

Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE



www.export.gov/cnusa

March/April 2011



More American Products = More Profits for You

进口更多美国产品 = 为你创造更多利润

より幅広いアメリカ製品 = より多くのビジネスチャンス

مزيد من المنتجات الأمريكية = المزيد من الأرباح لك

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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“It was excellent! More foot traffic this year than in the last 2 years... and many quality leads. AAPEX is a very focused trade show...”

*– Henry J. Inman, President,
Goldfinch Communications, Inc., VIA Facebook*

The AAPEX Show was outstanding. It may sound crazy but we have already secured vendor numbers from three large automotive customers since the show! The traffic was consistent from the beginning of the show until Thursday. With more solid leads to pursue, we are optimistic that this will be one of our finest shows ever.

*– Jim Sarnovsky, Director of National Accounts,
Advanced Refinish Technologies, VIA Facebook*

Great show this year, gets better every year! Did some business with long-time customers, met some new ones, and even caught up with an old friend ...

– Larry Dulude, VIA LinkedIn

**Not one
to toot our
own horn...

so we'll let
others do it.**



November 1-3, 2011
Sands Expo Center | Las Vegas, NV

aapexshow.com | facebook.com/aapexshow | twitter.com/aapexshow

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Commercial News USA is Online at www.thinkglobal.us

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.

Business Service Provider Directory Offers Visibility to U.S. Companies

By Suresh Kumar

Helping American companies find new trading partners around the world is the primary mission of the U.S. and Foreign Commercial Service, the trade promotion arm of the U.S. Department of Commerce's International Trade Administration.

In order to help U.S. companies succeed, many of the U.S. Commercial Service offices around the world produce an online Business Service Provider directory. Non-U.S. service providers can participate in this directory for a nominal fee.

The Business Service Provider directory is designed to help U.S. companies identify reliable professional service providers to assist them in the assessment, completion, and/or financing of an export transaction.

Each country's online directory is intended to provide an additional resource to U.S. exporters doing business in a particular geographic area. Inclusion in the directory is optional and does not constitute an endorsement or recommendation by the U.S. Commercial Service. The U.S. government assumes no responsibility for the professional ability or integrity of the providers listed, and reserves the right not to list a particular company.



That said, the Business Service Provider directory is an excellent marketing opportunity for companies that provide goods, services, and/or trade opportunities for U.S. companies interested in doing business in a particular market.

Companies are listed under an appropriate service category. The listing includes the company's name, a brief description of its service, contact information, logo and an Internet hyperlink. Examples of service categories are: Accounting, Business Associations, Legal Services and Translation Services.

More information about the Business Service Provider directory is available by visiting the website for the U.S. Commercial Service office in your country, www.buyusa.gov.

Of course, the current issue of Commercial News USA also is a good starting point. This issue of the Commerce Department's export promotion magazine features U.S. companies with products that are ready for export. Please contact these companies directly for more information.

Best Regards,

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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Undersecretary of Commerce for International Trade

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Director General

U.S. Commercial Service

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www.buyusa.gov

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AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

March/April 2011 • Vol. 32, No. 2

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

AAPEX: Your Source for New Products in the Automotive Aftermarket



For international buyers, the showcase presents new products organized by category, and includes company names and AAPEX booth numbers.

The Automotive Aftermarket Products Expo (AAPEX), the world's largest business-to-business event for the global motor vehicle aftermarket, features an abundance of new products prominently displayed in the extensive AAPEX New Product Showcase. The 2011 AAPEX will be held Tuesday, Nov. 1 through Thursday, Nov. 3, at the Sands Expo Center, Las Vegas, Nevada, USA.

The New Product Showcase, located in the Upper Lobby of the Sands Expo Center, helps fulfill the main reason why most buyers attend tradeshows: to find the latest technology and innovative products. For international buyers, the showcase presents new products organized by category, and includes company names and AAPEX booth numbers. A panel of expert judges reviews the news products and one winner in each category is selected to receive an award.

In 2010, the AAPEX New Product Showcase winners were: Lighted Hitch Covers, Cequent Consumer Products Group; OTC 5092 27.5-Ton Under Axle Jack, SPX Service Solutions; Tread Depth Tire Gauge, Measurement Ltd.; Salt Eraser,

Matrix System/Zolatone AIM; SKF Drivetrain Kits, SKF; RB9 License Plate Backup Sensor, Wiland Industries Inc.; Rain-X® Repel™ Wiper Blades, Shell Lubricants; and Lighted Inspection Mirror, Mayhew Tools. New Product categories in 2010 were: Cool Cars, Fixing it Right, Good Sense, Individuality, Making it Better, Safe & Sound, Smooth Sailing and Work Smart.

In addition to new products, AAPEX presents an exceptional opportunity for international buyers to see all the products, all the people, all in one place. Its vibrant trade show features more than 2,000 exhibitors in nearly 4,500 stands, with recognizable brands showcased throughout the show floor. Nearly every brand of replacement part is on display, 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 Tool & Equipment section.

To locate products prior to AAPEX, international buyers can use the Find Products and Exhibitors search feature on the AAPEX Web site, www.aapexshow.com. While at AAPEX, buyers can use electronic interactive show-floor kiosk boards to locate specific exhibitors and products. A mobile app for handheld devices also will be available providing access to a map of the show floor, an exhibitor directory and other event information.

AAPEX also offers 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.



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, or e-mail: info@aapexshow.com. Buyers can also follow the AAPEX Show on Facebook and Twitter, and the AAPEX Show Group on LinkedIn.

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info@aapexshow.com
www.AAPEXShow.com
Reader Service #11848

May 21-24, 2011 at McCormick Place in Chicago

Learn More About the Hottest 2011 Trends For Restaurants at NRA Show 2011



(Chicago) At NRA Show 2011 you will be able to participate in education sections that provide in-depth insights about the hottest 2011 trends for restaurants in the US and also connect with exhibiting companies from across the United States and around the world and test new solutions and products introduced to address these new industry trends. So, What's Hot in 2011?

The National Restaurant Association's "What's Hot" survey of more than 1,500 professional chefs – members of the American Culinary Federation (ACF) – reveals that local and hyper-local sourcing, healthy children's meals, sustainable seafood, and gluten-free cuisine will be among the hottest trends on restaurant menus in 2011. In addition, the chefs said that mobile food trucks and pop-up restaurants will be the top operational trend in restaurants next year.

"Locally sourced food and a focus on sustainability is not just popular among certain segments of consumers anymore; it has become more mainstream. Diners are requesting to know where their food comes from, and are concerned with how their choices affect the world around us," said Michael Ty, CEC, AAC, ACF national president.

Rounding out the top 20 hot menu trends are artisan liquor, locally-produced wine and beer, smaller portions for a smaller price, organic produce, nutrition as a culinary theme, culinary cocktails, newly fabricated cuts of meat, fruit/vegetable children's side items, ethnic-inspired breakfast items and artisan cheese.

In tune with increased consumer



awareness and interest in food sourcing and farm-to-fork practices, the leading culinary theme revealed by the survey is sustainability, which occupies four of the top five trends.

Also included in the survey were questions about recession strategies, operational trends, promoting nutrition and using social media. The chefs said that offering value specials, simplifying menus to save on prep labor and ingredients, and increased marketing efforts were the most successful strategies for building business during the period of economic weakness.

For complete "What's Hot in 2011" survey results and a video, visit www.restaurant.org/foodtrends.

"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," said David Gilbert, Chief Operating Officer of the National Restaurant Association.

Don't miss the NRA Show 2011 to be held May 21-24 at Chicago's McCormick Place. Attend NRA Show to innovate,

interact with key industry leaders, reduce your costs and grow your profits. Register and help us transform our industry.

"Our annual 'What's Hot' chef survey is one of the industry's most anticipated and quoted culinary forecasts, largely due to the credibility of its respondents – professional chefs that work in some of the nation's finest dining establishments and educate the next generation of chefs in culinary institutions."

– Hudson Riehle, senior vice president of Research and Knowledge Group for 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

September 21-24, 2011, Baltimore Convention Center, Baltimore, MD USA

Natural Products Expo East: Your Source for North American Natural Products

The East Coast of the United States accounted for 40% of natural products sales in 2009 according to the *Natural Foods Merchandiser Market Overview 2010*. Natural Products Expo East is the largest natural, organic, and healthy products trade show on the East Coast of the United States. Attending a show in the region that accounts for the most natural products business of any other US region is the most effective way to find US natural products that will sell in stores around the world.

With more than 1,300 exhibits, Natural Products Expo East will showcase natural products in the categories of Health & Beauty, Natural & Specialty Foods, Natural Living, Organic, Pet Products, and Supplements. Each year, visitors to this show will also be the first to learn

about new products that are poised to be successful in the New Products Showcase Award presentation.

Participants from 96 countries visited the Boston, Massachusetts show in 2010. After three years in Boston, Natural Products Expo East is returning home to the Baltimore Convention Center in Baltimore, Maryland. Baltimore and Washington, DC share three international airports and all of the hotels offered by Natural Products Expo East in Baltimore are within walking distance of the convention center; attendees from all over the world will be able to conveniently and affordably travel to this year's show. "The familiar convenience of the Inner Harbor, both from a cost and access to market perspective, will maximize the ability for retailers and manufacturers alike to be

successful," said long-time Natural Products Expo East attendee Ralph Celebre of Basil Bandwagon.

Visitors to Natural Products Expo East will also be able to take part in education sessions from industry veterans and business innovators and meet peers and leaders at industry networking events.

How To Contact:
Natural Products Expo East
Education & Events:
September 21-24, 2011
Trade Show: September 22-24, 2011
Baltimore Convention Center,
Baltimore, MD USA
1.303.390.1776
tradeshows@newhope.com
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Questions? Call 1.303.390.1776 or 1.866.458.4935 or email tradeshows@newhope.com

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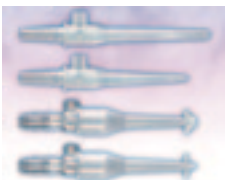
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How To Contact:

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robbsbk@wheelingcorrugating.com

Tel: 304-234-2303

www.wheelingcorrugating.com

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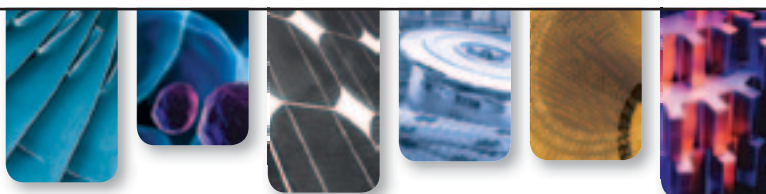
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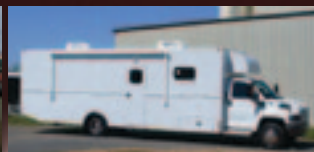


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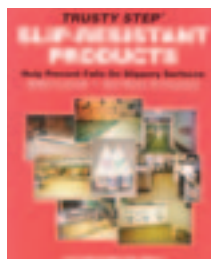
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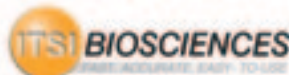


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Blue Diamond Technologies Inc.	CA	16368	14	Motive Products	CA	16290	17
Brewco Inc.	KY	16370	20	National Restaurant Association Show	DC	12199	6, 24
Brown Medical Industries Inc.	IA	10243	9	Natural Products Expo	CO	16349	7
Cevan International	CO	10286	14	Nordic Naturals	CA	12528	15
Chef Paul Prudhomme's Magic Seasoning Blends	LA	10295	9	Oil Eater	IL	12336	14
Concrete Solutions Inc.	CA	12485	10	Rainbow Play Systems	TX	11112	18
CPD Electronics Inc.	NY	16265	12	Recreatives Industries Inc.	NY	11117	18
CrestCom International Ltd.	CO	11543	8	Rejuvi Laboratory	CA	11129	14
Elite Crete Systems Inc.	IN	16211	20	ResQMe	CA	16049	20
Enecon Corporation	NY	10457	18	Schonstedt Instrument Company	WV	12105	10
Eptech	CA	16036	21	Suarez Corporation (Eden Pure Heater)	OH	16367	19
ESP USA Inc	NC	16191	18	SUNNRN of Virginia	VA	16344	20
FasTrackKids	CO	11667	8	Trusty-Step International	MA	11386	20
First Defense	VA	10210	20	United Coatings	SC	11856	10
First Priority Emergency Vehicles	NJ	10505	16	US Export Development Agency Inc.	DC	11732	12
Florida Export Directory	FL	16155	12	US Hose Corporation	IL	16279	18
Fuzion Technologies Inc.	PA	16373	20	V. Wright and Associates	AZ	16371	21
Garrett Metal Detectors	TX	10540	14	Wheeling Corrugating	PA	16372	11
GLT Products	OH	12045	10	ZAP	CA	11492	16

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Date

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

- | | |
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| <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 |
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| <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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10210	10803	11713	12199	16155	16349	16372
10243	10869	11732	12224	16191	16360	16373
10286	11081	11848	12336	16211	16361	16375
10295	11112	11856	12344	16220	16362	
10457	11117	11871	12455	16265	16363	
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