent to 75 percent of their business is imported from the U.S.

"International buyers have long been a very important part of AAPEX, which is the largest business-to-business event for the \$270 billion global automotive aftermarket industry," said Bill Glasgow Sr., AAPEX show manager.

AAPEX is held at the Sands Expo Center in Las Vegas. It will be co-located with the SEMA Show, which will be held the same week at the Las Vegas Convention Center. The two shows draw more than 115,000 professionals from approximately 150 countries. As part of AAIW, AAPEX is certified by the U.S. Department of Commerce as an International Buyer Program (IBP) event. As an IBP participant, 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 U.S. 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 will feature more than 2,000 exhibitors and nearly 5,000 stands that display globally recognized brands and cut-



ting edge technology. Every brand of replacement part will be on display at AAPEX, and a tool and equipment section will house more than 150 companies. AAPEX will also include networking opportunities and educational sessions on many of the most pressing issues and challenges facing the automotive aftermarket industry.

For more information or to register, visit the AAPEX Web site at 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 regarding visas.

AAPEX is jointly sponsored by the Motor & Equipment Manufacturers Association (MEMA) and the Automotive Aftermarket Industry Association (AAIA).



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www. AAPEXShow.com

Global Appalachia

Special Section



The Commercial News USA Global Appalachia section 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 the 13 states that comprise the Appalachian region.

This special section on the Appalachian region of the United States features 40 American companies and organizations that are looking for new business partners to sell and distribute their products around the world. These companies are actively seeking buyers and distributors for their products and services. The Global Appalachia section includes products and services from companies located throughout the Appalachian Mountains, from southern New York to

northern Mississippi. Appalachia includes all of West Virginia and parts of 12 other states: Alabama, Georgia, Kentucky, Maryland, Mississippi, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, and Virginia.

The region's economic fortunes were based in the past mostly on extraction of natural resources, particularly coal, and manufacturing. Manufacturing is still an economic mainstay, but is no longer concentrated in a few major industries. The modern economy of the region is gradually diversifying with a heavier emphasis on services and widespread development of tourism.

Today, Appalachian firms produce a diverse range of products. Readers of Commercial News USA are encouraged to contact the companies represented on the following pages for more information.

Appalachia USA: A Growing Force in Global Commerce

Covering 200,000 square miles in the eastern United States, Appalachia follows the spine of the mighty Appalachian Mountains through 13 states from New York southwestward to Mississippi. This is a land of great natural beauty and home to a distinctive cultural heritage. Appalachia is rich in natural resources featuring world-class hardwoods and boasting a powerhouse of energy resources including both conventional fossil fuels as well as renewable and alternative energy sources. Appalachia produces more than a third of America's coal and its electrical utilities provide 15% of the nation's electrical output.

Appalachia is home to 23 million residents and features a skilled workforce known for its dependability, craftsmanship, and entrepreneurial spirit. A highly-respected educational network works to prepare and constantly update the workforce, while Appalachia's popular quality of life helps business attract and retain a productive and dependable employee base.

As a recognized center of manufacturing excellence, Appalachia features a balanced diversity of chemicals and plastics; motor vehicles; transportation/industrial machinery; aerospace; and 21st century information, communication, and pharmaceutical/medical technologies. Centered among some of North America's strongest production hubs and consumer

markets, Appalachia is itself a powerful logistics crossroads, well-served by air, rail, maritime, and its very own Appalachian Development Highway System, all working together to assure the capacity needed for fast, dependable, cost efficient, and secure access to the global marketplace of the 21st century.

Appalachia USA—A growing force in global commerce.



For more information, contact Scott Hercik at shercik@arc.gov.

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Appalachian Regional Commission
1666 Connecticut Avenue, NW, Suite 700
Washington, DC 20009-1068

TEL: 202-884-7700
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	Dan Schlabach
	Little Cottage Co., Dept CN
	4070 SR 39
5	Millersburg, OH 44654
5	TEL: 330-893-4212
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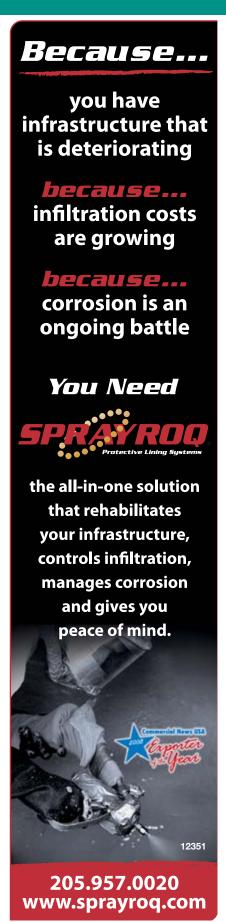


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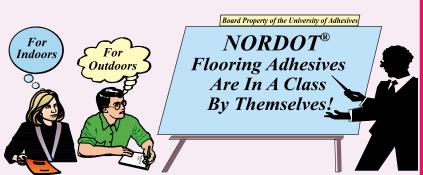




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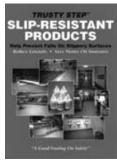
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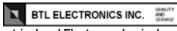
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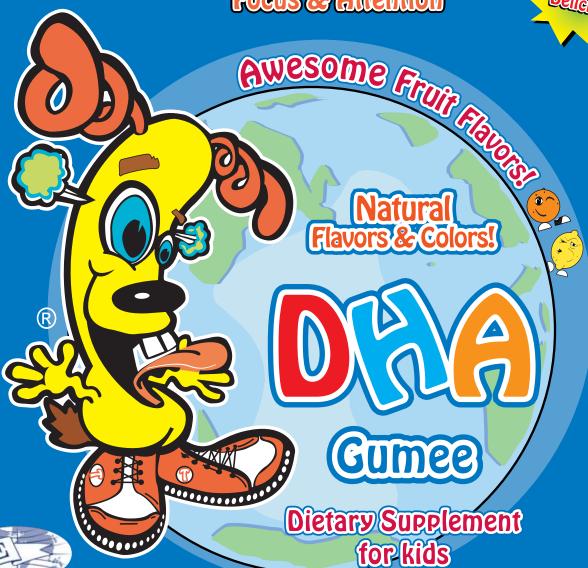


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Vitamec Receives Prestigious "E" Award

S. Department of Commerce Secretary Carlos M. Gutierrez joined President Bush at the White House in May to present Vitamec USA Inc. of Van Nuys, Calif., with the Presidential 'E' Award for excellence in exporting.

"Vitamec is helping to keep America competitive in the global marketplace. I commend them for contributing to last year's record in goods and services. Thanks to Vitamec and the thousands of others that compete in the global market, U.S. exports last year rose 12.6 percent over the previous year to more than \$1.6 trillion making an important contribution to U.S. economic growth," said Gutierrez.

The "E" Award is the highest honor the federal government can give to American people, firms or organizations that have made significant contributions to the increase of American exports. This marks the 46th Anniversary of the Presidential E-Award created by President John F. Kennedy in 1961.

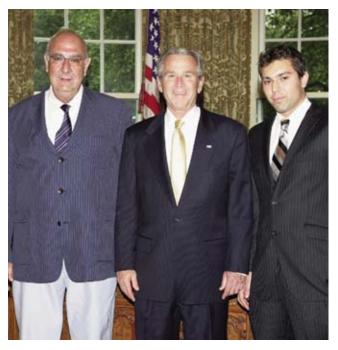
"If you are looking for international exposure for your product, the Commercial News U.S.A. magazine is your best bet."

"Vitamec USA Inc. is honored to be receiving this E-Award. We greatly appreciate the federal and state export assistance programs that have been a driving force behind our success in international markets," said Viken Momdjian, president Vitamec USA. "Through this assistance, children from around the world have been able to enjoy Mr. Tumee, the innovative line of children's gumee supplements."

Much of Vitamec's export growth is a direct result of advertising in Commercial News USA, the Commerce Department's export promotion magazine. "If you are looking for international exposure for your product, the Commercial News USA magazine is your best bet," said Momdjian.

Vitamec (www.vitamec.com) launched the "Mr. Tumee" line of children's gumee vitamins in 2001. Mr. Tumee is pectin-based, with 100% natural flavors; is vegan certified; and comes in a variety of formulas, flavors, and shapes. To satisfy the many different tastes of children and their parents around the world, the Mr. Tumee line was expanded to include sugar free and certified organic gumees.

Because of its success with Mr. Tumee, Vitamec USA has launched three new children's supplements called Space Gummies, Gummi King and Primovitamins. These products also have achieved significant success in international markets.



President George W. Bush welcomed Viken Momdjian, left, of Vitamec USA Inc. and his son Garen Momdjian, right, to the White House following the company's receipt in May of the 2007 President's "E" Award for Export Achievement. Vitamec has developed many new markets around the world working with partners it found through Commercial News USA.

White House Photo by Chris Greenberg



"These innovative products," said Momdjian, "have brought much excitement to children in Iraq, Jordan, Indonesia, Morocco, and many others as they share the healthy lifestyle and fun of their counterparts in the United States."

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