

# Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

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January/February 2011



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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.



# Find American Business Partners through the U.S. Commercial Service

By Suresh Kumar

Buyers around the world have a true partner in the U.S. Commercial Service. From initial importing requirements to your long term business needs, you can rely on our global network to connect you with American businesses looking to sell their products and services. In particular, we offer a variety of tailored business match-making services. Two of our most popular programs among both international and U.S. companies are our Gold Key Service and International Partner Search, and both have a proven record of success.

The Gold Key Service is considered one of the best values in generating new business. Through this program, a U.S. company visits your country for a series of one-on-one business appointments with potential in-country business partners. The U.S. Commercial Service identifies prospective partners beforehand, and arranges and pre-screens the meetings in order to provide the best possible opportunity for a match between seller and buyer.

This service reduces the time and money needed to locate prospective trading partners from the U.S., and can also be done virtually through a Video Gold Key. Additionally, if you participate in the Gold



Key Service as a potential buyer, there is no cost to you.

The International Partner Search is a less-intensive matchmaking program that matches buyer-seller needs to identify potential business partners without the expense of travelling to a country. You provide the marketing materials and background for your company, and we match you to American exporters interested in doing business in your country.

The Gold Key and International Partner Search services—along with Commercial News USA—are among the many resources available to international companies interested in finding U.S. trading partners.

Whether you are looking to import from the United States for the first time or find additional U.S. suppliers, the U.S. Commercial Service can help you. To get started, visit [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 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

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### Director General

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Suresh Kumar

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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

Foodex	Mar. 1-4, 2011	Tokyo, Japan
VIV Asia	Mar. 9-11, 2011	Bangkok, Thailand
Food Ingredients China	Mar. 23-25, 2011	Shanghai, China

### EUROPE

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](http://www.fas.usda.gov)

Nov. 1-3, 2011 at the Sands Expo Center, Las Vegas, Nevada, USA

# AAPEX Greet Attendees from 139 Countries at 2010 Las Vegas Show



International attendees traveled from 139 countries to participate in the 2010 Automotive Aftermarket Products Expo (AAPEX), the world's largest business-to-business event for the global motor vehicle aftermarket. Plans already are underway for the 2011 AAPEX, to be held Tuesday, Nov. 1 through Thursday, Nov. 3, at the Sands Expo Center, Las Vegas, Nevada, USA.

Of the 139 countries represented at AAPEX, 57 countries had buying delegations organized by the U.S. Commercial Service as part of the International Buyer Program. Commercial Service leaders escorted many of these delegations to AAPEX to assist with show logistics and help match international buyers with U.S. exhibitors.

Monica Martinez, commercial assistant - CS Mexico Auto Team Leader, U.S. Department of Commerce, Mexico City, said, "CS Mexico's experience with the AAPEX/SEMA shows was very positive. The shows are a great opportunity for Mexican delegates to see trends in the automotive industry and also to upgrade their distribution lines with products that complement their current business. They help them expand business opportunities in Mexico and better serve their clients. Others said that due to their visit, which was very productive, they will be able to increase their supplier base and participate again in 2011."

AAPEX presents an exceptional opportunity for buyers to see all the products,

all the people, all in one place. It features a vibrant trade show with more than 2,000 exhibitors in nearly 4,500 stands, a comprehensive Learning Forum with more than 30 education sessions for all segments of the aftermarket, and significant networking opportunities with key decision-makers, manufacturers and colleagues from around the world.

Fareedon Hartoqa, commercial specialist, US & Foreign Commercial Service, U.S. Embassy, Amman, Jordan, said, "I have been bringing Jordanian trade delegations to AAPEX for the last six years. AAPEX is considered a great opportunity for the Jordanian aftermarket companies to see the latest products in the market and to meet with American companies to build business relations. As a result of attending AAPEX, several success stories were made between Jordanian and American firms."

In addition, the AAPEX Marketplace provides foreign market information useful to both buyers and exhibitors. In 2010, the countries featured in the AAPEX Marketplace were: Bulgaria, Chile, Colombia, Costa Rica, Denmark, Dominican Republic, Ecuador, El Salvador, Finland, Guatemala, Honduras, Iraq, Jordan, Malaysia, Mexico, Netherlands, Peru, Russia, Saudi Arabia, Singapore, Slovak Republic, South Africa, Spain, Switzerland, Thailand, Uruguay, US Mission the European Union/Belgium, Venezuela, West Africa and Qatar. The Automotive Resource Guide, a publication developed by the U.S. Commercial Service Global Automotive Team, was distributed to U.S. exhibitors to provide additional information on doing business in foreign markets.

Marketplace, organized by the Global Automotive Team, also coordinates meetings between AAPEX exhibitors and commercial specialists based on their



country interest. In 2010, more than 206 Marketplace appointments took place over the pre-scheduled Wednesday and Thursday morning sessions, nearly double the number of appointments in 2009.

The 2011 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 Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA).

For more information, visit the AAPEX Web site, [www.aapexshow.com](http://www.aapexshow.com), or e-mail: [info@aapexshow.com](mailto:info@aapexshow.com). Buyers can also follow AAPEXShow on Facebook and Twitter, and the AAPEX Show Group on LinkedIn.

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# THANK YOU

to everyone that made AAPEX 2010 a huge success.



just one of the new  
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over 11,000 international  
buyers from 139 countries



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**May 21-24, 2011 at McCormick Place in Chicago**

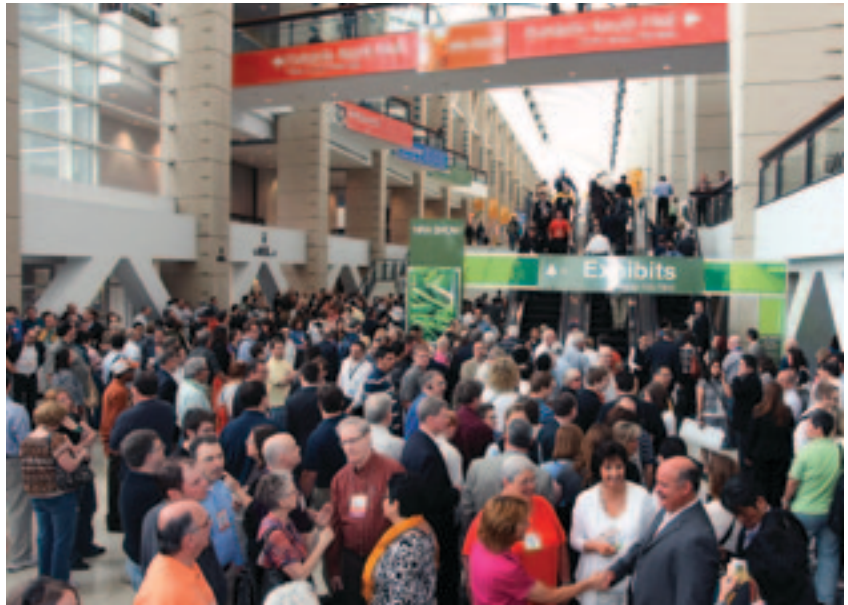
# Registration Now Open for 2011 National Restaurant, Hotel-Motel Show

The National Restaurant Association has opened attendee registration for its 2011 Restaurant, Hotel-Motel Show and International Wine, Spirits & Beer Event (IWSB).

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!

**"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

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**[www.restaurant.org/show](http://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](http://www.winespiritsbeer.org) for details.*



### THE ONE TRIP THAT DELIVERS IT ALL



**National Restaurant Association  
Restaurant, Hotel-Motel Show  
21-24 May 2011  
McCormick Place, Chicago  
[www.restaurant.org/show](http://www.restaurant.org/show)**

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# Building & Construction Special Section

The Commercial News USA Building & Construction Industry Special Section provides an opportunity for buyers worldwide to identify companies with export-ready products.

For information on identifying export-ready products from the U.S. or on industry-related trade shows, contact Terri L. Batch, Team Leader of the U.S. Commercial Service's Global Design & Construction Team, Terri.Batch@trade.gov.

The following U.S. companies are seeking international partners:

Company	Industry Category	Website	
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Almost Heaven Group	Green Building	<a href="http://www.thinkglobal.us/12395">www.thinkglobal.us/12395</a>	
Applegate Insulation	Construction Services	<a href="http://www.thinkglobal.us/16335">www.thinkglobal.us/16335</a>	
Bemo USA Corporation	Building Products	<a href="http://www.thinkglobal.us/16313">www.thinkglobal.us/16313</a>	See Our Ad on Page 13
Big John Manufacturing	Construction Equipment	<a href="http://www.thinkglobal.us/12224">www.thinkglobal.us/12224</a>	See Our Ad on Page 13
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Concrete Solutions	Building Products	<a href="http://www.thinkglobal.us/12485">www.thinkglobal.us/12485</a>	See Our Ads on Pages 14, 25
Earthwerks/Swiff-Train	Building Products	<a href="http://www.thinkglobal.us/11287">www.thinkglobal.us/11287</a>	See Our Ad on Page 14
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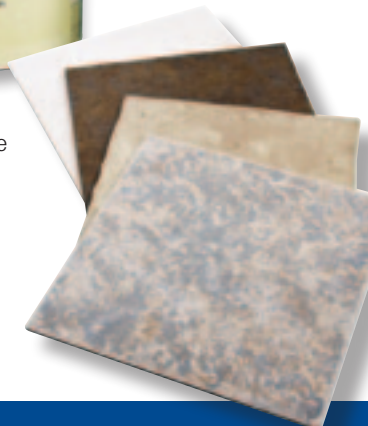
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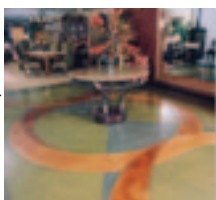
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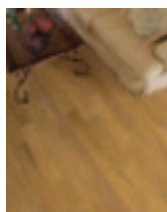


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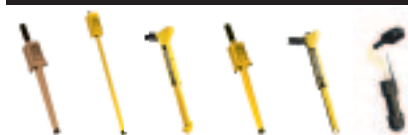
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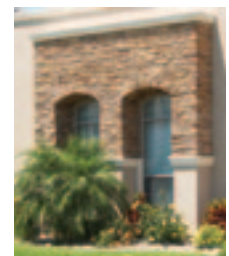
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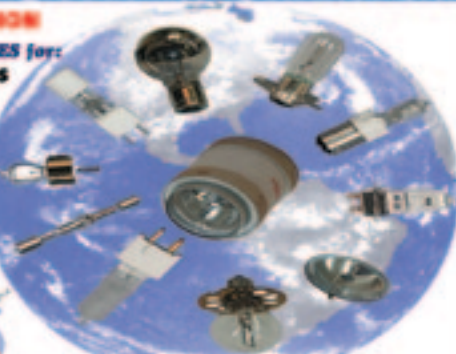
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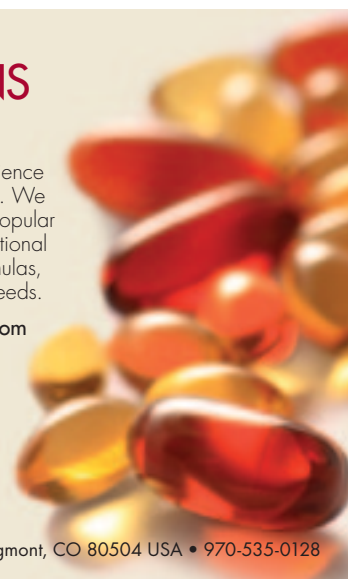
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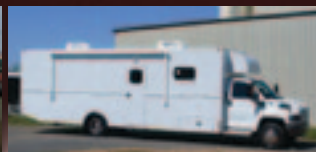


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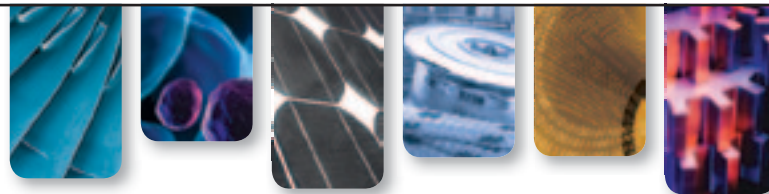
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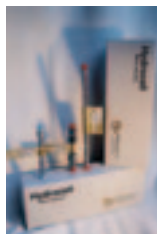
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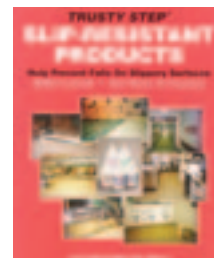


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FasTracKids International	CO	11667	22	Trusty-Step International	MA	11386	26
First Priority Emergency Vehicles	NJ	10505	19	United Coatings	SC	11856	13
Florida Export Directory (Enterprise Florida)	FL	16155	24	US Hose Corporation	IL	16279	21
Foreign Agricultural Service Show Schedule (NASDA)	DC	16200	5	VARNA Products Inc	CA	16275	21
Garrett Metal Detectors	TX	10540	24	Westech Building Products	IN	11521	12
General Patent Corporation	NY	16306	26	Wild Alaska Salmon Direct	NV	16259	17
GLT Products	OH	12045	12	World of Concrete	TX	11812	2
Gold Cast Products	AR	10573	16	Worthington Construction Group	OH	16310	14
Gold Touch Inc.	OH	10578	20	Zap World	CA	11492	19
GoldenWest Lubricants Inc.	CA	12455	20				

# Reader Service Fax Back Form

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Company Name

Your Name

Job Title

Street Address

City

Province

Country

Postal Code

Telephone Number

Fax Number

E-mail

Web Site Address

Signature

Date

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

- |   |   |
|---|---|
| <input type="checkbox"/> Agricultural                   | <input type="checkbox"/> Hotel & Restaurant Equipment |
| <input type="checkbox"/> Automotive/Aviation/Marine     | <input type="checkbox"/> Industrial Equipment,        |
| <input type="checkbox"/> Building/Construction/Hardware | <input type="checkbox"/> Services & supplies          |
| <input type="checkbox"/> Business Services              | <input type="checkbox"/> IT/Telecommunications        |
| <input type="checkbox"/> Consumer Goods                 | <input type="checkbox"/> Materials                    |
| <input type="checkbox"/> Electrical/Electronics         | <input type="checkbox"/> Medical/Scientific Products  |
| <input type="checkbox"/> Environmental                  | <input type="checkbox"/> & Equipment                  |
| <input type="checkbox"/> Health & Beauty/Fashion        | <input type="checkbox"/> Safety & Security            |
| <input type="checkbox"/> Food/Food Processing           | <input type="checkbox"/> Sports & Recreation          |
| <input type="checkbox"/> Franchising                    | <input type="checkbox"/> 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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10143	10582	11219	11848	12455	16220	16303	16325
10201	10643	11252	11856	12485	16253	16304	16326
10209	10756	11287	11871	12518	16259	16306	16328
10243	10803	11345	12029	12582	16264	16310	16329
10286	10834	11386	12045	16004	16275	16311	16330
10295	10869	11492	12105	16017	16279	16312	16331
10457	11081	11521	12199	16036	16290	16313	16333
10505	11089	11543	12224	16049	16292	16315	16334
10540	11112	11667	12293	16155	16294	16321	
10573	11117	11713	12336	16200	16299	16322	
10578	11129	11812	12349	16211	16302	16323	



# Water, Water...Everywhere.



## Except...

Water makes up 70% of our planet earth. Despite this, there are more than **1 billion** people in the world who do not have access to clean drinking water or enough water to sustain crops. Here at MWI we provide relief for both, developing innovative solutions and forward thinking products.

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