

Commercial News®

The Showcase for American-Made Products and Services

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July/August 2009

USA

American Exporters Seeking Partners Worldwide



Official Magazine

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More American Products = More Profits for You

进口更多美国产品 = 为你创造更多利润

より幅広いアメリカ製品 = より多くのビジネスチャンス

مزيد من المنتجات الأمريكية = المزيد من الأرباح لك

Mas Productos Americanos = A Mayores Beneficios

Achetez Américain = Augmentez Vos Profits

Mais Produtos Americanos = Aumente os Seus Lucros

Więcej Amerykańskich Wyrobów = Większy Twój Zysk

Περισσότερα αμερικανικά προϊόντα = Περισσότερα κέρδη για σας

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The Showcase for American-Made Products and Services

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Request Free Information

Request information directly from the companies you wish to do business with or fax back the Free Reader Service form on Page 27 to request information from many different companies.

USA Product Showcase Features Many New Products and Services

The USA Product Showcase section, which begins on Page 23, features 36 American companies offering products and services you may not know about.

Within the USA Product Showcase section you will find a wide range of different industries represented. Unlike the rest of the magazine, which is categorized by industry, the Showcase section includes companies representing a mix of different industries.

While the Showcase section includes many different companies, they all share one common goal: They are seeking distributors, agents and partners around the world.

Commercial News USA is a must-read source of information about U.S. products and services in industry categories such as automotive, construction, health and beauty, medical equipment, and more.

In addition to our widely read print

version, Commercial News USA is available in both PDF and HTML formats online at www.export.gov/cnusa. Thousands of prospective buyers visit the web site each month in search of new products and services from the United States.

As Commercial News USA continues to celebrate its 30th Anniversary, I want to thank you for reading the magazine. Our goal is to help you find new products and services that will succeed in your marketplace.

As always, we encourage you to contact any of the companies in this issue of the magazine directly. You also can use the Reader Service form on Page 27 at the back of the magazine.

All the Best,



Gregory Sandler, Publisher

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Miami Beach, November 9-10

12th Americas Food and Beverage Show Welcomes International Attendees!

The 12th Americas Food and Beverage Show welcomes food professionals from around the world to beautiful Miami Beach on November 9-10, 2009, for the Western Hemisphere's largest two-day food and beverage trade show. Come join nearly 6,000 food retailers, distributors, exporters, importers, and food service professionals from more than 87 countries who will gather to share ideas and innovations, present new products, and explore new sales, marketing, distribution, and branding opportunities.

"We've been at this show four years non-consecutively, past two years back to back. And what brings us back is the prospect of having new opportunity. There's always somebody new; there's always a jewel waiting to be found at America's Food & Beverage Show. In the past we've found new business which has justified why we do this show."

Floyd Pusey, Cargill Meat Solutions,
Miami Lakes, FL

"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 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 25 countries around the world such as Argentina, Brazil, Canada, Colombia, Italy, Jamaica, Malaysia, Poland, Portugal, South Korea, Trinidad & Tobago, etc. The event is strongly endorsed by trade promotion groups from Argentina, Australia, 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 VII Annual Americas Food and Beverage Awards Presentation, V 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 regarding the show, please visit the 12th 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.

How To Contact

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Reader Service #12196

September 13th – 16th, 2009 ABC Kids Expo at the Convention Center, Las Vegas

Delivering a World of Juvenile Products

In March, 2003, a group of forward thinking juvenile industry professionals created All Baby & Child, Corp. as a partnership between independent specialty store retailers and the manufacturers who support them to promote the long-term growth of the children's products industry and provide valuable opportunities for networking and education.

Now in its seventh year, the show has grown to 33,200 net square meters, with more than 1,000 exhibitors displaying their newest and most innovative products for newborns through teens, such as furniture, bedding, room décor, baby gear, gift and layette, nursing and feeding, and toys.

The ABC Kids Expo has been recognized for its quality and growth:

- Tradeshow Week "Fastest 50" show (2005-2008)
- Tradeshow Week "Top 200" show (2006-2007)

- Tradeshow Executive Gold 100 Show (2008)
- Tradeshow Executive Most Dynamic Show Growth (2008)
- The Expo Group Show Manager of the Year, Larry Schur (2008)
- IAEE Sales and Marketing Excellence Award (2008)

The 2008 ABC Kids Expo® shattered previous attendance records demonstrating overall growth of 7% in total attendance. Buyer attendance grew an amazing 26%; the number of retail buying companies grew by almost 20%; and international attendance grew by more than 50%! The 2008 event saw the debut of the Naturally Kids® showcase of juvenile products manufacturers, focused on producing environmentally friendly products which are healthy for both families and young children.

In 2009, our New Product Showcase (NPS) will feature more than 200 products from more than 100

exhibiting manufacturers. Our popular Modern Child® section, a juried showcase of juvenile products focusing on contemporary design and high functionality, will return for the fourth year.

We extend a warm welcome to attendees and exhibitors from 59 countries around the world and invite them to experience everything that is the ABC Kids Expo®.



How To Contact

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November 3-5, 2009 in Las Vegas

Attend AAPEX To Connect with U.S. Auto Aftermarket Manufacturers

Connect with nearly 900 U.S. manufacturers in the automotive aftermarket, including many companies that export, by attending the 2009 Automotive Aftermarket Products Expo (AAPEX) Tuesday, Nov. 3 - Thursday, Nov. 5, at the Sands Expo Center, Las Vegas, Nevada, USA. AAPEX is the world's largest business-to-business event for the automotive aftermarket industry and presents an opportunity to see all the products, all the people, all in one place.

Buyers can see a list of the U.S. manufacturers attending AAPEX on the event's Web site, www.aapexshow.com, and can search by company name, product category or keyword. The exhibitor list also identifies companies that export.

A new AAPEX/SEMA Matching Program is another way to locate companies that export. The program matches international buyers with exhibitors based on buyers' demographic information and specified product interests.

New, electronic interactive "you are here" kiosks will be on the exhibit floor to help buyers easily locate exhibitors that export. The kiosks also can be used for on-the-spot product and exhibitor searches. Buyers will be able to print maps of the show floor and other search information directly from the kiosks.

In 2008, U.S. manufacturers at AAPEX exported a range of products including accessories, air conditioning, brake system components, business management hardware/ software, chemicals and lubricants, diesel products, emissions control, engines/ engine parts, manifolds, motor mounts, value covers, machine shop equipment, and motorcycle, truck and off-road parts. Products also included paint, body and equipment, performance parts, racing, restyling, replacement parts, RV parts, safety equipment, tools and service equipment, and transmission.



According to AAPEX Show Management, approximately 45 percent of the U.S. manufacturers at AAPEX export, and this number is expected to grow with the assistance of the U.S. Department of Commerce International Buyer Program (IBP). The IBP led 49 official delegations to the 2008 AAPEX, representing a growth of 60 percent over the previous year. International buyers interested in participating in an official delegation to the 2009 AAPEX should contact the commercial specialist for the automotive sector in their local U.S. Embassy or Consulate.

As part of the IBP program, international buyers are encouraged to use the Center for International Commerce (CIC) while at AAPEX. The CIC has 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 will be in the CIC and available for export counseling.

In all, approximately 2,000 companies exhibit at AAPEX and display their products and services in nearly 4,500 stands. In addition to exhibitor searches, the AAPEX Web site can be used to register, find products and services, network with exhibitors, view the latest educational offerings and make hotel

arrangements. Show organizers recently announced that room rates for this year's event will be 25 to 45 percent lower than last year and that nearly all Las Vegas hotels are offering substantially discounted hotel room rates.

AAPEX will again be co-located with the SEMA Show, which will be held the same week at the Las Vegas Convention Center.

AAPEX is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA), the aftermarket segment association of the Motor & Equipment Manufacturers Association (MEMA), and the Automotive Aftermarket Industry Association (AAIA). For more information, visit the AAPEX Web site, www.aapexshow.com.



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all the people. all the products. all the industry. all in one place.



AAPEX is where you can reach all the key decision-makers in your target market all in one place. AAPEX, representing the \$405 billion global automotive aftermarket, engages more than 132,000 professionals from around the globe. At AAPEX, you will find all the products and meet all the people to help grow your business.

Tuesday - Thursday

NOVEMBER 3-5, 2009

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December 8-10 in Las Vegas, Nevada

POWER-GEN International 2009: World's Largest Power Generation Event

More than 18,000 attendees from 75 countries will gather in Las Vegas, NV, December 8-10, 2009, for POWER-GEN International, the world's largest power generation event. This year marks the event's 21st year.

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 third year with NUCLEAR POWER International is 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 Interna-



tional 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 Las Vegas-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 1,200 exhibiting companies from around the world, 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 2009 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 918-831-9859.

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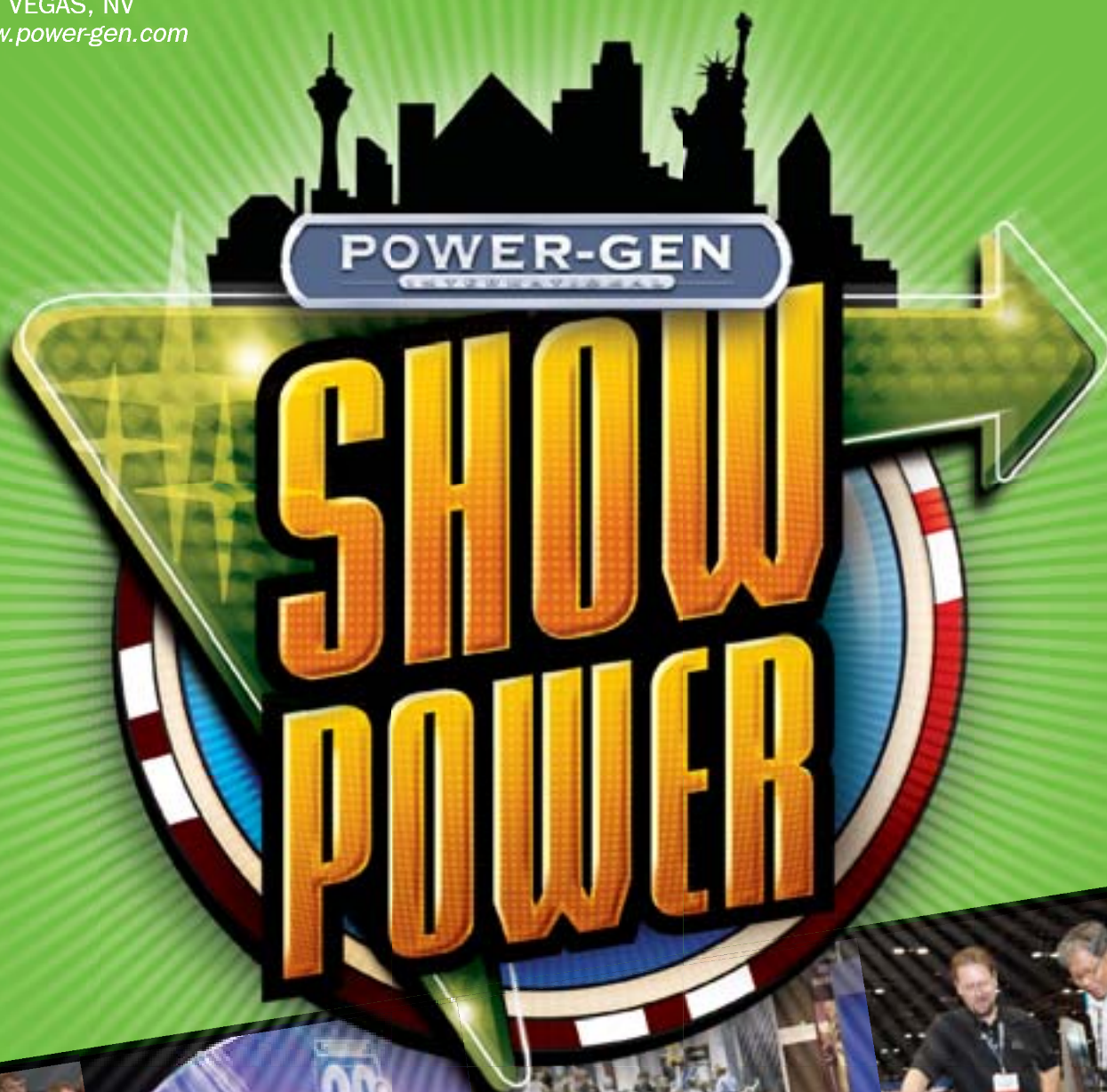
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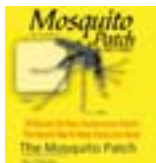
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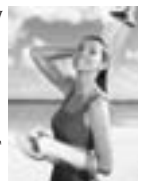
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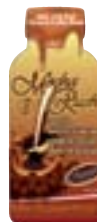
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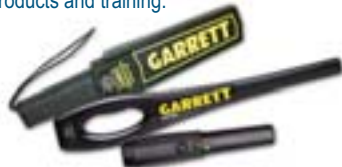


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2. What is the principal business activity of your company or organization?

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- ☐ Export Trading Company/Broker
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- ☐ 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
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- ☐ 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
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- ☐ China
- ☐ European Union
- ☐ India
- ☐ Mexico
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- ☐ 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
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9. How would you rate the relevancy of Commercial News USA to your business?

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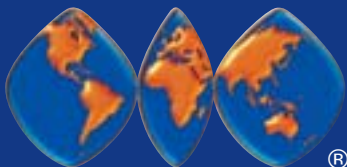
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