

Commercial News®

The Showcase for American-Made Products and Services

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November/December 2009

USA

American Exporters Seeking Partners Worldwide

More American Products = More Profits for You

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より幅広いアメリカ製品 = より多くのビジネスチャンス

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Mas Productos Americanos = A Mayores Beneficios

Achetez Américain = Augmentez Vos Profits

Mais Produits Americanos = Aumente os Seus Lucros

Więcej Amerykańskich Wyrobów = Większy Twój Zysk

Περισσότερα αμερικανικά προϊόντα = Περισσότερα κέρδη για σας

Импорт Американских Продуктов = Увеличение Вашей Прибыли



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Official Magazine

NRA SHOW 2010

THE INTERNATIONAL FOODSERVICE MARKETPLACE

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Attend the 2010 National Restaurant Association Restaurant, Hotel-Motel Show to efficiently and cost-effectively find the latest ideas, products and contacts you need to stay competitive.

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- Minimize travel expenses by getting everything you need to make more money, control costs and increase efficiency



NRA Show® 2010 is the Western Hemisphere's largest and most comprehensive restaurant, hotel and retail industry event.

“Within the restaurant industry, it is about creating brand differentiation for your customers. The National Restaurant Association show provided this year's attendees with strategic insights into achieving that brand differentiation - a critical must-have in today's environment.”

Bill Whitman, Jr., Vice President of Communications, **McDonald's USA**

To register and for the latest updates, visit www.restaurant.org/show.

Build Your Bar Program Profits



Attend the International Wine, Beer & Spirits Event to increase your profits throughout the year.
To register visit, www.winespiritsbeer.org

*separate registration and qualifications required to enter IWSB.



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22 - 25 MAY 2010
McCORMICK PLACE, CHICAGO
www.restaurant.org/show

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The Showcase for American-Made Products and Services

USA

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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 23 to request information from many different companies.

Find U.S. Partners in Commercial News USA

Providing buyers around the world with information about American companies is the number one goal of Commercial News USA. Over the past 30 years, this business matchmaking tool has resulted in thousands of new business opportunities for buyers everywhere.

Now, in addition to the print version, this widely read publication is available in both pdf and html formats online at www.thinkglobal.us. Every day, hundreds of prospective buyers visit the web site in search of new products and services from the United States.

Whether you seek to represent or purchase a product from the United States, Commercial News USA offers a diverse mix of goods and services from American companies.

Commercial News USA is distributed bi-monthly to readers outside the United States. Today, 100,000 copies of each issue are produced. The maga-

zine, which is free, is mailed directly to qualified recipients and distributed via U.S. embassies and consulates, trade shows, American Chambers of Commerce, World Trade Centers and other organizations.

If you are interested in finding out more information about any of the products featured in this issue of the magazine, you can contact the companies directly. You also can use the Reader Service form on Page 23.

Requests for more information also can be made online by using the online Reader Service form at www.thinkglobal.us/reader

American companies in Commercial News USA want to do business with you.

Contact them today for more information.

All the Best,



Gregory Sandler, Publisher

Commercial News USA

November/December 2009 • Vol. 30, No. 6

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May 22-25, 2010 in Chicago, Illinois, USA

Equipment Manufacturers Worldwide Eligible for 2010 Kitchen Innovations™ Awards

Award Recipients To Be Recognized in Exclusive Pavilion at NRA Show 2010

The National Restaurant Association announced it is accepting applications for the prestigious 2010 Kitchen Innovations™ Awards. The awards program recognizes the most advanced and revolutionary commercial kitchen equipment from around the world at the restaurant and hospitality industry's premier trade show – the National Restaurant Association Restaurant, Hotel-Motel Show®. To be held at Chicago's McCormick Place May 22-25, 2010, the NRA Show brings together more restaurant and hospitality buyers and equipment manufacturers than any other industry event.

“Whether helping restaurant and foodservice operators reduce operating costs, save space and staff time, or enhance environmental sustainability, Kitchen Innovations Award recipients have one thing in common: they are THE most advanced and revolutionary equipment suppliers in the global marketplace.”

– David Gilbert, chief operating officer,
National Restaurant Association.

Previous award recipients have received international attention from buyers and news media for their revolutionary products and concepts. Award recipients will have the exclusive benefit of exhibiting their products in NRA Show's popular Kitchen Innovations Pavilion. Throughout the four-day event, they will have the opportunity to showcase their products and concepts to more than 54,000 participants from all over the U.S. and 100+ countries and interact in one-on-one, hands-on demonstrations with key decision makers and top executives from the world's biggest corporations.



“Our panel of expert judges includes some of the most progressive companies that recognize true innovation in the hospitality business,” said David Gilbert, chief operating officer, National Restaurant Association. “We look forward to their selections for the 2010 KI Awards.”

The innovations are selected based on their uniqueness and the most significant benefits they deliver to foodservice operators. All applications are judged by an independent, expert panel of industry leaders consisting of Dan Bendall (principal, FoodStrategy, Inc.), Martin Cowley (senior manager design & standards, Walt Disney Parks & Resorts), William Eaton (chairman of the board, Cini-Little International), Robert Forrester (principal, Restaurant Industry Solutions), Foster F. Frable Jr. FCSI (founding partner, Clevenger Frable LaValee), Aaron LaMotte (director, Sodexo Performance Interiors), Robert Marshall (V.P., U.S. operations, McDonald's Corp.), George McNeill (vice president, culinary and corporate chef, The Ritz-Carlton Hotel Company LLC), and Kathleen H. Seelye, FFCSCI, LEED (managing partner, Ricca Newmark Design).

The National Restaurant Association will accept applications for the 2010 Kitchen Innovations Awards through January 8, 2010. Companies

interested in more information or applying can contact Eric Rude at 1-312-853-2525 or visit the Show website at www.restaurant.org/show.

The annual National Restaurant Association Restaurant, Hotel-Motel Show is the largest single gathering of restaurant, foodservice, and lodging professionals. NRA Show 2010 will be held May 22-25, at McCormick Place in Chicago. The event attracts attendees and visitors from all over the United States and 100+ countries, and showcases more products, services, innovative ideas, and other growth opportunities than any other industry event. For information, visit www.restaurant.org/show.



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www.restaurant.org/show
Reader Service #12199

March 23-25, 2010 in Las Vegas, Nevada USA

CTIA Attendees from 125 Countries Celebrate 25 Years of the Most Important Global Technology Event of the Year!

The International CTIA WIRELESS show is the premier wireless event representing a \$1 trillion global marketplace that brings together the wireless and converged communications, wireless broadband, mobile web computing and data industries.

With tens of thousands of attendees, 1,000 exhibitors occupying 300,000 sq.ft. of floor space, world-class speakers, prestigious awards, product demonstrations, and networking, International CTIA WIRELESS is where the wireless world meets each year for three days of intense business, learning and networking.

For 25 years, International CTIA WIRELESS has been THE premier marketplace for all things wireless. With increased international repre-

sentation, new showcases and pavilions, exciting product announcements, and your participation, 2010 is guaranteed to be another crucial and groundbreaking event for the industry.

Manufacturers, service providers, wireless data and Internet companies – anyone who values the excitement, efficiency, convenience, and immediacy of wireless communications in the workplace and in the home – should attend!

CTIA welcomes international attendees and makes it easy for them to plan their visit: information on the show website has been translated into Spanish, French, Dutch, Portuguese, German, Russian, and Arabic. International CTIA WIRELESS 2010 is also a proud

participant in the International Buyer Program, sponsored by the U.S. Department of Commerce (DOC), and encourages attendees to join official delegations.

Join your country's delegation: contact the U.S. Commercial Service office in your country (www.buyusa.gov) or Sarah Bublitz, CTIA Marketing Coordinator. For more information and to register, visit www.ctiashow.com or call 202-785-0081.

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January 19 - 22, 2009, Las Vegas, Nevada

Reinvest, Refocus, and Rebuild at the International Builders' Show

The International Builders' Show®, the largest annual light construction trade show in the world, attracts more than 60,000 building-industry professionals from around the globe. The trade show features the building industry's most important exhibitors providing the latest and most innovative home building products and services. The show also offers more than 175 educational sessions led by industry experts and notable business entrepreneurs.



The International Builders' Show®

Exhibitor products cover more than 200 categories. Top categories include kitchen and bath, home technology, and green building products and services. The prominence and magnitude of the event make the International Builders' Show the preferred platform for exhibitors to launch new products and technologies.

This event is the preeminent marketplace for anyone involved in the residential and light construction building industry. International visitors travel to the show from nearly 100 countries. If you are involved in any aspect of the home building or light construction industry you are encouraged to attend.

The International Builders' Show is one of the select U.S. trade shows to be chosen by the U.S. Department of Commerce to participate in the International Buyer Program (IBP). U.S. embassies, consulates, and commercial centers worldwide promote The International Builders' Show, organize delegations, and encourage international buyers, agents, and distributors to attend. International visitors who attend through the IBP receive discounted registration fees. For more information, please contact your nearest U.S. embassy or consulate.

The International Builders' Show is sponsored and managed by the National Association of Home Builders, the largest building association in the United States, serving more than 200,000 members.

Show dates are Tuesday, January 19 through Friday, January 22 at the Las Vegas Convention Center. To register and view the most current event information please visit www.BuildersShow.com/International.

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2010

NAHB International Builders' Show®

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معرض البنائين

In 2010, The International Builders' Show, the largest annual light construction trade show in the world, will be an even bigger opportunity to connect with international builders and suppliers. Don't miss your chance to see the world's best new products and trends all in one place.

Learn more and register now at
BuildersShow.com/International

January 19-22, 2010
Las Vegas
BuildersShow.com



January 19-22, 2010 in Las Vegas, Nevada USA

Visit the World's Largest Outdoor Industry Expo – An Exhibition of Global Proportions

The Shooting, Hunting and Outdoor Trade Show and Conference is the largest gathering of that industry in the world. Though it is owned and sponsored by the National Shooting Sports Foundation (NSSF), the SHOT Show, which is how it is commonly known, is certainly not narrowed in scope to strictly Americans.

In fact, the 2009 SHOT Show, held in Orlando, Florida, featured exhibitors from 22 countries, attendees from 98 nations and a press corps of more than 1,400 who hailed from all over the world.

Produced and managed by Reed Exhibitions, the world-famous company that presents both trade and consumer expos in the United States and beyond U.S. borders, the SHOT Show has grown to be the twenty-second largest trade show in the United States, and SHOT Show again has been named among the 50 fastest-growing trade shows in North America by Trade Show Week.

How does a trade show that is 31 years old and has expanded virtually every year of its existence continue to grow so impressively?

SHOT Show Addresses Needs of International Industry

"The SHOT Show addresses the needs of the entire international recreational shooting, hunting, law enforcement and outdoor industry," said Chris Dolnack, NSSF senior vice president, who oversees the show.

Those needs are many and widely met. Even before the SHOT Show officially opens its doors on Tues., Jan. 19, 2010, at the Sands Expo & Convention Center in Las Vegas, retailers and other interested members of the industry can "matriculate" on Monday, January 18 at SHOT Show University, a daylong series of interactive, retailer-related seminars by business leaders.



During the show this year will be the first Law Enforcement Conference, which will provide special presentations suited to the aspect of the industry that in recent years has been the fastest-growing segment of the SHOT Show.

The Main Attraction

The main attraction of the SHOT Show, however, unfolds along the miles of aisles that make up this mammoth expo. In 2009, some 1,800 companies and organizations exhibited, staffed by more than 22,000 personnel.

"It provides me with the opportunity to see everything, especially the new products, that are out there, and often cash in on SHOT Show specials," said Miles Hall, co-owner of H&H Gun Range & Shooting Sports Outlet, in Oklahoma City, Oklahoma. "Not only that, I get to meet with the top executives of the companies and create relationships that I couldn't establish anywhere else."

While Hall and the 25,000-plus other attendees at the SHOT Show in Orlando last January were accomplishing a lot of business, it wasn't all work. This year's location, in the heart of the entertainment capital of the world, will provide a multitude of both family and adult attractions

that can serve as a welcome escape from a winter back home.

The SHOT Show will run from Tues., Jan. 19, through Fri., Jan. 22, at the Sands Expo & Convention Center, in Las Vegas. It is owned and sponsored by the National Shooting Sports Foundation (NSSF), the trade association for the firearms, ammunition, hunting and shooting sports industry. For more information on the SHOT Show, visit www.shotshow.org. To learn more about NSSF and to register for SHOT Show University, visit www.nssf.org.



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inquiry@shot.reedexpo.com
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#10295



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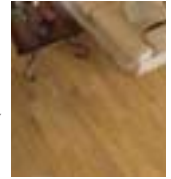


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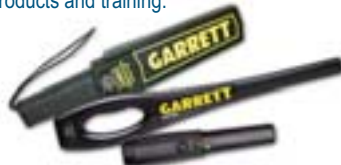
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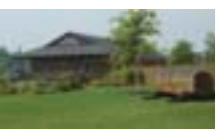
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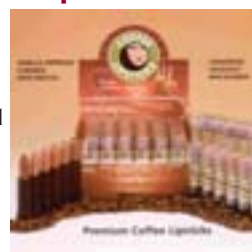
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Please indicate the business categories you are interested in (check all that apply):

- ☐ Agricultural
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- ☐ Industrial Equipment, Services & supplies
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- ☐ 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
- ☐ 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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