

Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

www.export.gov/cnusa

November/December 2010



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 الامريكیة= المزید 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

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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

Food & Hotel China, Shanghai	Nov. 10-12, 2010	Shanghai, China
International Food & Drink Expo	Dec. 2-4, 2010	New Delhi, India
Foodex	Mar. 1-4, 2011	Tokyo, Japan
VIV Asia	Mar. 9-11, 2011	Bangkok, Thailand
Food Ingredients China (Tentative)	Mar. 23-25, 2011	Shanghai, China

EUROPE

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
BioFach	Feb. 16-19, 2011	Nuremberg, Germany
IFE London	Mar. 13-16, 2011	London, England

AFRICA/MIDDLE EAST

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

CRFA Show	Mar. 6-8, 2011	Toronto, Canada
Antad	Mar. 9-11, 2011	Guadalajara, Mexico



www.fas.usda.gov

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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 31 to request information from many different companies.

Connect with the Best U.S. Suppliers at Trade Events Worldwide

By Suresh Kumar

At the U.S. Commercial Service, building relationships with our customers is important. That is why we are continuously developing ways for you to easily target and connect with the right U.S. suppliers for your business—from featured U.S. suppliers on our Web sites, to trade missions that bring U.S. suppliers to your country, to a variety of one-on-one and group business matchmaking services.



One of the best opportunities for connecting to the right suppliers is at trade shows. But not all trade shows are equal, so we assess hundreds of trade events around the world each year through our Trade Fair Certification Program (TFC). When we certify a trade show, you can be assured it is a reputable event that we will actively promote to top U.S. suppliers.

At TFC shows, you will find U.S. companies at the U.S. Pavilion eager to meet buyers like you, as well as trade professionals from U.S. Embassies and Consulates ready to provide trade assistance. This year, we certified 97 shows that showcased 3,800 U.S. companies in a diverse number

of industries, resulting in many successful partnerships, sales leads, and business deals. To identify the right TFC venues for your company, contact your local U.S. Commercial Service office.

Of course, this Commercial News USA catalog is another proven method for finding U.S. suppliers. This issue features nearly 100 U.S. companies interested in expanding into new markets around the world—and who are ready to do business.

Whether you are looking to import for the first time from the United States or find additional U.S. suppliers, the U.S. Commercial Service has the expertise you need to connect with lucrative opportunities. To get started, visit 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 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

Secretary of Commerce

Gary Locke

Undersecretary of Commerce for International Trade

Francisco J. Sánchez

Director General

U.S. Commercial Service

Suresh Kumar

Commercial Service Offices

www.buyusa.gov

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Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

November/December 2010 • Vol. 31, No. 6

Editor and Publisher

Gregory Sandler
greg@thinkglobal.us

Associate Publisher

Betsy Perret
bperret@thinkglobal.us

Art Director

Stan Fede
stan@thinkglobal.us

Website Developer

Ian Ricci
iricci@thinkglobal.us

Administrative Assistant

Leah Bateman
lbateman@thinkglobal.us

Interns

Kendra Ralston
Michele Smoly



Official Magazine

Advertising Information

For information about advertising in the magazine, please call 1-800-581-8533 from within the United States or send an e-mail to cnusa@thinkglobal.us. For all other questions, please send an e-mail to info@thinkglobal.us.

Free Subscription Offer

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Published for the U.S. Commercial Service by:

ThinkGlobal Incorporated
P.O. Box 865
Northampton, MA 01061 USA
Tel: 413-586-8588 • Fax: 413-584-1688
info@thinkglobal.us
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March 21-24, 2011 at McCormick Place in Chicago

Manufacturing and Supply Chain Innovation Starts at ProMat 2011



From March 21-24, 2011, the Material Handling Industry of America (MHIA) will sponsor ProMat 2011 at Chicago's McCormick Place. At ProMat 2011, the material handling and logistics industry will showcase the latest manufacturing, distribution and supply chain solutions. ProMat 2011 is the premier showcase of material handling & logistics solutions in North America.

Explore over 700 exhibiting companies featuring cutting-edge equipment and systems solutions. Choose from 80 educational sessions that deliver valuable insights into the latest trends, technologies and innovations.

ProMat 2011 is the one show where you will see in action the latest solutions and innovations the industry has to offer and meet the leading providers face-to-face to help you:

- Streamline your operations and improve visibility
- Maximize efficiency and flexibility
- Cut costs
- Speed time to market
- Reduce your carbon footprint

Industry professionals from the United States and 100 countries around the world will attend ProMat. The event is a U. S. Department of Commerce International Buyer Program event, and will feature an International Visitors Center to welcome its international visitors.

Material Handling Industry of America—The Industry That Makes The Supply Chain Work®

The growing global economy has redefined the dynamics of success for

modern organizations. With product life cycles shortening and worldwide competition increasing, success depends on effective material handling & logistics solutions for the global supply chain — being able to deliver the right product to the right market at the right time. There is an Industry that can assist you as you strive to build a more successful supply chain and maximize corporate profitability — the material handling & logistics industry.

MHIA is the trade association leading the materials handling industry. MHIA members are the leading material handling and logistics equipment and systems manufacturers, integrators, third party logistics providers, consultants and publishers. Their membership in MHIA reflects their ongoing commitment to the increased safety, productivity and profitability that material handling, information technology and logistics solutions offer the manufacturing, distribution, warehousing industries.

MHIA's vision and challenge is to continue to create diverse networks of people, equipment and systems all interacting to create global solutions for the movement, storage, control and protection of materials and products throughout the manufacturing and distribution process including their consumption and disposal.

For more information on MHIA, visit www.MHIA.org. MHIA.org is a valuable tool and resource for manufacturing, distribution and supply chain professionals who need access to the latest material



handling & logistics product solutions, case studies, learning resources and industry news and events.

Complete information on ProMat (including free attendee show registration, news, conference information, exhibitor information, travel information and a My ProMat show planner) is available on-line at www.ProMatShow.com.

How To Contact:

Material Handling Industry of America (MHIA)

8720 Red Oak Blvd, Suite 201
Charlotte, NC 29217

Phone: 704-676-1190

cmiller@mhia.org

Reader Service #11552

May 21-24, 2011 at McCormick Place in Chicago

Registration Now Open for 2011 National Restaurant, Hotel-Motel Show

(Chicago) – The National Restaurant Association opened attendee registration for its 2011 Restaurant, Hotel-Motel Show and International Wine, Spirits & Beer Event (IWSB). A special “early bird” online-only discount is available for restaurant and hospitality industry professionals who register before December 1, 2010.

NRA Show 2011 will be held May 21-24 at Chicago's McCormick Place, and is the restaurant and hospitality industry's most comprehensive trade show. IWSB 2011 will be held in conjunction with the NRA Show on May 22-23, and is the only beverage alcohol event exclusively focused on growing restaurant and hospitality bar programs.

In 2010 the NRA Show saw an 11.2 percent increase in registered attendees and attracted tens of thousands of food-service and hospitality professionals from all 50 U.S. states and 100+ countries. It is the premier venue to find new products and services, build relationships and network, learn from experts and peers, as well as explore the latest trends in food and beverage, equipment, training and cooking techniques.

Also opened are the applications for the prestigious Kitchen Innovations™ Awards for 2011. The awards program recognizes the most innovative equipment from around the world at the restaurant and hospitality industry's premier trade show – the National Restaurant Association Restaurant, Hotel-Motel Show®. The most ground-breaking submissions will be featured in the Kitchen Innovations Pavilion at NRA Show 2011.

NRA Show 2011 will also feature more than 80 education sessions on industry hot topics that will help the tens of thousands of foodservice industry professionals in attendance grow their businesses. Restaurant and hospitality industry experts are encouraged to submit speaker proposals for the 2011 National Restaurant Association Restaurant, Hotel-Motel Show and International Wine, Spirits & Beer Event (IWSB).



“The NRA Show and IWSB gather top industry leaders and trendsetters in one place, at one time, to present new ideas, inspiration and techniques for business enhancement. We welcome proposals from individuals and organizations worldwide,” said David Gilbert, Chief Operating Officer of the National Restaurant Association.

NRA Show 2011 will be held May 21-24 at Chicago's McCormick Place. The 2011 International Wine, Spirits & Beer Event will be held May 22-23. You cannot miss it! Attend! Participate at the KI Awards! Speak at one of the 80+ education sessions!

Connect with Us

www.facebook.com/NationalRestaurantAssociationShow

www.twitter.com/NRAShow



“NRA Show 2011 will provide more opportunities and business leads than any other industry event, and registering now gives you access to all four days of world-class events, education sessions and a bustling exhibit floor for only \$30. We are also looking for the most cutting-edge back-of-the-house equipment and solutions to present with our Kitchen Innovations Award and showcase at the NRA Show next year.”

– David Gilbert, chief operating officer of the National Restaurant Association

How To Contact
The National Restaurant Association
Restaurant, Motel-Hotel Show
150 North Michigan Avenue
Suite 2000
Chicago, IL 60601-7569 USA
Tel: 1-312-853-2525 • Fax: 1-312-853-2548
www.restaurant.org/show
Reader Service #12199

NRA SHOW 2011

THE INTERNATIONAL FOODSERVICE MARKETPLACE

ATTEND NRA SHOW 2011!

Discover all the hot new trends, products and ideas to increase traffic, satisfy guests and grow your business. More new trends and products are introduced at the NRA Show and IWSB than any other foodservice event.

- Go behind the scenes of the most successful restaurants by participating in the International Back-of-the-House Tours
- Gain insights from 70+ FREE education sessions
- Discover over 1,600 exhibitors with products in 950+ categories, including Hot New Products
- Test a wide array of equipment, including the most innovative commercial kitchen equipment available today showcased in the Kitchen Innovations™ Pavilion
- Save money by learning about greener industry best practices and how to implement them
- Attend culinary demonstrations to learn about new technologies and menu items

Don't get left behind!

Save the date for NRA Show 2011, 21-24 May 2011.



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**Separate qualifications, registration and badges are required to attend. Visit www.winespiritsbeer.org for details.*



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Restaurant, Hotel-Motel Show
21-24 May 2011
McCormick Place, Chicago
www.restaurant.org/show**

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January 18-21, 2011 in Las Vegas, Nevada USA

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



The Shooting, Hunting and Outdoor Trade (SHOT) Show and Conference is the largest gathering of the shooting industry in the world. In fact, the 2010 SHOT Show, held in Las Vegas, featured exhibitors from 75 countries, attendees from 98 nations and a press corps of more than 1,800 who hailed from all over the world.

"The SHOT Show addresses the needs of the entire international recreational

shooting, hunting, law enforcement and outdoor industry," says Chris Dolnack, senior vice president of the National Shooting Sports Foundation (NSSF), which sponsors the show.

Even before the SHOT Show officially opens its doors on Tuesday, Jan. 18, 2011, at the Sands Expo & Convention Center in Las Vegas, retailers and other interested members of the industry can "matriculate" on Monday, January 17 at SHOT Show University, a daylong series of interactive, retailer-related seminars by business leaders.

The main attraction of the SHOT Show, however, will be the 1,800 companies and organizations exhibiting at the show. The SHOT Show will be held from Tuesday, Jan. 18, through Friday, Jan. 21, at the Sands Expo & Convention Center, in Las

Vegas. The show is owned and sponsored by the National Shooting Sports Foundation, the trade association for the firearms, ammunition, hunting and shooting sports industry. To learn more about NSSF and to register for SHOT Show University, visit www.nssf.org.

For more information about the SHOT Show, visit www.shotshow.org/cnws.

How To Contact: The SHOT Show

383 Main Avenue, Norwalk, CT 06851
888-334-8720 Int'l: 203-840-5600

Fax: 203-840-9600

inquiry@shot.reedexpo.com

www.shotshow.org/cnws

Reader Service #12410



WHERE THE INDUSTRY COMES TOGETHER



- All the industry leaders in one place
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- Specials you can only receive at the SHOT Show

Make plans now to get the edge on your competition and invest in your future by attending the 2011 SHOT Show.

REGISTER NOW.

2011 SHOT Show
January 18 – 21
Sands Expo & Convention Center
Las Vegas, NV

WWW.SHOTSHOW.ORG/CNWS



12410

January 12-15, 2011, In Orlando

IBS Powers Home Building Industry

The 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.

How To Contact:

National Association of Home Builders
1201 15th Street, NW, Washington, DC 20005
Jennifer Sloane, International Marketing Manager
Tel: (+1) 202-266-8487 • Fax: (+1) 202-266-8193
jsloane@nahb.org

www.BuildersShow.com/International
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2011 NAHB International Builders' Show®

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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.**



**JANUARY 12-15, 2011 | ORLANDO
BUILDERSSHOW.COM/INTERNATIONAL**

10929

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 ground breaking 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) or Sarah Bublitz, CTIA Marketing Coordinator. For more information and to register, visit www.ctiashow.com or call 202-736-3245.

How To Contact:

CTIA-The Wireless Association
1400 16th Street, NW Suite 600
Washington, DC 20036
Sarah Bublitz, Marketing Coordinator
Tel: 202-736-3245 • Fax: 202-736-3686
sbublitz@ctia.org
www.ctiashow.com
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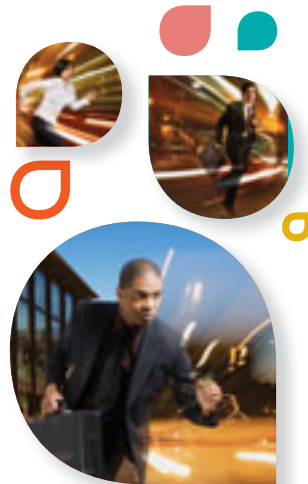
MARCH 21, 2011
PRE-CONFERENCE SEMINARS

MARCH 22-24, 2011
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International Wireless Communications Expo

College of Technology:

March 7-8, 2011

Conference & Exposition:

March 9-11, 2011

Las Vegas Convention Center,
South Hall

Las Vegas, Nevada, USA

www.iwceexpo.com

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Your communications network is your lifeline. It is one of the most critical parts of your organization. Make sure you're getting the most out of it by attending **IWCE 2011**.

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From land mobile radio, to wireless mobility... voice, video, data and everything in between...communications technology is evolving... and so is **IWCE**.

To register or for more information, visit www.iwceexpo.com

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waste expo

Conference: May 9-11, 2011

Exhibits: May 10-12, 2011

Dallas Convention Center, Dallas, Texas, USA

Only at **WasteExpo**, the largest solid waste and recycling show in North America, can you **see 500+ exhibitors** showcasing the latest products and services, **network with peers** and colleagues, and **learn from leaders** of the industry about the subjects that can help increase your profitability. Don't miss your once-a-year chance to be at the center of it all!

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Companies A-Eo: Debra Busby, 203-358-4153 or debra.busby@penton.com

Companies Ep-Md: Denise LaFlamme, 817-251-9010 or denise.laflamme@penton.com

Companies Me-Z: Marc Acampora, 203-358-4384 or marc.acampora@penton.com

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Rejuvi Laboratory USA
Dave Rosprim, Int'l. Mktg.
360 Swift Avenue, #38
South San Francisco, CA 94080 USA
Tel: 650-588-7794 • Fax: 650-588-7796
rejuvi@mindspring.com
www.rejuviLab.com

Distributors Sought for Hair Care Products

Luster Products Inc. is an African-American owned and operated manufacturer of hair care products for the entire family. Our brands include Pink Oil Moisturizer, hair care for women; Scurl, hair care for men; PCJ, hair care for children and YOU, hair care for men and women. We also manufacture "Designer Touch" and "YOU Pro", two lines of premium, professional salon products sold to hair stylists. We are looking for distributors worldwide.



11871

Luster Products
1104 West 43rd St., Chicago, IL 60609 USA
Tel: 773-579-1800 • Fax: 773-843-7502
contactus@lusterproducts.com
www.lusterproducts.com

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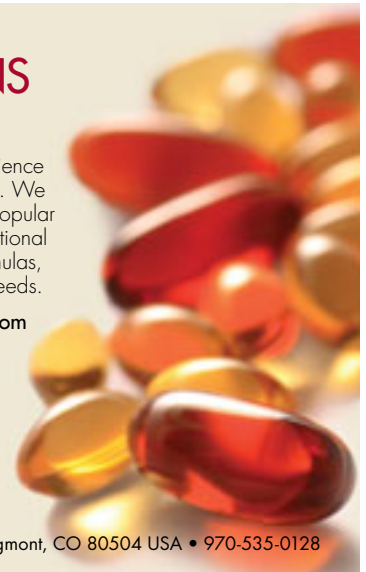
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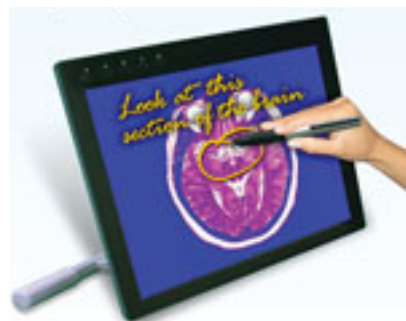
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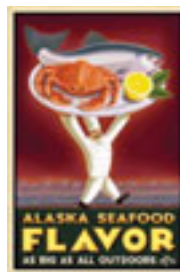


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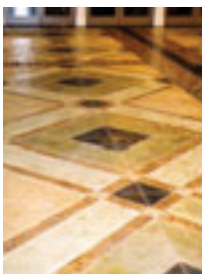


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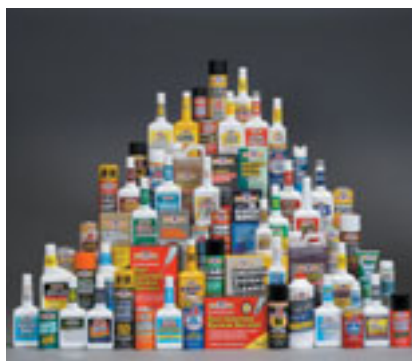
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First Priority sells both new and pre-owned vehicles, including ambulances, fire fighting apparatus, and rescue or first responder/command units. The company also offers comprehensive remounting/refurbishment of existing emergency vehicles.

"We are focused on providing international customers with enhanced value by supporting their purchases with adjunct portable equipment, spare parts, in-country training and consultation services," says Freeman. "Our goal is to provide our customer with one-stop shopping".

During the past two years, First Priority has expanded into new markets as a result of partners it found through Commercial News USA. In the past two years, First Priority has found partners in Brazil, the Philippines, Nigeria, Saudi Arabia and others thanks to leads it received from

Commercial News USA. The company is now exporting its products to more than 15 countries worldwide.

"Companies like ours can afford to advertise and be seen in Commercial News USA, which enables us to compete with much bigger companies. CNUSA levels the playing field," says Robert J. Freeman, president of First Priority. "This kind of tool can be a shot in the arm for a small business."

Freeman has used advertising in Commercial News USA as a way to generate new leads as well as to conduct market research. Leads from around the world, whether they turn into sales or not, give Freeman important information about which markets are interested in First Priority's products.

Freeman says Commercial News USA is a great asset for American exporters. "The average guy looking to export thinks its going to be a big, expensive headache," he says. "It's not as hard a road to go down as you think. Commercial News USA is an affordable way to get started, with worldwide visibility and leads that can often lead to deals without even having to travel. The magazine is a great tool for companies that want to



Robert J. Freeman, right, President of First Priority Emergency Vehicles is congratulated by Suresh Kumar, Director General of the U.S. Commercial Service, after Freeman received a 2010 Exporter of the Year award from Thinkglobal Inc.

expand into new markets. The reality is: who can afford not to be active in the international marketplace?"

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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
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