

# Commercial News USA®



AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

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January/February 2012

## BUILDING & CONSTRUCTION

Special Section...Page 10



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# FMI2012

Dallas Convention Center | Dallas, TX USA  
 Education: April 30-May 3 | Exhibits: May 1-3  
[www.FMI2012.com](http://www.FMI2012.com)

## KNOW YOUR CUSTOMER

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Get beyond the barcode.  
 Register today at [www.FMI2012.com](http://www.FMI2012.com).



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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.

## New Global Buyers Initiative Can Help You Find American Products and Services

The U.S. Department of Commerce will work with FedEx on a new effort, the Global Buyers Initiative (GBI), designed to introduce international buyers around the world to American exporters.

FedEx, which will pilot the program, will seek out experienced importers in markets and sectors that have traditionally not sourced products or services primarily from U.S. businesses. The Global Buyers Initiative pilot program will be launched in Canada, France and Korea – followed by Australia, Colombia, Japan, Mexico, Panama and Singapore, with several additional markets targeted soon thereafter.

Once a specific buyer with a specific need is identified, the Department of Commerce, through its worldwide network of U.S. Commercial Service offices, will provide assistance and help those buyers connect with a U.S. supplier.

U.S. Secretary of Commerce John Bryson announced the new program in November during remarks to leaders from more than 200 small businesses during the Asia Pacific Economic Cooperation Small and Medium Enterprise symposium held in Hawaii.

The Commerce Department, with its network of U.S. Commercial Service trade and commercial specialists in more than

100 U.S. cities and 71 countries, and FedEx with its global team interacting with clients worldwide, are a significant resource for assisting U.S. firms in their export endeavors.

The U.S. Commercial Service can help international buyers 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.

Other services connect international buyers with U.S. companies displaying and demonstrating their products and services at trade shows in the U.S. and around the world. One service, called the International Buyer Program, helps buyers attend major U.S. industry trade shows to meet prescreened U.S. suppliers. From travel logistics to scheduled introductions and on-site business counseling, the U.S. Commercial Service can help to optimize your trade show experience. To locate an office in your country, visit [www.buyusa.gov](http://www.buyusa.gov).

To learn more about the Global Buyers Initiative, or to request assistance in finding a specific product from the United States, please send email to [spp@trade.gov](mailto:spp@trade.gov) or go online to [www.thinkglobal.us/gmp](http://www.thinkglobal.us/gmp).

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

**Secretary of Commerce**  
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**Director General  
U.S. Commercial Service**  
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**Undersecretary of Commerce  
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**Commercial Service Offices**  
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May 8-10, 2012 in New Orleans, Louisiana USA

# International CTIA WIRELESS Is the Gateway to All Things Mobile Impacting Our Future!

International CTIA WIRELESS<sup>®</sup> is the premier marketplace for wireless, telecom and broadband as well as the key vertical markets that have entered into wireless. Gather alongside 40,000 service providers, manufacturers, developers, retailers, enterprise end-users and the media to join in the dialogue on the future of wireless.

One thousand exhibitors occupying over 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, 2012 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 2011, this event:

- Scored 4 out of 5 on relevance, reach & ROI
- Rated “most relevant” among 12 international & domestic events, and
- 84% of attendees achieved their business goals

With the continued endorsement of the U.S. Department of Commerce’s International Buyers Program in 2012, 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 with prospective U.S. sellers and partners.”

— Andon Kalibatsev, U.S. Embassy, 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 Manager. For more information and to register, visit [www.ctiashows.com](http://www.ctiashows.com) or call 202-736-3200.

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# All things mobile period



All things mobile.

*New Dates!* →

Pre-Conference Events May 7, 2012

**Convention & Exposition May 8–10, 2012**

Ernest N. Morial Convention Center New Orleans, LA



A selected participant in the International Buyer Program

**[WWW.CTIASHOWS.COM](http://WWW.CTIASHOWS.COM)**

October 30 - November 1, 2012 at the Sands Expo Center, Las Vegas, Nevada, USA

## AAPEX Welcomes Attendees from 136 Countries to 2011 Event



Attendees traveled from 136 countries to participate in the 2011 Automotive Aftermarket Products Expo (AAPEX), held in early November in Las Vegas, Nevada, U.S.A. AAPEX represents the \$395 billion global motor vehicle aftermarket, and plans are already underway for the 2012 event, to be held Tuesday, Oct. 30 through Thursday, Nov. 1, at the Sands Expo Center in Las Vegas.

**"In addition to the trade show, AAPEX also featured the AAPEX Learning Forum with approximately 30 education sessions ..."**

AAPEX, [www.aapexshow.com](http://www.aapexshow.com), draws attendees from far and wide as it presents a unique opportunity to see all the products, all the people, all in one place. At the 2011 AAPEX, a total of 2,295 exhibitors filled both floors of the Sands Expo Center with 4,991 stands, of which 2962 stands were U.S. companies.

The trade show also included 29 pavilions represented by China, Colombia, Hong Kong, India, South Korea, Malaysia, Mexico, Spain, Taiwan and Thailand.

A new international buyer initiative, developed by AAPEX event management, produced many official buying delegations at AAPEX. As a result of this initiative, official buying delegations were recruited and escorted to AAPEX by

commercial specialists serving in U.S. Embassies and Consulates from Sao Paulo, Brazil; St. Petersburg, Russia; Riyadh, Saudi Arabia; Madrid, Spain; San Salvador, El Salvador; San Jose, Costa Rica; Santo Domingo, Dominican Republic; Tegucigalpa, Honduras; Guatemala City, Guatemala; Bogota, Colombia; Dhahran, Saudi Arabia; Lagos, Nigeria; Jeddah, Saudi Arabia; and Kuwait City, Kuwait.

Several U.S. Department of Commerce, U.S. Commercial Service trade specialists who led buying delegations to AAPEX also delivered solid advice in a series of new export seminars at the event. The Export Seminars were held to help U.S. exporters explore market opportunities and included the following: "Russian Automotive Industry: Opportunities for U.S. Suppliers," presented by Alexander Kansky, Commercial Specialist, U.S. Consulate, St. Petersburg, Russia; "Central America: The Market of Opportunities," presented by Ana Polonco, Senior International Trade Specialist, U.S. Embassy, Guatemala; and "Opportunities in the Saudi Arabian Automotive Market," presented by James Fluker, Commercial Attache, U.S. Embassy, Riyadh, Saudi Arabia.

In 2011, AAPEX also welcomed Peter M. Perez, Deputy Assistant Secretary for Manufacturing, U.S. Department of Commerce, International Trade Administration. Mr. Perez toured AAPEX and visited the exhibit stands of Delphi,

Robert Bosch, Interstate Batteries and Cardone Industries, Inc.

In addition to the trade show, AAPEX also featured the AAPEX Learning Forum with approximately 30 education sessions for all segments of the aftermarket, and networking events and opportunities with key decision-makers, manufacturers and colleagues from around the world.

The 2012 AAPEX will be co-located with the SEMA Show, which will be held the same week at the Las Vegas Convention Center.

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). For more about official buying delegations to the 2012 AAPEX, please contact Judy Novak via email: [judy.novak@aapexshow.com](mailto:judy.novak@aapexshow.com).

Buyers can also follow AAPEXShow on Facebook and Twitter, and the AAPEX Show Group on LinkedIn.

AAPEX is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA).

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# THANK YOU

## AFTERMARKET

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AAPEX 2012 : Tuesday, October 30 - Thursday, November 1

[www.aapexshow.com](http://www.aapexshow.com)

May 5-8, 2012 at McCormick Place in Chicago

# Learn More About the Hottest 2012 Trends For Restaurants at NRA Show 2012

(Chicago) At NRA Show 2012 you will be able to participate in education sections that provide in-depth insights about the hottest 2012 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 2012?

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 2012. 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

**"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.



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 2012" survey results and a video, visit [www.restaurant.org/foodtrends](http://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 2012 to be held May 5-8 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.

**How To Contact**  
The National Restaurant Association  
Restaurant, Motel-Hotel Show  
150 North Michigan Avenue  
Suite 2000  
Chicago, IL 60601-7569 USA  
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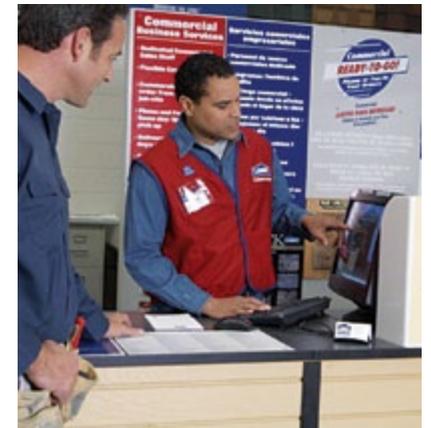
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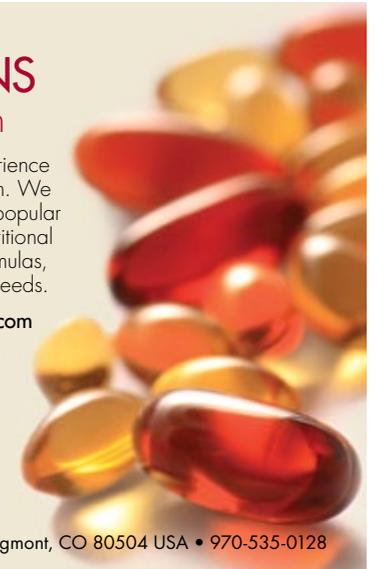
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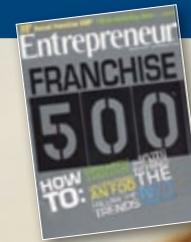
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Colombia, Panama, South Korea:

# Newly-Ratified U.S. Free Trade Agreements Bring Big Opportunities

Now that long-awaited Free Trade Agreements (FTAs) between the United States and Colombia, Panama, and South Korea were ratified by Congress and signed by the President, U.S. exporters, as well as businesses throughout these regions, can look forward to profitable new opportunities ahead.

## Good things to come

According to data from the Congressional Research Service and U.S. Department of Commerce, growth in U.S. trade with Latin America over the last decade has exceeded all other regions.

Between 1998 and 2009, total U.S. merchandise trade (exports plus imports) with Latin America grew by 82% compared to 72% for Asia and 51% for the European Union.

These new trade agreements with Colombia, Panama and South Korea combined are estimated to boost exports from the U.S by \$13 billion. For every \$1 billion in exports, 6,000 jobs are estimated to be created.

(Source: U.S. International Trade Commission)

## FTAs level the playing field for smaller firms

Better trade opportunities benefit companies of all sizes, but small and medium sized businesses are big winners when markets open and commercial barriers are reduced. The U.S. Department of Commerce reports that 97% of identified U.S. exporters are small businesses.

## Be prepared

Valuable resources and new exporting platforms are available to help small firms make the most of FTA opportunities.

According to Dr. Eugene Laney Jr., Vice President of International Trade Affairs at DHL Express U.S., readiness is the key. "Companies ready to take advantage of the new FTAs immediately are in a better position to benefit, and to drive their organizations, and the economy, forward," he said.



## Get started:

### Export Assistance Centers

Local trade experts at the 100 Export Assistance Centers (EAC) based throughout the United States, (and at [www.export.gov](http://www.export.gov)) can provide advice on global trade and help you understand key FTA requirements.

**"The firms who are fully prepared to make the most of these emerging opportunities will find their potential for success is unlimited."**

### New global shipping technology and options

International carriers like DHL Express can do a lot to make exporting easier and more profitable for companies of all sizes. For example, DHL provides leading-edge online shipping technology; 24/7 global network access; and expert support on complex customs regulations.

"The smallest U.S. company can reach over 90% of the world's GDP within just 2-3 days by using DHL. They can access the same overseas markets as any Fortune 500 entity," commented Dr. Laney.

Given the growing list of Free Trade Agreements and the increased international business value they foster, the need to export as efficiently, cost-effectively and intelligently as possible will only continue to grow.

The firms who are fully prepared to make the most of these emerging opportunities will find their potential for success is unlimited.

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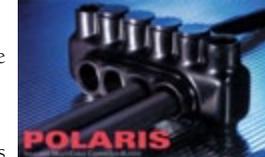


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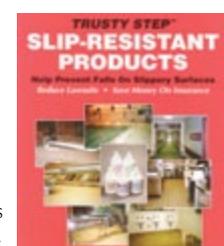


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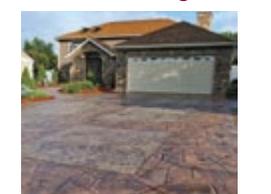


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International buyers are invited to attend a free Global Matchmaking Program in the USA Export Expo online trade forum on Wednesday, January 25, 2012.

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The USA Export Expo is a powerful lead-generation platform that brings U.S. exporters and buyers from around the world together for business-to-business networking. Attending a traditional trade fair can be time-consuming and expensive. The USA Export Expo eliminates the

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The free Global Matchmaking Program will help international buyers learn how to: 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.

International buyers who attend the Global Matchmaking Program also will be connected with the worldwide network of U.S. Commercial Service offices, with trade and commercial specialists in more than 100 U.S. cities and 71 countries.

Sign up today to attend the Global Matchmaking Program.

## USAEXPORTEXPO<sup>SM</sup>

"International buyers who attend the Global Matchmaking Program also will be connected with the worldwide network of U.S. Commercial Service offices..."

### When:

Wednesday, January 25, 2012  
1300 to 1900 (GMT)

### Where:

Online Event in the USA Export Expo

### Register for Free:

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### What

Attend Our Free Online Global Matchmaking Program

### When

Wednesday, January 25, 1300 to 1900 (GMT)

### Where

Online Event in the USA Export Expo

### How To Sign Up

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### Preliminary Schedule

1300-1330	Welcome
1400-1430	Global Business Initiative
1500-1530	Locate U.S. products, services, and business partners
1600-1630	Meet suppliers and partners face-to-face
1700-1730	Participate in trade shows that feature thousands of U.S. companies.
1800-1830	U.S. companies seeking international buyers and distributors

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Signature \_\_\_\_\_ Date \_\_\_\_\_

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

- Agricultural
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- Building/Construction/Hardware
- Business Services
- Consumer Goods
- Electrical/Electronics
- Environmental
- Health & Beauty/Fashion
- Food/Food Processing
- Franchising
- Hotel & Restaurant Equipment
- Industrial Equipment,
- Services & supplies
- IT/Telecommunications
- Materials
- Medical/Scientific Products & Equipment
- Safety & Security
- Sports & Recreation
- 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?

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- More than 10

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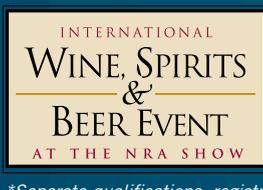
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