

Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE



www.export.gov/cnusa

March/April 2010



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More American Products = More Profits for You

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

Más Productos Americanos = Más Ganancias para Usted

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 AUTOMOTIVE AFTERMARKET INDUSTRY EVENT OF THE YEAR

Mark your calendars for AAPEX, the single most effective venue for sales and leads in the Automotive Aftermarket Industry. For three days every major brand converges in Las Vegas, NV to represent the best products and services for your business. Find out more and see a complete list of last year's exhibitors at AAPEXShow.com.



tuesday - thursday

NOVEMBER 2 - 4, 2010

Sands Expo and Convention Center, Las Vegas, NV

AAPEXShow.com

ALL THE PEOPLE. ALL THE PRODUCTS. IN ONE PLACE.



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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.

Visit the Commercial News USA Website

The Commercial News USA website has been improved to make it easier for you to locate potential U.S. partners. The Web site, located at www.thinkglobal.us, features all of the advertisers in the current edition of the magazine. You can find a list of U.S. exporters by clicking on the link that says "Buyers Click Here." From the online advertisement on the site, you can read about a particular company and use a built-in link to request information from that company.

In addition to the html version of the magazine, the Commercial News USA site also features a pdf version. The pdf version of the magazine makes it easy for you to share the magazine with business associates who may be interested in finding U.S. partners.

Other features on the Commercial News USA Web site include a navigation bar on the left side of the page. This provides quick access to various industry sections.

The navigation bar also offers access to our online Reader Service request page. From there, you can request

information from any of the advertisers in the current issue of the magazine.

It is also possible to review past issues of the magazine. The Past Issue Archive link on the navigation bar leads to a list of past issues of the magazine. These are all available as pdfs.

Resource links at the bottom of the navigation bar make it easier for you to locate other informational resources. In particular, the link to buyusa.gov leads to a searchable list of all U.S. Commercial Service offices around the world. This is useful if you are searching for assistance in your country.

Finally, Web banner ads on the site offer a wide range of different events and resources being offered by Commercial News USA partners.

We hope you find the website useful, and encourage you to tell your business colleagues about it.

All the Best,



Gregory Sandler, Publisher

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Official Magazine

November 2-4, 2010 in Las Vegas

Automotive Parts, Products and People Are All in One Place at AAPEX

Automotive service professionals throughout the world turn to the Automotive Aftermarket Products Expo (AAPEX) to find manufacturers and suppliers of replacement parts for the vast number of vehicles on the road today. AAPEX, the world's largest business-to-business event for the automotive aftermarket industry, will be held Tuesday, Nov. 2 through Thursday, Nov. 4, at the Sands Expo Center in Las Vegas, Nevada, U.S.A.

Global vehicle registrations reached nearly 901 million in 2008, according to the Automotive Aftermarket Industry Association (AAIA) Digital Factbook, 2010. AAIA's calculations, which are based on R.L. Polk & Co.'s vehicle registration data by country, indicate more than a third of all registrations are in Europe, followed by 32.6 percent in North America, 23.8 percent in Asia, 4.6 percent in South America, and 3.6 percent in the Middle East and Africa.

"The large number of global vehicle registrations suggests a similarly large number of vehicles that at some point or another will need parts and repair. A trip to AAPEX is extremely cost-effective and productive because all the parts, products and people are all in one place," said Bill Glasgow, Sr., AAPEX show manager.

AAPEX features approximately 750 U.S.-based manufacturers in the automotive aftermarket and a total of more than 1,800 exhibitors. Recognizable brands are throughout the show floor, as is just about every brand of replacement part, including suspension and front-end products, engines, engine parts and fabricators, paint and body products, and heat transfer and mobile air conditioning products and parts. The leading suppliers of chemicals and lubricants also exhibit at AAPEX, and the latest tools, diagnostic equipment and software are located



in the event's comprehensive Tool & Equipment section. The AAPEX GreenWay spotlights products that buyers and retailers can sell to consumers to help make their vehicles more environmentally friendly.

In addition to comparing parts and products at AAPEX, the event provides a unique opportunity to meet face-to-face with manufacturers and network with peers and colleagues from around the world. Last year, 22 specially designated pavilions were set up for international exhibitors, including Canada, Mexico, Italy, Spain, Turkey, Brazil, Colombia, China, Hong Kong, Korea, Malaysia, Taiwan, India and Pakistan. Buyers travel from approximately 150 countries to attend AAPEX.

AAPEX also is the industry's best place to locate companies that export. Approximately 45 percent of the U.S. manufacturers at AAPEX export and this number is expected to grow. International buyers interested in finding U.S. manufacturers may go to the AAPEX web site, www.aapexshow.com, click on the Find Products & Exhibitors tab and search within "U.S. exporters only." International buyers interested in

getting more information also can e-mail the show at: info@aapexshow.com.

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 Industry Association (AAIA) and the Automotive Aftermarket Suppliers Association (AASA).

For more information, visit the AAPEX Web site, www.aapexshow.com, or e-mail: info@aapexshow.com.



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Reader Service #11848

FMI 2010

Learn how to better serve your customers through educational sessions and new products, services and solutions on the exhibit floor

Food Marketing Institute's (FMI) new biennial event, FMI 2010, will help retailers, wholesalers, suppliers, manufacturers and service providers understand what their customers want and need. By showcasing emerging opportunities and delivering new consumer trends, the food industry will gain new insights into how to better connect with customers.

"Customer Connect is our new, fully integrated program that ties together the general sessions, workshops, exhibits, networking events and special trading partner meeting opportunities – all geared toward helping the food industry better meet the needs of customers," said FMI President and Chief Executive Officer Leslie G. Sarasin. "FMI 2010 will engage key decision makers from every part of the industry and from around the world. The educational sessions and exhibits will help businesses connect

with customers at the store level and influence their decision making."

Six educational paths representing key issues for the industry will give attendees the opportunity to learn new skills, exchange solutions and build new relationships to better connect and serve shoppers:

- Consumer Trends – The Next Evolution of Shopper Behavior
- Future Connect Leadership Development
- Health and Wellness
- Private Brands Innovation
- Sustainability – Healthy Planet
- Technology-Enabled Business Solutions

Technology is featured as a critical component of FMI 2010. In fact, this year's programming recognizes the fact that technology is now fully integrated into industry business and is represented in that way throughout FMI 2010's education path and exhibits.

The Customer Connect program will feature opportunities for companies to set up business appointments during Strategic Collaborative Exchange meetings for senior level executive retailers, wholesalers, independent operators, manufacturers, suppliers and service providers.

The exhibit floor will feature more than 400 companies showcasing new products, services and solutions. A Customer Innovation Zone will include supplier presentations focusing on cutting-edge consumer research, innovative marketing and merchandising strategies, product innovation and category development. The New Product Showcase provides an additional opportunity for exhibitors to gain exposure for their newly introduced products and provides a "One-Stop" location for attendees to receive an overview of new products being showcased at the event.

In addition, the new Supermarket Health & Wellness Conference will be held in conjunction with FMI 2010 and provide strategies and tactics for companies to capitalize on the emerging opportunities and ways to help consumers better manage their health. ■

www.FMI2010.com

Program questions? Contact Ernie Monschein at emonschein@fmi.org

Housing questions? Contact Amanda Bond-Thorley at abondthorley@fmi.org

Registration questions? Contact Suzanne George at sgeorge@fmi.org

Exhibitor questions? Contact Lori Campbell at lcampbell@fmi.org



CUSTOMER CONNECT

FMI 2010™

Education: May 10 – 13, 2010 • Exhibit Floor: May 11 – 13, 2010
Mandalay Bay Convention Center • Las Vegas, Nevada

Attend FMI 2010 CUSTOMER CONNECT— the industry event showcasing emerging opportunities; delivering consumer insights through thought-provoking research and education; and, fostering industry collaboration and community. Engage with retailers, wholesalers, suppliers, and service providers from around the globe. Learn new skills, exchange solutions and build new relationships.

EDUCATION PATHS

Choose from six key issues facing the industry at FMI 2010. Workshops are grouped into six paths:



Future Connect Leadership Development



Sustainability – Healthy Planet



Private Brands Innovation



Health and Wellness



Technology-Enabled Business Solutions



Consumer Trends – The Next Evolution of Shopper Behavior

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www.FMI2010.com

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

Sustainability, Local Sourcing & Nutrition: Hottest Menu Trends in 2010

The National Restaurant Association's annual survey of more than 1,800 professional chefs – members of the American Culinary Federation (ACF) – reveals that local sourcing of ingredients, sustainability and nutrition will be the hottest trends on restaurant menus in 2010. Locally grown produce, locally sourced meats and seafood, sustainability, mini-desserts and locally produced wine and beer top the list of nearly 215 culinary items in the "What's Hot in 2010" survey. Rounding out the top 10 trends are nutritious kids' meals, half-portions, farm-branded ingredients, gluten-free/food-allergy conscious meals and sustainable seafood.

"No one has a better view of restaurant menu trends than the U.S. chefs of nearly one million restaurants, and that is why we survey these culinary professionals on what hot, new trends we'll see in the coming year."

– Dawn Sweeney, President and CEO of the National Restaurant Association

The leading culinary theme revealed by the survey is sustainability, which is ranked as the third hottest trend. Whether applied to produce, meat, seafood or alcoholic beverages, the concepts of environmentally friendly practices and local sourcing – farm-to-fork – are appealing to both restaurant operators and consumers for several reasons, including freshness, minimal transportation, and supporting local communities and businesses.

Nutrition is another culinary theme that ranks high on the list of trends at number 15. Healthful options for children, produce, super-fruits, bite-size and half portions, and food allergy conscious and



gluten-free meals all rank in the top 20, illustrating that consumer interest in health and nutrition continues to grow and that restaurants are responding.

Also included in the survey were questions about kitchen and concept trends. The chefs rated environmentally friendly equipment as the top kitchen equipment trend, and the hottest restaurant concept in 2010 as restaurants with gardens.

Visit www.restaurant.org/foodtrends to read the complete survey (including full results, video, etc). Also attend NRA Show 2010 and International Wine, Spirits & Beer event (held on May 23-24 in conjunction with NRA Show) to see these and other restaurant industry trends in action, participate in education session, visit focused pavilions and network with top professionals and manufacturing companies that are in the forefront of the Hot Trends identified in this survey.

Be there at NRA Show 2010!

The National Restaurant Association's annual trade show – the National Restaurant Association Restaurant, Hotel-Motel Show® – is the largest and most comprehensive industry event and will be held May 22-25, 2010, in Chicago. Together with the International Wine, Spirits & Beer Event (May 23-24, 2010), it will offer first-hand opportunities to experience and explore the hottest food, beverage and equipment trends in the culinary world. For more information, visit www.restaurant.org/show.

For more information, visit www.restaurant.org/show.



How To Contact

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Restaurant, Motel-Hotel Show
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Chicago, IL 60601-7569 USA
TEL: 1-312-853-2525 • FAX: 1-312-853-2548
www.restaurant.org/show
Reader Service #12199

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- Discover new flavor and menu concepts to drive traffic
- Learn "word of mouth marketing" and social media skills to attract and retain guests
- Test products from 1,600+ exhibitors in 950 product categories, all under one roof
- Save money by learning about greener industry best practices and how to implement them
- See new technology products and services to integrate operations

Minimize travel expenses by attending NRA Show 2010. Visit the Housing & Travel section of www.restaurant.org/show for significant hotel room rate reductions and airline discounts.



Build Your Bar Program Profits
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**Separate qualifications, registration and badges are required to attend. Visit www.winespiritsbeer.org for details.*



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**THE ONE TRIP
THAT DELIVERS
IT ALL**

**National Restaurant Association
Restaurant, Hotel-Motel Show
22-25 May 2010
McCormick Place, Chicago**



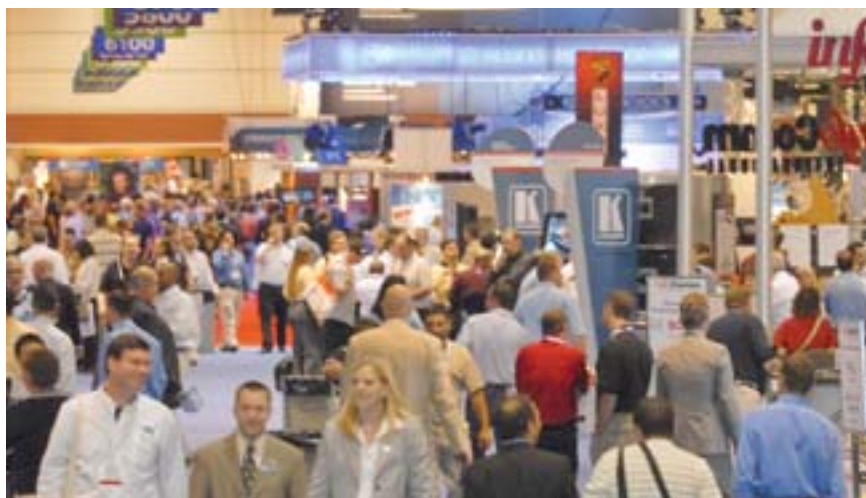
June 5-11, 2010, Las Vegas Convention Center, Las Vegas, Nevada

Conference: June 5-11; Exhibits: June 9-11

See AV Advancements at InfoComm 2010

The audiovisual industry has been helping people communicate for nearly a century. While many conjure images of overhead and slide projectors when thinking about AV, today's technology includes video-conferencing, command-and-control rooms, video walls, stadium screens, and more. AV is no longer optional – businesses and institutions around the world rely on the \$65 billion USD global professional audiovisual industry to communicate.

That is why so many businesses and governments around the world are coming to see the latest commercial AV technology at InfoComm 2010 – the leading commercial audiovisual systems marketplace for integrated display, projection, audio, conferencing, lighting and staging, digital signage, and communications system solutions. InfoComm 2010 will take place 5-11 June 2010, at the Las Vegas Conven-



tion Center in Las Vegas, Nevada.

The conference will include more than 300 courses, basic through advanced levels, covering audio, video, projection, digital signage, 3D, design, certification, conferencing, AV-IT integration, and more. The exposition, being held 9-11 June, will feature more than 900 exhibitors from the leading audiovisual manufacturers and service providers.

"Attending InfoComm's tradeshow is a worthwhile investment in both time and money," said Randal A. Lemke, Ph.D., Executive Director, InfoComm International. "In just a few days you can visit the most comprehensive array of professional audio, digital signage, display, conferencing and telepresence, lighting, control system, and signal distribution technology manufacturers available in one location, all while receiving world-class education and training from leading experts and manufacturers."

Although InfoComm is large, it is easy to navigate, thanks to pavilions that bring together like technologies. Audio, Digital Signage, Lighting & Staging, 3D, and United Collaborative Conferencing are just a few of the pavilions featuring integrated solutions from innovative manufacturers. Many products and special

exhibits on the Show floor can only be seen at InfoComm.

With more than 32,000 attendees from 90 countries expected to visit InfoComm 2010, this is one show not to be missed. InfoComm 2010 is supported by the U.S. Department of Commerce International Buyers Program (IBP). During the Show, trade specialists from the Commercial Service will be managing the International Business Center (IBC) and the U.S. Export Pavilion. In the IBC, buyers and sellers come together, using the meeting rooms provided free of charge on a first come first serve basis, and taking advantage of the facility to plan their visits to the exhibit floor.

Please visit your U.S. embassy or consulate to find out more about this program, as there may be an opportunity to join a delegation from your country. Join us for InfoComm 2010!



How To Contact

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TEL: 1-703-273-7200
www.infocommshow.org
Reader Service #11725

Benefits for organized delegations include:

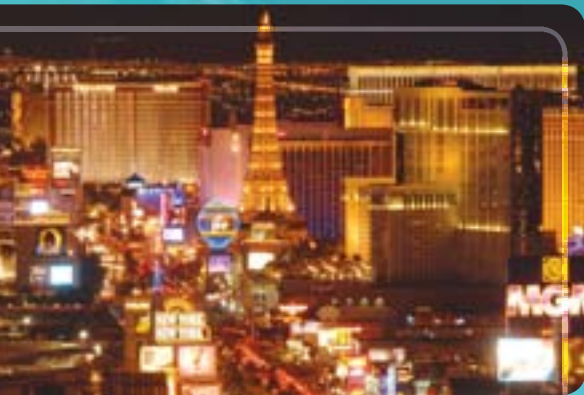
- Complimentary 3-day exhibits-only registration for InfoComm 2010 – a \$125 USD value.
- Two complimentary educational seminars within the InfoComm Academy program held in conjunction with the exposition – a \$338 USD value. (Please note that only two-hour seminars are eligible for this offer, which is subject to availability. Most sessions are offered in English only).
- Unlimited access to International Business Center
- Invitation to the International Reception hosted by InfoComm on Wednesday evening, 9 June
- Special invitation to the InfoComm Opening Reception on Tuesday evening, 8 June
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For more information, or to join a delegation to InfoComm 2010, contact the Commercial Section of your nearest U.S. Embassy or Consulate. Visit www.infocommshow.org for a list of delegations.



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BusinessGlobal Announces First-Ever Virtual USA Exports Show in July 2010

USA Exports Show is an international online trade show designed to showcase American exporters to a global audience.

Visitors and exhibitors alike will be able to visit more than 20 virtual exhibition halls, each featuring the finest goods and services from the USA's major exporting industries. Each exhibitor pavilion is designed so visitors can interact live with suppliers via internet phone, live chat, download catalogues, view demos, capture exhibitor contact information and schedule appointments.

BusinessGlobal's virtual exhibitions are easy to navigate and allow you to quickly find the products or services you're searching for. All of the shows are live 24/7 for the first month and remain online for an additional six months.

Attending a virtual show is a simple and cost-effective way for you



to find new suppliers, trade opportunities, and to meet with new business contacts that can help grow your business.

BusinessGlobal's last online event was attended by more than 600,000 visitors from 180 countries, including Canada, Mexico, China, Japan, the UK, Germany, South Korea, Brazil and Russia.

Register for the USA Exports Show, July 1-31, 2010, and let

BusinessGlobal.com help you make your business global.

For more information and to register, please visit www.businessglobal.com.

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#10756

Martin Currie

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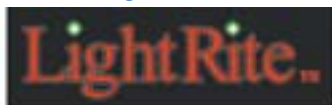


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- ☐ Agricultural
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- ☐ Trade Show

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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ANTAD	March 10-12	Guadalajara, Mexico
SIAL Canada	April 21-23	Montreal, Canada
FMI	May 11-13	Las Vegas, Nevada
American Food Fair (NRA)	May 22-25	Chicago, Illinois

Asia

FOODEX Japan	March 2-5	Tokyo, Japan
AAHAR	March 10-14	New Delhi, India
Food & Hotel Asia	April 20-23	Singapore, Singapore
Seoul Food & Hotel Korea	May 12-15	Seoul, Korea
SIAL China	May 19-21	Shanghai, China
IFIA Exhibition	May 19-21	Tokyo, Japan

Australia

Fine Food Australia	Sept. 13-16	Melbourne, Australia
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Europe/Russia

Fruit Logistica	Feb. 3-5	Berlin, Germany
BioFach (organics)	Feb. 17-20	Nuremburg, Germany
Alimentaria, Barcelona	March 22-26	Barcelona, Spain
European Seafood Exposition	April 27-29	Brussels, Belgium

Africa/Middle East

Gulfood	Feb. 21-24	Dubai, UAE
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For a complete list of Trade Events worldwide for 2010 and 2011 please visit:
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