

# Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

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September/October 2010

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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

مزید من المنتجات الامريكيه = المزيد من الارباح 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

Импорт Американских Продуктов = Увеличение Вашей Прибыли

## Meet with Suppliers of U.S. Food and Agricultural Products

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.

### Register Today for a Trade Event Near You!

#### ASIA

Asia Fruit Logistica	Sept. 8-10, 2010	Hong Kong
Food Ingredients (Fi) Asia	Sept. 29-Oct. 1, 2010	Jakarta, Indonesia
Food & Hotel China, Shanghai	Nov. 10-12, 2010	Shanghai, China
International Food & Drink Expo	Dec. 2-4, 2010	New Delhi, India

#### AUSTRALIA

Fine Food Australia	Sept. 13-16, 2010	Melbourne, Australia
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#### EUROPE/RUSSIA

World Food Moscow	Sept. 14-17, 2010	Moscow, Russia
SIAL Paris	Oct. 17-21, 2010	Paris, France
Health Ingredients (Hi) Europe	Nov. 16-18, 2010	Madrid, Spain
Sirha	Jan. 22-26, 2011	Lyon, France
Fruit Logistica	Feb. 9-11, 2011	Berlin, Germany

#### AFRICA/MIDDLE EAST

Gulfood	Feb. 27-Mar. 2, 2011	Dubai, UAE
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#### WESTERN HEMISPHERE

IFE Americas Food & Beverage	Oct. 26-27, 2010	Miami, Florida
Food Ingredients (Fi) S. America	Sept. 21-23, 2010	Sao Paulo, Brazil



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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 the Best Suppliers with the Commercial Service's International Buyer Program

By Suresh Kumar

Growing up in India, I developed an affinity for U.S. brands—everything from soft drinks and clothing to cars and entertainment. Quite simply, I always found the quality and innovation of U.S. products and services to be unmatched. And, after spending over 30 years in international business, including heading major international divisions at Johnson & Johnson and Warner Lambert/Pfizer, my admiration of U.S. products and services—and the companies that provide them—has only grown. You can count on U.S. companies to deliver the highest levels of customer satisfaction and after-sales service.

Often times, one of the biggest challenges for any global company—large or small—is finding the right supplier. That's where the U.S. Commercial Service comes in. Our global network of trade professionals will help you locate U.S. products, services, and business partners; meet suppliers and partners face-to-face; and participate in trade shows that feature thousands of U.S. companies.

You can use this Commercial News USA catalog to find U.S. companies actively seeking buyers, partners, agents, and distributors. This magazine features nearly 100 U.S. companies that are interested in expanding into new markets around the world—and who are ready to do business with you.



In addition, we encourage you to take advantage of the U.S. Commercial Service's International Buyer Program (IBP), which brings delegations of buyers to the United States for business-to-business matchmaking with U.S. firms at major industry trade shows. Last year, the IBP program brought thousands of international buyers to the United States, resulting in nearly a billion dollars in new business. In the coming year, 41 trade shows in the United States will participate in the IBP program. For a list of upcoming shows go online to [www.export.gov/ibp](http://www.export.gov/ibp).

Whether you are looking to import for the first time from the United States, or to find additional U.S. suppliers, the U.S. Commercial Service will provide you with the expertise you need to connect with lucrative opportunities. If you would like to participate in an IBP delegation, or meet with a U.S. company in your own country, give us a call. To get started, just go online to [www.buyusa.gov](http://www.buyusa.gov) to find our office in your nearest U.S. Embassy or Consulate.

We look forward to helping you connect with the best U.S. products and services to meet your supplier needs.

Sincerely,

Suresh Kumar is Assistant Secretary of Commerce and Director General of the U.S. Commercial Service.

## U.S. Department of Commerce, International Trade Administration

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Gary Locke

### Undersecretary of Commerce for International Trade

Francisco J. Sánchez

### Director General

### U.S. Commercial Service

Suresh Kumar

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[www.buyusa.gov](http://www.buyusa.gov)

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**January 12-15, 2011, In Orlando**

## **IBS Powers Home Building Industry**

**T**he International Builders' Show®, the largest annual light construction trade show in the world, attracts more than 50,000 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.

Exhibitor products cover more than 200 categories. The prominence and magnitude of the event make the International Builders' Show the preferred platform for exhibitors to launch new products and technologies. Top categories include:

- Kitchen and bath
- Home technology
- Green building products and services

This event is the pre-eminent marketplace for anyone involved in the residential and light construction building industry. International visitors travel to the show from over 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 Wednesday, January 12 through Saturday, January 15 at the Orange Country Convention Center in Orlando, Florida. To register and view the most current event information please visit [www.BuildersShow.com/International](http://www.BuildersShow.com/International).*

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**[www.BuildersShow.com/International](http://www.BuildersShow.com/International)**  
Reader Service #10929

# **GLOBAL REACH. IBS POWERED.**

## **2011 NAHB International Builders' Show®**

SALÓN INTERNACIONAL DEL CONSTRUCTOR  
FEIRA INTERNACIONAL DA CONSTRUÇÃO  
LES SALON INTERNATIONAL DES CONSTRUCTEURS  
Международная строительная выставка 2011  
インターナショナルビルダーショー  
国际建筑业展览会  
國際建築業者展覽會  
معرض البنائين

In 2011, The International Builders' Show, the largest annual light construction show in the world, will bring together the biggest names and hottest trends in home building with more than 1,100 exhibiting companies and over 50,000 builders and suppliers. Don't miss the chance to bring that kind of power to your business.

**Be a world power.  
Learn more and register now at  
[BuildersShow.com/International](http://BuildersShow.com/International).**



**JANUARY 12-15, 2011 | ORLANDO  
[BUILDERSSHOW.COM/INTERNATIONAL](http://BUILDERSSHOW.COM/INTERNATIONAL)**

January 6-9, 2010 in Las Vegas, Nevada USA

# The 2011 International CES Connects Newest Consumer Technology with Global Attendees



THE GLOBAL STAGE FOR INNOVATION



"This year, more than 22,000 international guests are expected to travel to Las Vegas to experience all CES has to offer."

The 2011 International CES®, the launchpad of new technology, is the international forum for the consumer electronics (CE) community, uniting more than 120,000 consumer electronics (CE) industry professionals from more than 130 countries. Last year's show featured 2,500 exhibitors across more than 1.4 million net square feet of exhibit space, making CES the trade-only event that connects the "who's who" of the business world.

CES explores every aspect of the industry, with 15 overarching product categories and more than 20,000 new product announcements every year. Don't miss this year's newest discoveries in audio, digital imaging, smart appliances, emerging technology, gaming, high-performance audio & home theater, home networking, home theater/video, in-vehicle technology, wireless and more.



CES draws top-level professionals from around the world, including executives from Fortune 100 companies, venture capitalists, technology experts and high-ranking U.S. and foreign government officials. Additionally, the 2011 CES expects to attract 900 noted speakers who will share their expertise and industry insight during more than 300 conference sessions.

This year, more than 22,000 international guests are expected to travel to Las Vegas to experience all CES has to offer. CES welcomes international attendees by providing exclusive benefits including an international reception and an International Commerce Center (ICC) with

translators, internet access and meeting space. A total of 76 formal delegations attended CES in 2010, including first-time delegations from Cameroon, Croatia, Ghana, Hungary, Iraq and New Zealand. CEA also participates in the International Buyer Program sponsored by the U.S. Department of Commerce.

CES consistently makes its mark as the premier event for fostering international business relationships and attracting representatives from major global corporations and governments. Embrace the opportunity to meet your next global business partner, learn new successful business strategies and discover your competitive edge at CES. Don't miss a single exhibit in this high-tech showcase. CES will take place January 6-9, 2011, in Las Vegas, Nevada. Visit [www.CESweb.org](http://www.CESweb.org) and register today.



How To Contact:  
2011 International CES

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**[www.cesweb.org](http://www.cesweb.org)**  
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# BUILD GLOBAL NETWORKS AND BUSINESS.

11557

26,000 key decision makers. 20,000 new products. More than 130 countries. Four days.  
Make the deals that propel your business in the right direction. Register with priority code M2  
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Exhibitors: Reach an international audience in one trip. Reserve space at [Exhibit@CESweb.org](mailto:Exhibit@CESweb.org).

**Register Now at [CESweb.org](http://CESweb.org) | January 6-9, 2011 | Las Vegas, Nevada**



THE GLOBAL STAGE FOR INNOVATION





October 26-27, 2010 Miami Beach, Florida

# 14th Americas Food and Beverage Show Welcomes International Attendees!

The 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](http://www.americasfoodandbeverage.com) or contact our Show Management Office by phone at +1-305-871-7910 or by email at [afb@worldtrade.org](mailto: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

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[www.americasfoodandbeverage.com](http://www.americasfoodandbeverage.com)  
Reader Service #12196



# 14<sup>th</sup> Americas Food & Beverage Show & Conference



The 14<sup>th</sup> Americas Food & Beverage Show is your opportunity to explore and sample the largest selection of foods and beverages from around the world catering to the taste of the Americas.

**MEET** over 350 exhibitors from over 27 countries

**DISCOVER** the New Products Showcase where you can find the newest products in the US and in the Americas

**VISIT** 20 international pavilions, offering unique products and services

**SCHEDULE** personal appointments in advance with leading producers

**NETWORK** with 6,000 food and beverage buyers from 63 countries under one roof

**WITNESS** the Americas Chef Competition, where Olympic Chefs try to conquer the Americas

**BENEFIT** from a one stop opportunity for ideas, products and business

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

**[www.americasfoodandbeverage.com](http://www.americasfoodandbeverage.com)**



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**Sponsors:**



March 22-24, 2011 in Orlando, Florida USA

# CTIA's Show Is the Gateway to Wireless Trends & Innovations Impacting Our Future!

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 over 25 years, International CTIA WIRELESS has been THE premier marketplace for all things wireless: convergence, intelligent transportation, mCommerce, mHealth, mobile CE, mobile cloud, mobile marketing and advertising, smart energy ... and more. With increased international representation, new showcases

and pavilions, exciting product announcements, and your participation, 2011 is guaranteed to be another crucial and groundbreaking event for the industry.

Attendees from over 100 countries around the world converge at International CTIA WIRELESS. In 2010:

- International participation increased by 16%
- International carriers/service operators increased by 52%
- International dealers, distributors & retailers increased by 39%

With the continued endorsement of the U.S. Department of Commerce's International Buyers Program in 2011, participation from abroad is growing strong.

Manufacturers, service providers, wireless data and Internet companies—anyone who values the excitement, efficiency, convenience, and immediacy of wireless communications in the enterprise and in life—should attend!

*"The delegation members know CTIA is the trade show for seeing the latest IT innovations and an excellent venue for face-to-face meetings..."*

— Andon Kalibatsev, U.S. Embassy in Sofia, Bulgaria

Join your country's delegation: contact the U.S. Commercial Service office in your country ([www.buyusa.gov](http://www.buyusa.gov)) or Sarah Bublitz, CTIA Marketing Coordinator. For more information and to register, visit [www.ctiashow.com](http://www.ctiashow.com) or call 202-736-3245.

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**[www.ctiashow.com](http://www.ctiashow.com)**  
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A selected participant in the International Buyer Program



# Mobile Life

International



**CTIA WIRELESS 2011®**

A Division of CTIA-The Wireless Association®

**MARCH 21, 2011**

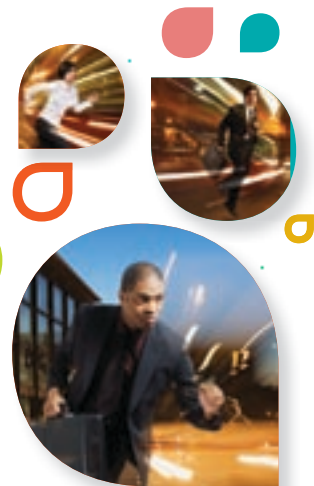
PRE-CONFERENCE SEMINARS

**MARCH 22-24, 2011**

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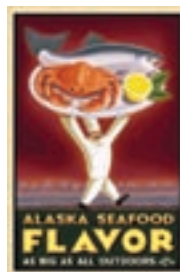


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Now operating out of a new 125,000 square-foot plant outside of New Orleans, Louisiana, Magic Seasoning Blends® has a 23-year history of providing chefs and home cooks with more than 30 seasoning blends, sauces, marinades and dry chiles. Export markets include 25 countries that use retail, foodservice or bulk ingredients of Magic Seasoning Blends products. Custom blending is a growing specialty including private label blends for supermarkets or restaurant chains. Original seven blends are Poultry Magic®, Meat Magic®, Vegetable Magic®, Pork & Veal Magic®, Blackened Steak Magic® and Blackened Redfish Magic®. Other varieties are Barbecue Magic®, Fajita Magic®, Salmon Magic®, Salt Free Magic®, Magic Seasoning Salt®, Gravy & Gumbo Magic®, Sweetie Magic® and Shrimp Magic®. Chef Paul also offers four Magic Sauce & Marinades® (Teriyaki, Louisiana Red Pepper, Chipotle and Sun Dried Tomato) and Magic Pepper Sauce®—all available in retail and foodservice size packaging. Importer inquiries welcomed. Product of USA

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## 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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