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March/April 2012



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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.



# Online, Mobile and Social Media Tools for International Buyers

ThinkGlobal Inc., the publisher of Commercial News USA, has launched a new mobile web app and a LinkedIn page to help connect international buyers with U.S. exporters.

The new Commercial News USA mobile web app will work on any mobile device browser. The mobile interface features a search bar that makes it easy to find U.S. companies. You also can search by category or company, and review past issues and translations.

Once you find a company you are interested in, you can contact the company directly or visit its website.

If you are interested in meeting U.S. business leaders, please join the Commercial News USA LinkedIn group. Just search for the Commercial News USA group.

International buyers also can follow Commercial News USA on Twitter: @comnewsusa.

Commercial News USA also is sponsoring the new USA Export Expo, an innovative online trade show where international buyers can meet U.S. companies and find American-made products available for immediate export from the U.S. The USA Export Expo is a powerful platform that brings U.S. exporters and buyers from around the world together for e-commerce and networking.

The USA Export Expo is produced by

ThinkGlobal Inc., the same company that publishes Commercial News USA for the U.S. Department of Commerce. Many of the companies that are featured in this magazine also have exhibits in the new online trade fair.

Open 24/7 and accessible anytime, anywhere, the USA Export Expo amplifies the benefits of trade shows, meetings, and conventions, while providing a continuous, centralized venue that includes streaming media, social networking, and advanced analytics.

Unlike trade shows — physical or virtual — that last just a few days, the USA Export Expo is always open for business. Attending bricks- and mortar- trade shows can be time-consuming and expensive. The USA Export Expo eliminates the barriers to connecting, keeping the focus on business matchmaking, rather than traveling.

Now, no matter where in the world you live, you can visit the Expo and interact with U.S. exporters on your own terms. The USA Export Expo supports engaging experiences that go beyond downloadable documents such as data sheets and whitepapers. Visitors can review information about U.S. companies and learn about their products through video and/or audio presentations. You can participate in the USA Export Expo for free. To register, visit [www.usaexportexpo.com](http://www.usaexportexpo.com).

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### Commercial Service Offices

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## Commercial News USA<sup>®</sup>

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### Editor and Publisher

Gregory Sandler  
[greg@thinkglobal.us](mailto:greg@thinkglobal.us)

### Art Director

Stan Fede  
[stan@thinkglobal.us](mailto:stan@thinkglobal.us)

### Website Developer

Ian Ricci  
[iricci@thinkglobal.us](mailto:iricci@thinkglobal.us)

### Office Manager

Leah Bateman  
[lbateman@thinkglobal.us](mailto:lbateman@thinkglobal.us)

### Administrative Assistant

Carla Colson  
[ccolson@thinkglobal.us](mailto:ccolson@thinkglobal.us)

### Interns

Kerry Casting  
Paula Roby  
Mollie Schwam  
Benoit Vasseur  
Javier Velasco



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### 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](mailto:cnusa@thinkglobal.us). For all other questions, please send an e-mail to [info@thinkglobal.us](mailto:info@thinkglobal.us).

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ThinkGlobal Incorporated  
P.O. Box 865  
Northampton, MA 01061 USA  
Tel: 413-586-8588 • Fax: 413-584-1688  
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# Learn More About the Hottest 2012 Trends For Restaurants at NRA Show 2012

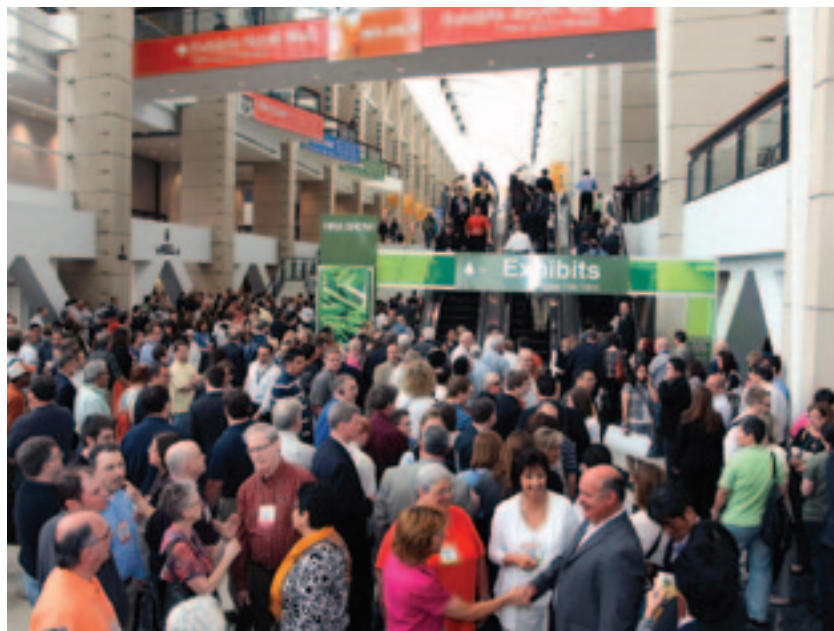
**A**t NRA Show 2012 you will discover and experience the products, services and solutions that are the hottest 2012 trends and that will certainly impact your profits in the long run. So what are the hottest trends for 2012? National Restaurant Association's "What's Hot in 2012" survey of nearly 1,800 professional chefs – members of the American Culinary Federation (ACF) – reveals that children's nutrition and local sourcing will be the hottest trends on restaurant menus this coming year. The chefs also identified smartphone apps and tablet computers as the top technology trends. In addition, 6 out of 10 chefs said they would consider a food truck as an entrepreneurial business venture.

"The top menu trends we're seeing in our What's Hot in 2012 survey reflect the macro-trends we have seen grow over the last several years," said Joy Dubost, Ph.D., R.D., director of Nutrition & Healthy Living for the National Restaurant Association. "Nutrition – especially when it comes to children – is becoming a major focus for the nation's nearly one million restaurants, in tune with consumers' increasing interest in healthful eating."

"Local sourcing of everything – from meat and fish, to produce, to alcoholic beverages – is another big trend for 2012. Local farms and food producers have become an important source of ingredients for chefs and restaurateurs wishing to support the members of their business community and highlight seasonal ingredients on menus," Dubost added.

**Nutrition – especially when it comes to children – is becoming a major focus for the nation's nearly one million restaurants, in tune with consumers' increasing interest in healthful eating."**

– Joy Dubost, Ph.D., R.D., director of Nutrition & Healthy Living for the National Restaurant Association.



"The American Culinary Federation has a long history of working with families to ensure that children receive adequate nutrition, so we are delighted that chefs have chosen to include healthful kids meals in the top 10 menu trends for 2012," said Michael Ty, CEC, AAC, ACF national president. "We are also pleased to see an emphasis on local sourcing across major ingredient categories, including produce, a vital component of children's diets."

About one-quarter of the chefs (26 percent) ranked smartphone apps as the hottest technology trend in restaurants in 2012, and another quarter (25 percent) said tablet computers (i.e. iPads for menus and wine lists) will be the top technology trend. Sixteen percent said social media would be the top trend, and the same percentage said mobile/wireless/pay-at-the-table payment options, while 4 percent said QR codes.

In addition, more than six out of 10 (61 percent) of the chefs said they would consider launching a food truck as an entrepreneurial business venture.

These and many other restaurant industry trends will be showcased at the

2012 National Restaurant Association Restaurant, Hotel-Motel Show, to be held at its new dates May 5-8 at Chicago's McCormick Place.

The annual National Restaurant Association Restaurant, Hotel-Motel Show is the largest single gathering of restaurant, foodservice and lodging professionals. NRA Show 2012 will be held May 5-8, at McCormick Place in Chicago. The event attracts 58,000+ attendees and visitors from all 50 states and 100+ countries, and showcases the latest products, services, innovative ideas, up-to-the-minute information about trends and issues and other growth opportunities than any other industry event. For more information, visit the Show Website at [www.restaurant.org/show](http://www.restaurant.org/show).

## 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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# AAPEX Exhibitors: Your Source for Replacement Parts



**M**ore than 2,200 manufacturers and suppliers exhibit at the Automotive Aftermarket Products Expo (AAPEX), making it a premier source for replacement parts needed to maintain the growing number of vehicles on the road today. AAPEX 2012 will take place Tuesday, Oct. 30, through Thursday, Nov. 1, at the Sands Expo Center, Las Vegas, Nevada, U.S.A.

Global vehicle registrations reached nearly 963 million in 2010, up 3.7 percent from 2009, according R.L. Polk & Co. data and the 2012 Digital Aftermarket Factbook published by the Automotive Aftermarket Industry Association (AAIA).

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**"AAPEX 2011 was one of the most successful and best attended events in recent years, and participation among buyers was up in all categories."**

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This information indicates Europe had the greatest number of on-road vehicles with 35.1 percent of the global fleet, followed by 30 percent in North America, 25.1 percent in Asia, 5.1 percent in South America, and 4.8 percent in the Mid-East and Africa.

The top vehicle-owning nations include the United States with 248.6 million, Japan with 75 million, China with 66.8 million and Germany with 44.7 million vehicles.

"Based on total U.S. vehicles in operation of nearly 250 million and aftermarket sales of about \$285 billion, it stands to reason that with global vehicles in operation topping out at 963 million, the global aftermarket offers a vast opportunity for buyers and sellers," said Steve Handschuh,

president and COO of the Automotive Aftermarket Suppliers Association (AASA).

"AAPEX 2011 was one of the most successful and best attended events in recent years, and participation among buyers was up in all categories," said Kathleen Schmatz, president and CEO of the Automotive Aftermarket Industry Association (AAIA). "Attendance by auto parts retailers was up 24 percent, independent repair garage participation increased 38.5 percent and warehouse distributor (WD) attendance increased 15.25 percent. Clearly, these automotive aftermarket channel partners recognize AAPEX as the place to do business."

Of the 4,991 stands at AAPEX 2011, approximately 2,960 were U.S.-based companies in the automotive aftermarket. Recognizable brands are found throughout the show floor, as is just about every kind of replacement part, 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 event's comprehensive Tool & Equipment section.

AAPEX also is an excellent source for locating companies that export. Approximately 25 percent of the U.S. manufacturers at AAPEX export and this number is expected to grow. To find U.S. manufacturers that export, visit the AAPEX web site, [www.aapexshow.com](http://www.aapexshow.com), click on the Find Products & Exhibitors tab and search within "U.S. exporters only."

In addition, AAPEX provides an exceptional opportunity to meet face-to-face with manufacturers and suppliers, and network with peers and colleagues from around the world. Buyers traveled from approximately 150 countries to attend



AAPEX 2011, and the event included 29 specially designated pavilions for international exhibitors from China, Columbia, Hong Kong, India, South Korea, Malaysia, Mexico, Spain, Taiwan and Thailand.

An AAPEX Learning Forum rounds out the event with approximately 30 education sessions offered at no charge for all segments of the aftermarket.

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 information on official buying delegations to AAPEX 2012, please contact Judy Novak at: [judy.novak@aapexshow.com](mailto:judy.novak@aapexshow.com). Buyers also can follow AAPEX Show on Facebook and Twitter, and the AAPEX Show Group on LinkedIn.

AAPEX represents the \$395 billion global motor vehicle aftermarket and is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA).

**How to Contact**  
W.T. Glasgow, Inc.  
10729 West 163rd Place  
Orland Park, IL 60467 USA  
Tel: 1-708-226-1300 • Fax: 1-708-226-1310  
[info@aapexshow.com](mailto:info@aapexshow.com)  
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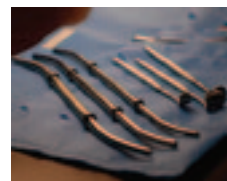
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Paul Katzfey, VP Sales & Marketing  
1300 Lundberg Drive West  
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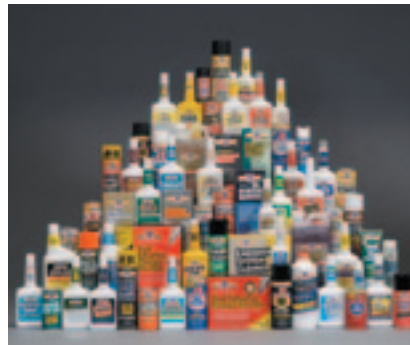


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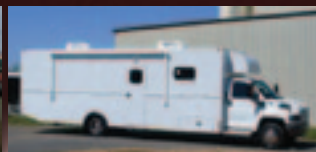
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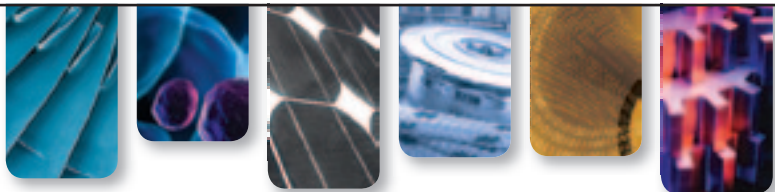
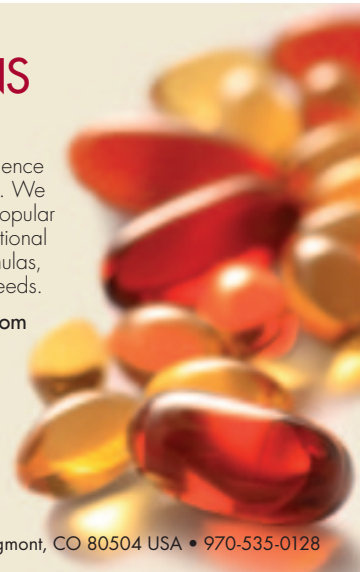
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# Know the Rules: Shipping and Receiving Samples

**D**oes your business send or receive samples from other countries? Many people don't realize that qualified samples aren't subject to Customs duties. Others wrongly assume all samples qualify. Here are factors to consider...

Unlike goods imported or exported for sale, your sample merchandise may not be subject to Customs duties, but only in certain cases

Susan Kohn Ross, International Trade Counsel at Mitchell Silberberg & Knupp LLP explains, "The two most common reasons small businesses get in trouble in this area are because they don't meet the test for sample merchandise or they don't value it correctly," she says. "You can be sure that somebody in Customs will notice either of those two things."

The only product category providing broad exemptions for sample merchandise is textile garments and articles. But even then, rules vary tremendously from country to country.

Think long and hard before claiming duty-free standing for sample merchandise.

Many countries' Customs services take an extra-close look at sample merchandise claims, warns Ross.

"Legitimate use of trade samples is very limited," Ross says. "Small businesses need to be aware that claiming duty-free status is a higher-risk situation because all Customs services worldwide look very carefully at any claims for duty-free treatment." It's no secret why, she adds. They're all trying to maximize revenue streams.

## Defining samples

In the U.S., samples are specifically defined and mostly limited to textile articles and garments, which must be mutilated in a specific fashion in order to be considered samples. But Chapter 98 of the Harmonized Tariff Schedule ([hts.usitc.gov/](http://hts.usitc.gov/)) also makes allowances for small amounts of alcoholic beverage samples and tobacco samples.

However, rules are different in each country. They may vary by value and/or have their own requirements on mutilation.

"In the U.S., if something qualifies as a sample, it may enter duty-free, but is not necessarily exempt from other user fees," explains Ross, a cofounder of Trade Lawyers Blog, which is devoted to international trade issues and whose bloggers are trade lawyers in many different countries. "But again, treatment varies from country to country."

## FTA preferences

The ways countries treat sample merchandise shipments can also vary by trading-partner status of the importer or exporter.

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**"The two most common reasons small businesses get in trouble in this area are because they don't meet the test for sample merchandise or they don't value it correctly."**

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Free trade agreements (FTAs) often include special provisions that give preferences to FTA partners, Ross points out.

"There are hundreds of FTAs between trading partners all over the world, and each would have to be analyzed separately to get a comprehensive view of how sample merchandise is treated."

However, none of the FTAs to which the U.S. is a partner involve special treatment for samples, making it a moot point for most U.S. businesses.

## Setting sample value

Valuing shipments can be another challenge for small businesses. Even items that are rightfully shipped as sample



merchandise still have to be valued according to the receiving country's rules, and that can be tricky.

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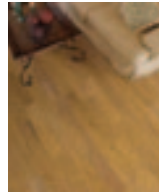
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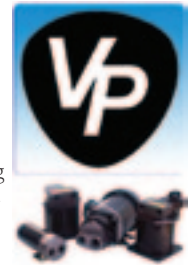
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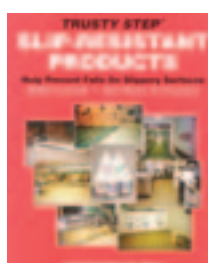


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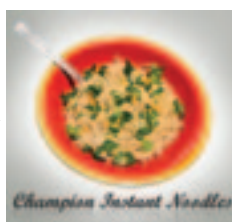
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- ☐ Non-Management (Administrative Assistant, Secretary, Intern)

## 2. What is the principal business activity of your company or organization?

- ☐ Wholesaler
- ☐ Industry (Purchasing)
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- ☐ 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
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## 9. How would you rate the relevancy of Commercial News USA to your business?

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## 10. How many purchases have you made from companies as a result of reading Commercial News USA?

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