COMMERCIA NEWS USA® AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

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July/August 2010

A Message from the **U.S. Secretary of Commerce**

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The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture endorses trade events all over the world at which you can meet representatives of U.S. companies that produce or trade value-added agricultural products. The USA banner at international trade events is a world-recognized sign of high quality and safe foods that are fresh, flavorful, innovative, and fun.

When the USDA links its name with an international trade event, you can

be assured of high standards at a fair price – and you can take advantage of many opportunities to source products, meet with product buyers, negotiate deals, and discuss food issues with FAS attaches and staff stationed at U.S. embassies worldwide.

Below is a list of FAS-endorsed events in the coming months. Attending one or more events will keep you informed and help you grow your business in 2010.

Register Today for a Trade Event Near You!

WESTERN HEMISPHERE		
Abastur	August 3-5	Mexico City, Mexico
Food Ingredients (Fi) S. America	September 21-23	Sao Paulo, Brazil
IFE Americas Food & Beverages	October 26-27	Miami, Florida
ASIA		
Food Taipei	June 23-26	Taipei, Taiwan
World Food Expo (WOFEX)	August 4-7	Manila, Philippines
Asia Fruit Logistica	September 8-10	Hong Kong
Food Ingredients (Fi) Asia	Sept 29-Oct 1	Jakarta, Indonesia
Hong Kong International Wine Fair	November 4-6	Hong Kong
Food & Hotel China, Shanghai	November 11-13	Shanghai, China
International Food & Drink Expo	December 2-4	New Delhi, India
AUSTRALIA		
Fine Food Australia	September 13-16	Melbourne, Australia
EUROPE/RUSSIA		
World Food Moscow	September 14-17	Moscow, Russia
SIAL Paris	October 17-21	Paris, France
Health Ingredients (Hi) Europe	November 16-18	Madrid, Spain





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Auto Parts/Accessories & Service Equipment Trucks, Trailers & Buses					
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Sports & Recreation					
Business Services					

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.

New U.S. Plan Means Opportunities for Buyers of American-Made Products

By Gary Locke

President Obama has launched the National Export Initiative (NEI), a comprehensive strategy to help promote U.S. exports. The NEI is an ambitious effort to help more American businesses sell their products and services worldwide and to double U.S. exports over five years. I am pleased that the Department of Commerce will play a vital role in helping the President achieve his goal.

The NEI represents a significant opportunity for readers of Commercial News USA, who buy and distribute products from American companies. By encouraging more U.S. companies to enter more overseas markets, the NEI will result in more U.S. products and services being available in communities around the world, expanding the opportunities for foreign buyers and distributors to profit from selling American-made products in your local market.

As part of the NEI, the Department's International Trade Administration will be expanding export promotion and increasing resources available both domestically and internationally. Also, the U.S. Government plans to increase the amount of export assistance and trade financing offered by the Export-Import Bank of the United States in order to increase support

for small and medium-sized businesses and their business partners abroad. If you are buying U.S. products and services, talk to your American partners about how programs offered by the Department of Commerce, the Export-Import Bank, and other U.S. Government agencies can help to facilitate your business deals.

The U.S. Government will also continue to work with its trading partners around the world to lower barriers to trade in order to make it easier for foreign buyers to import U.S. products and services. In addition, the streamlining of U.S. export controls will make it easier for foreign buyers to do business with American companies in many sectors, while at the same time improving global security.

Through greater state-side engagement of U.S. companies of all sizes in the global marketplace, buyers and distributors of American products will see an increase in the number of U.S. companies ready to export. The U.S. & Foreign Commercial Service is available to facilitate meetings with potential American partners. For assistance, call the U.S. embassy in your country or go online to www.buyusa.gov.

Gary Locke is the United States Secretary of Commerce.

U.S. Department of Commerce, International Trade Administration

Secretary of Commerce Gary Locke

Undersecretary of Commerce for International Trade Francisco J. Sánchez Director General U.S. Commercial Service Suresh Kumar

Senior Advisor U.S. Commercial Service John Klingelhut

Commercial Service Offices

www.buyusa.gov

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Commercial News USA*

July/August 2010 • Vol. 31, No. 4

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Published for the U.S. Commercial Service by:

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Oct. 10-13, 2010

Las Vegas Convention Center

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 - Accessories
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November 2-4, 2010 in Las Vegas

Online Product and Exhibitor Search Helps Prepare for AAPEX



"Special features planned for the 2010 AAPEX include the GreenWay with its eco-friendly products and services..."

uyers can start preparing for the upcoming Automotive Aftermarket Products Expo (AAPEX) by using the Find Products and Exhibitors search feature on the event's expanded Web site, www.aapexshow.com. 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.

To identify products at AAPEX, buyers can search by keyword, category, subcategory, country, state/province and pavilion. To locate exhibitors, buyers can search an alphabetical exhibitor list and receive contact and company profile information, as well as links to the exhibitor's Web site and e-mail address. A "Map It" feature identifies exhibitor's booth location on the show floor.

"There is so much to see and do at AAPEX. Buyers who map out their agenda in advance can get started as soon as AAPEX opens because they've already identified products and exhibitors to see on the show floor, as well as their location," 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



showcased 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.

Special features planned for the 2010 AAPEX include the GreenWay with its eco-friendly products and services, and the AAPEX/SearchAutoParts.com Theater where manufacturers will demonstrate their latest products or services. The AAPEX Shop of Tomorrow area will feature demonstrations of the new technologies being used in the shop. A Car Care Fair exhibit will showcase U.S. and Canadian campaigns to educate consumers about proper vehicle maintenance, and the Know Your Parts exhibit will highlight the importance of quality parts from full-service suppliers and promote the independent automotive aftermarket.

AAPEX also provides a unique opportunity to meet face-to-face with manufacturers, network with colleagues from around the world and locate companies that export. Last year, 22 specially designated pavilions were set up for international exhibitors and buyers traveled from

approximately 150 countries to attend AAPEX. Approximately 45 percent of the U.S. manufacturers at AAPEX export. International buyers interested in getting more export information can e-mail the show at: info@aapexshow.com.

Buyers can use the AAPEX Web site to register and make hotel reservations for the event. The site also has an International section with Visa and U.S. travel requirements, an interactive floor plan and a new Learning Forum that provides information on the "The Inside Track" education sessions at AAPEX.

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, or e-mail: info@aapexshow.com.

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Orland Park, IL 60467 USA
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info@aapexshow.com

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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.



AAPEXShow.com

11848



January 17-21, 2011, Las Vegas Convention Center in Las Vegas, Nevada USA

The Most Important Concrete Construction & Masonry Show of 2011



repare yourself for the largest, most comprehensive commercial concrete and masonry event – World of Concrete 2011. In just five powerful days, you'll access all the latest technologies, resources and education you need to keep your business current, competitive and rock-solid. Now more than ever before, it's critical to be a part of your industry's main event.

"Now, more than ever before, it's critical to be a part of your industry's main event."

WOC will return to the Las Vegas Convention Center, January 18-21; Seminars 17-21, to build upon its reputation as the ONLY annual international commercial construction show for the concrete and masonry industries.

WOC 2011 will once again feature special product and action areas including The Producer Center, a dedicated market-place of materials, equipment, demonstrations, and seminars; Material Handling, offering trucks, excavators; Concrete Repair and Demolition, featuring surface preparation products & equipment; World of Masonry, showcasing a full range of products, tools, information, and technology for masonry professionals; and Technology for Construction, featuring the latest products and technologies for the commercial construction industry.

For the 6th consecutive year, World of Concrete has been selected by the U.S. Department of Commerce as an International Buyer Program (IBP) event. U.S. embassies, consulates, and commercial centers worldwide will promote WOC and









organize delegations comprised of international buyers, agents, and distributors.

The WOC Education Program will boast tracks with more than 100 sessions including Concrete Fundamentals, Concrete Production, Concrete Repair, Decorative Concrete, Green Building, Safety & Risk Management, Technical Updates, and much more. Additionally WOC provides Certification programs and continuing education hours to get the training you need while discovering all that the show has to offer.

The Outdoor Events and Demonstration Areas feature hundreds of outdoor exhibitors, new product demonstrations, competitive challenges and cutting edge equipment and technologies.

The newly redesigned and dynamic World of Concrete website — www.worldofconcrete.com — includes new user-friendly features, downloadable high resolution show images, an easy to navigate interface, and technology to help buyers and sellers connect before, during, and after the show.

How To Contact:

World of Concrete

Hanley Wood Exhibitions
6191 N. State Hwy. 161, Suite 500

Irving, TX 75038

Tel: 972-536-6423 • Fax: 972-536-6402

www.worldofconcrete.com

spomerantz@hanleywood.com Reader Service #11842





Exhibits: January 18-21, 2011: Seminars: January 17-21 Las Vegas Convention Center | Las Vegas, Nevada

To Exhibit: exhibit@worldofconcrete.com **To Attend:** contactus@worldofconcrete.com

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October 26-27, 2010 Miami Beach, Florida

14th Americas Food and Beverage Show Welcomes International Attendees!

he 14th Americas Food and Beverage Show welcomes food professionals from around the world to beautiful Miami Beach on October 26-27, 2010, for the Western Hemisphere's largest two-day food and beverage trade show. Come join nearly 5,000 food retailers, distributors, exporters, importers, and food service professionals from more than 65 countries who will gather to share ideas and innovations, present new products, and explore new sales, marketing, distribution, and branding opportunities.

"I'm looking for new products to buy and distribute in Peru. And, I've found more than I thought I would at this show."

Attendee Braulio Alvarez, Alanco Peru SA – La Molina, Peru

"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 14th 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, Thailand, Trinidad & Tobago, etc. The event is strongly endorsed by trade promotion groups from Argentina, Brazil, Canada, Colombia, 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 Annual Americas Food and Beverage Awards Presentation, Americas Chef Competition, the New Products Showcase, and the Conference programs in addition to the 350 or more exhibiting companies.

If you have any questions, please visit the 14th 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 14th Americas Food and Beverage Show in Miami Beach. October 26-27.

"AF&B Show 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

How To Contact

14th Americas Food and Beverage Show

1007 N. America Way, Suite 500

Miami, FL 33132 USA

Tel: 305-871-7910 ext. 221

Fax: 305-871-7904

jmeisel@worldtrade.org

www.americasfoodandbeverage.com

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World Trade Center Miami presents

October 26-27, 2010 **Miami Beach Convention Center**



14TH AMERICAS FOOD & BEVERAGE SHOW & CONFERENCE



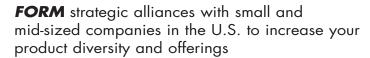
VISIT the USA Pavilion featuring specialties from every region in the US

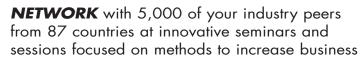
DISCOVER the New Products Showcase where you can see the newest products in the US and in the Americas introduced in the last 12 months

TASTE products produced in 17 countries with major pavilions from South America and the Caribbean



SCHEDULE personal appointments in advance of the show with leading producers









Special Priority Registration Code: CNUSA

















Register Now!

At www.americasfoodandbeverage.com

Contact: 305-871-7910 or afb@worldtrade.org for more information and assistance with your visas.

12196

December 14-16 in Orlando, Florida

POWER-GEN International 2010: World's Largest Power Generation Event

"Featuring the world's largest industry exhibit floor with more than 1,200 exhibiting companies from around the world."

ore than 18,000 attendees from 75 countries will gather in Orlando, Florida December 14-16, 2010, for POWERGEN International, the world's largest power generation event. This year marks the event's 22nd year.

Featuring presentations from more than 200 speakers in 14 tracks, POW-ERGEN 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.

NUCLEAR POWER International will be co-located with POWER-GEN International for the fourth year and will deliver 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 preconference 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, a new networking event on the exhibit floor called Drinks With 18,000 of Your Closest Friends and the Projects of the Year Awards Gala. 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 2010 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)
- Drinks With 18,000 of Your Closest Friends (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), when requested by October 1, 2010.

For more information about joining a delegation, contact your local U.S. Commercial Service office.

To register, visit www.powergen. com or call for registration questions: +1-918-831-9859.

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, visit www.pennwell.com

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Save the Dates!

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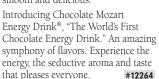
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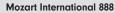
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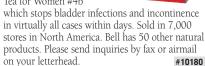


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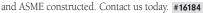
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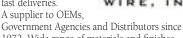
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Big John Tree Transplanter Mfg. Inc, based in Heber Springs, Arkansas, is exporting millions of dollars of American-made equipment thanks to new customers it has found as the result of advertising in Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce.

In the past year, Big John has entered new markets in Canada, Iran, Lebanon, Mexico, Mongolia, Russia, Spain, The United Arab Emirates, The United Kingdom. The Ukraine and Vietnam.

Concerns about the possibility of a domestic economic slowdown prompted Big John to actively pursue overseas business about five years ago, says Will Humphreys, vice-president of the company. "It has definitely paid off," he adds, "Exports will represent approximately 35% of our revenue this year." In addition to direct marketing through Commercial News USA, Big John works with Dorian Drake International, international sales agents based in White Plains, New York.

Humphreys credits Commercial News USA with generating qualified leads for Big John that have led to sales. Moreover, he says, the pattern of leads from around



The spoon shaped blades on a Big John Transplanter are inserted into the ground along a curvilinear track forming a totally enclosed pod of roots and soil. The tree is then removed from the soil and transported to its new home.

the world has provided the company with invaluable market research.

"Currently we are working on establishing customers and distributors in all of these countries in addition to China, India, Turkey, Malaysia and The Philippines. Later this year we expect to solidify distributorship relationships in several Central and South American countries also," says Humphreys.

Big John specializes in building tree transplanters. For the past 35 years, the company has been dedicated to the design and production of the best, most durable and functional tree transplanters in the world. Big John's machines are responsible for moving millions of trees all over the world and our commitment to our customers' satisfaction is our main objective.

Looking ahead, Big John sees continued growth potential overseas. "The world is becoming increasingly interdependent and we at Big John welcome

the opportunity to assist our customers wherever they may be," says Humphreys.



Seven New Model 90D's are ready to be shipped to Dubai. This is another export success that is helping Big John's business to grow.

Worldwide Sales Managed By:
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