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July/August 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 31 to request information from many different companies.

Buy More U.S. Goods and Services with Competitive Financing

The United States government has extended the charter of the Export-Import Bank of the United States (Ex-Im Bank). The bank, which is 78 years old, offers assistance to companies around the world that buy American products.

The Ex-Im Bank is the official export credit agency of the United States. Its mission is to assist in financing the export of U.S. goods and services to international markets. The bank does not compete with private sector lenders, but provides export financing products that fill gaps in trade financing.

The bank supports the financing of U.S. goods and services purchased by creditworthy international buyers that have difficulty obtaining credit through traditional financing sources. Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance; and loan guarantees and direct loans (buyer financing).

International buyers must work with their American partners in order to take advantage of Ex-Im Bank programs.

One of the bank's primary short-term programs is export credit insurance,

which enables U.S. companies to offer U.S.-dollar credit directly to international customers. An open-account credit can be an attractive substitute for letters of credit and cash in advance. This insurance is available for purchases of bulk commodities, consumables, and spare parts, in addition to capital goods. The application must come from a U.S. company.

The bank also provides term financing, up to seven years on sales under \$10 million, for international buyers of U.S. capital goods or services. This can help buyers with lower financing costs and lower interest charges due to U.S. government support of the transaction. Again, the application must come from a U.S. company.

For international buyers, these programs offer opportunities to help increase the volume of American goods and services that you can purchase. For more details on these programs, talk with your American trading partners, contact the U.S. Commercial Service at the embassy in your country, or visit the bank's website at www.exim.gov.

U.S. Department of Commerce, International Trade Administration

Secretary of Commerce John Bryson

Undersecretary of Commerce for International Trade Francisco J. Sánchez Acting Director General U.S. Commercial Service Ambassador Charles A. Ford

Commercial Service Offices www.buyusa.gov

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October 30 - November 1, 2012 at the Sands Expo Center, Las Vegas, Nevada, USA AAPEX Connects Buyers with U.S. Manufacturers that Export

The global vehicle population is experiencing tremendous growth – and the U.S. automotive parts exports market is growing with it, up 14 percent from 2010 to 2011 according the U.S. International Trade Commission. What is the best way to connect with U.S. manufacturers that export? Attend the Automotive Aftermarket Products Expo (AAPEX), Tuesday, Oct. 30 through Thursday, Nov. 1, at the Sands Expo Center in Las Vegas, Nev.

"What is the best way to connect with U.S. manufacturers that export? Attend the Automotive Aftermarket Products Expo (AAPEX)."

In 2010, the world vehicle population – passenger cars, buses, trucks and other commercial vehicles – exceeded 1 billion. According to the Automotive Aftermarket Suppliers Association's (AASA's) annual global analysis, "World Motor Vehicle Market Report," regions experiencing the greatest growth included Africa, South America, North America, East and South Asia and Eastern Europe.

The Automotive Aftermarket Industry Association's (AAIA's) analysis of U.S. International Trade Commission data notes that several countries had at least \$100 million in U.S. auto parts exports in 2011 and significant growth from 2010 to 2011. The following is additional global automotive aftermarket data from the AAIA Digital Aftermarket Factbook.

North America: Of the \$46 billion in U. S. parts exports to foreign countries, 78 percent went to its neighbors, Canada and Mexico. U.S. parts exports to Canada totaled \$21 billion in 2011, up 8 percent from the previous year. By comparison, total parts exports to Mexico totaled only \$15 billion in 2011, but were up 19 percent compared to 2010.

Asia & Pacific Rim: The second largest U. S. export parts market was Asia and the Pacific Rim with \$4.3 billion and accounting for 9.4 percent of the \$46 billion total. The destinations of these exports by country were China with nearly \$1.2 billion in U.S parts exports, up 22.1 percent; Australia, with \$742 million and a 34 percent growth; South Korea at \$635 million reflecting an 81 percent growth; and Singapore with \$230 million and a 28 percent growth. India finished out 2011 with \$173 million, up 32 percent, while Thailand had \$119 million, for an increase of 21 percent.

Europe: The third largest market for U. S. export parts was Europe with \$3.2 billion and representing 6.9 percent of the total. Within Europe, the countries to watch include the United Kingdom, with nearly \$602 million in U.S. parts exports in 2011, up 27.5 percent; Belgium, with \$294 million and a growth of 21 percent; and Russia, with \$171 million representing a 195 percent growth over 2010. Germany continued to have the largest dollar volume of U.S. parts exports within this region, with approximately \$857 million, but growth from 2010 and 2011 was smaller at 1.2 percent.

South America: Three countries within South America demonstrated strong growth from 2010 to 2011: Brazil at \$625 million, up 19 percent; Chile at \$252 million for an increase of 24 percent; and Colombia, with \$158 million, up nearly 36 percent. Venezuela was the largest market in South America for U.S. auto parts exports in 2011 with approximately \$658 million, but growth was smaller at 14 percent.

Middle East & Africa: Within the Middle East and Africa, South Africa had \$177 million in U.S. auto parts exports, for an increase of 21 percent. The largest market in this region for U.S. auto parts exports in 2011 was Saudi Arabia with approximately \$220 million or 5 percent over 2010.

International buyers can start identifying the U.S. manufacturers at AAPEX that



export by visiting the AAPEX Web site, www.aapexshow.com, and navigating to 'Product Search' from the 'Find Products & Exhibitors' tab. Select the option 'We are a US company' before searching. For additional assistance, contact Judy Novak, AAPEX event management, at: judy.novak@aapexshow.com.

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).

For more information, visit the AAPEX Web site, www.aapexshow.com, or e-mail: info@aapexshow.com. International buyers also can follow AAPEX on social media: AAPEX Facebook page, www.facebook.com/ AAPEXShow, Twitter page, www.twitter.com/ AAPEXShow, and within the AAPEX Show Group on LinkedIn, Tiny.cc/aapexlinkedin.



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December 11-13, 2012 in Orlando, Florida POWER-GEN International 2012: World's Largest Power Generation Event

POWER-GEN

ore than 20,000 attendees from 92 countries will gather in Orlando, FL, December 11-13, 2012, for POWER-GEN International, the world's largest power generation event. This year marks the event's 24th year.

Featuring presentations from more than 200 speakers in 14 tracks, POWER-GEN International addresses a broad range of business and technical issues including power industry trends and strategies, power plant technology, renewable energy, environmental issues, distributed generation/on-site power, gas turbine technologies, plant performance, emerging technologies, and more.

NUCLEAR POWER International will be co-located with POWER-GEN International for the sixth year and will deliver conference sessions from industry leaders focused on nuclear power's role in today's changing world.

New this year, Renewable Energy World Conference & Expo North America will also be co-located with POWER-GEN International. Renewable Energy World Conference & Expo North America will be celebrating its 10th anniversary this year providing the renewable energy industry with a premier platform for information exchange and new business development.

Also co-located with POWER-GEN International is the POWER-GEN Financial Forum. The event launched in 2011 in Las Vegas and was met with great success. The Financial Forum features panelists who will be exploring the financing options and strategies that work best in today's market. Topics include liquidity issues, risk and return expectations, new development possibilities, and the financial and regulatory barriers to overcome in today's tight financial market. The Financial Forum will feature six conference sessions, a plenary session and a keynote luncheon.

Attendees of all co-located events enjoy the same benefits as POWER-GEN Interna-

tional attendees with access to all networking events as well as the vast exhibit floor.

This year's curriculum includes preconference workshops, Mega-Sessions, technical tours to area power plants and Networking Breakfasts. Networking opportunities include the Networking Party at Cube Libre, Drinks with 20,000 of Your Closest Friends on the exhibit floor and the Projects of the Year Awards Gala. Attendees include professionals from electric utilities, independent power producers, merchant plants, co-generators and self-generators, unregulated generation subsidiaries, industrial facilities, project development companies, architect/engineering firms, OEMs, and others.

Featuring the industry's largest exhibit floor with more than 1,200 exhibiting companies from around the world, POWER-GEN International is the platform for new product launches and unveilings a showcase for products and services such as boilers, turbines, engines, boiler water and feedwater treatment services, computer hardware and software, controls and instrumentation systems, engineering and construction services, generators, plant electrical systems, pumps, valves and valve actuators, and more.

POWER-GEN International 2012 has been chosen by the U.S. Department of Commerce to participate in the International Buyer Program, a joint U.S. government-industry effort designed to stimulate U.S. exports by promoting major U.S. industry exhibitions to international markets. As part of the program, a USDOC Global Business Center will be located on-site. Services for international delegates and exhibitors interested in establishing international business relationships include translation assistance, matchmaking services, conference rooms, business services, market information, and trade lead assistance.

Participants of international delegations receive the following:

- Free admission to the exhibit floor
- 50% discount on conference sessions



- Informal briefing at show (upon request)
- Drinks With 20,000 of Your Closest Friends (free)
- Networking Party at Cube Libre (free)
- Access to the USDOC Global Business Center

• Complimentary hotel room (up to three nights) for embassy delegation leaders heading a delegation of at least 15 international buyers (excluding spouses, family members, or guests), when requested by October 8, 2012

For more information about joining a delegation, contact your local U.S. Commercial Service office.

To register, visit www.powergen.com or call for registration questions: +1-918-831-9161.

Founded in 1910, PennWell publishes 75 print and online magazines and newsletters, conducts 60 conferences and exhibitions on six continents, and has an extensive offering of books, maps, web sites, research and database services. PennWell's headquarters are in Tulsa, Oklahoma. For additional information about PennWell, visit www.pennwell.com.

How To Contact Melanie McGuire Event Operations Manager POWER-GEN International Tel: +1-918-831-9180 • Fax: +1-918-831-9729

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POWER-GEN International is the industry leader in providing comprehensive coverage of the trends, technologies and issues facing the generation sector. As the need to operate more efficiently and cost effectively becomes increasingly important, no other event bridges challenges with solutions like POWER-GEN International.

More than 1,200 companies from all sectors of the industry exhibit each year to benefit from the exposure to 20,000 attendees. Displaying a wide variety of products and services, POWER-GEN International represents a horizontal look at the industry with key emphasis on new solutions and innovations for the future.





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August 20-23, 2012 Las Vegas Convention Center

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Reflecting the fashion supply chain at its most complete, SOURCING at MAGIC offers unmatched access to over 40 countries representing the world's most important markets. Conveniently merchandised by country and category, SOURCING at MAGIC connects more than 800 apparel, accessories and footwear resources to the unprecedented buying power of MAGIC's marketplace.

Exhibitors, ranging from worldwide leaders to local U.S. suppliers, build business through exposure to thousands of sourcing executives, designers, merchandising managers and private label buyers. Attendees benefit from the efficiency of a one-stop shop featuring contract and original design manufacturers; fabric, trim and component suppliers; and service and technology providers — as well as a courtesy Matchmaking Program, providing access to resources meeting specific requirements.

"SOURCING at MAGIC connects and educates the international fashion supply chain, from fiber to finished product."

In an atmosphere packed with business potential, fashion professionals network, exchange new ideas and take advantage of trend inspiration via exclusive color, print and textile forecasts. And 40 complimentary seminars, conducted by 70 executive speakers, address topics such as trend forecasting, new technology, ecommerce, social media and the latest on branding, marketing and selling.

With a productive four-day format, the show continues its steady growth streak. Fueling this evolution, in part, are new initiatives, including a further-enhanced fabric and trim area and contract footwear





manufacturing category, along with August's highly anticipated launch of SOURCING at MAGIC HOME. Situated at the heart of SOURCING at MAGIC, this inceptive opportunity will deliver sourcing professionals direct access to hundreds of home fabrics, materials and components manufacturers, while providing exhibitors with a new source of revenue through exposure to home textiles buyers.

How to Contact: SOURCING at MAGIC Stephanie Mojonnet International Marketing and Sales Coordinator 212-951-6722 smojonnet@advanstar.com www.magiconline.com/sourcing Reader Service #16521

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August 20-23, 2012 Las Vegas and Mandalay Bay Convention Centers MAGIC Connects, Inspires and Fuels the World of Fashion



MAGIC

AGIC is where the international community of apparel, accessories and footwear professionals trades information, previews trends, builds business and shops fashion unlike anywhere else in the industry. Each February and August, tens of thousands of attendees from over 80 countries meet more than 5,000 emerging-to-established brands to spark the strategic connections that become the relationships of tomorrow.

MAGIC unites the largest and most influential network of buyers, brands, media and decision makers via innovative initiatives, exclusive access to cuttingedge information and conveniently merchandised show areas: WWDMAGIC, FN PLATFORM, MENS/WEAR, STREET, S.L.A.T.E., POOLTRADESHOW, PROJ-ECT and SOURCING at MAGIC.

By combining incomparable commercial potential, creative inspiration and connection opportunities, MAGIC has become the most influential force in fashion. With an average of nearly \$200 million in per day order volume and 85% of the top 50 retailers in attendance, more business is done at MAGIC than any other fashion retail trade event—making MAGIC the definitive platform for conducting the business of fashion.

"MAGIC unites the largest and most influential network of buyers, brands, media and decision makers..."

SHOW DATES

PROJECT | SLATE | STREET MENS/WEAR | POOLTRADESHOW

Monday August 20th–Wednesday August 22nd The Mandalay Bay Convention Center

SOURCING at MAGIC

Monday August 20th–Thursday August 23rd The Las Vegas Convention Center

WWDMAGIC | FN PLATFORM

Tuesday August 21st–Thursday August 23rd The Las Vegas Convention Center







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SOURCING at MAGIC

MENS/WEAR POOLTRADESHOW

September 24-25, 2012, in Miami Beach, Florida

16th Americas Food and Beverage Show Welcomes International Attendees!

The 16th Americas Food and Beverage Show welcomes food professionals from around the world to beautiful Miami Beach on September 24-25, 2012, for the Western Hemisphere's largest two-day food and beverage trade show. Come join nearly 7,000 food retailers, distributors, exporters, importers, and food service professionals from more than 83 countries who will gather to share ideas and innovations, present new products, and explore new sales, marketing, distribution, and branding opportunities.

"I'm looking for new products to buy and distribute in Peru. And, I've found more than I thought I would at this show."

Attendee Braulio Alvarez, Alanco Peru SA – La Molina, Peru

"The Americas Food and Beverage Show provides a great opportunity for U.S. companies to interact with buyers from Canada, Latin America/the Caribbean, South America, and from around the world," said DeWitt Ashby, Director, Trade Shows, for the National Association of State Departments of Agriculture.

The show is sponsored by the National Association of State Departments of Agriculture (NASDA) and the U.S. Department of Agriculture (USDA). The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) works to promote the export of U.S. agricultural products and reports on agricultural products and reports on agricultural production and market development in all areas of the world. USDA and FAS work in conjunction with NASDA to help promote the USA Pavilion at the Americas Food and Beverage Show and Conference.

Discover New Opportunities

Attending the 16th Americas Food and Beverage Show will provide the answers



attendees are looking for. Whether the challenges are in sales, sourcing, or services, the Americas Food and Beverage Show is the marketplace that brings the food and beverage industry together. Who should attend the Americas Food and Beverage Show? Virtually any purchasing decision-maker in the food industry who is interested in the unparalleled opportunities the show will provide to generate leads, network with peers, discover new products, share ideas, and sample products from around the world.

What to See and Do

On the show floor, the aisles will be packed with new and tasty foods and beverages from more than 25 countries around the world such as Argentina, Brazil, Canada, Colombia, Italy, Jamaica, Malaysia, South Korea, Thailand, Trinidad & Tobago, etc. The event is strongly endorsed by trade promotion groups from Argentina, Brazil, Canada, Colombia, Peru, Thailand, and Turkey. International visitors will be particularly interested in the International Buyers Reception as well as "must see" events such as the Annual Americas Food and Beverage Awards Presentation, the New Products Showcase, and the Conference programs in addition to the 400 or more exhibiting companies.

If you have any questions, please visit the 16th Americas Food and Beverage Show web site at www.americasfoodandbeverage.com or contact our Show Management Office by phone at +1-305-871-7910 or by email at afb@worldtrade.org.

Mark your calendar to attend the 16th Americas Food and Beverage Show in Miami Beach, September 24-25, 2012.

"AF&B Show is the best way to reach buyers from all over the Americas. It is a focused business event and our company closed many deals at the show. The organization overall was superb and the team service was excellent." Loren Psaltis, Cartoon Candy, South Africa

How To Contact 16th Americas Food and Beverage Show 1007 N. America Way, Suite 500 Miami, FL 33132 USA Tel: 305-871-7910 • Fax: 305-871-7904 afb@worldtrade.org www.americasfoodandbeverage.com Reader Service #12196



World Trade Center Miami presents

September 24-25, 2012 Miami Beach Convention Center, Hall C

16TH AMERICAS FOOD & BEVERAGE SHOW & CONFERENCE





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Special Priority Registration Code: CN







At www.americasfoodandbeverage.com Contact: 305-871-7910 or afb@worldtrade.org



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 worldrecognized 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!

Western Hemisphere

Abastur Americas Food and Beverage

Asia

Asia Fruit Logistica Annapoorna Food Ingredients Asia (Fi Asia) Food & Hotel China, Shanghai

Australia Fine Food Australia

Europe/Russia

World Food Moscow SIAL Paris Health Ingredients Europe (Hi Europe) August 28-30 September 24-25

September 5-7 September 26-28 October 3-5 November 14-16

September 10-13

September 17-20 October 21-25 November 13-15 Mexico City, Mexico Miami, Florida

Hong Kong Mumbai, India Jakarta, Indonesia Shanghai, China

Melbourne, Australia

Moscow, Russia Paris, France Frankfurt, Germany



MASDA National Association State Departments of Agriculture

For a complete list of Trade Events worldwide for 2012 please visit: www.fas.usda.gov/agx/trade_events/trade_events.asp

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Agriculture

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Automotive/Aviation/Marine

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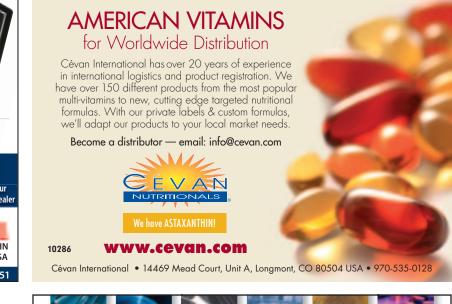


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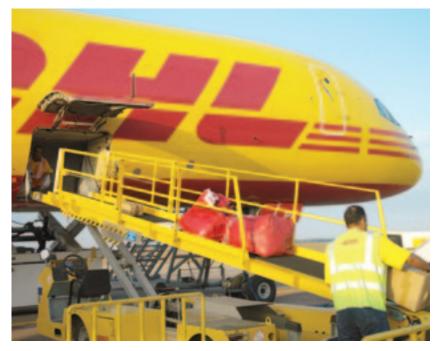
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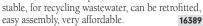
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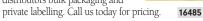
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