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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 39 to request information from many different companies.

Kentucky and Virginia Exporters Featured in this Edition

The November-December 2012 edition of Commercial News USA includes special sections featuring exporters from the states of Kentucky and Virginia.

Kentucky is working to raise awareness, provide training, identify potential markets, and connect companies from across the state with buyers worldwide.

By connecting international distributors, buyers, and clients with Kentucky companies, the state hopes to create long-lasting, prosperous trade ties between Kentucky and the global marketplace.

Kentucky ranks 11th in the U.S. for exports on a per capita basis. Kentucky exports totaled \$19.3 billion in 2010. Transportation equipment, chemicals, machinery, and computer and electronic products accounted for 72.2 % of Kentucky's 2010 exports. Canada, the United Kingdom, Mexico, Japan, Germany, Brazil, and the Netherlands are state's top export markets.

Foreign direct investment in Kentucky includes major manufacturing operations by companies from Japan, Germany, the United Kingdom, and France.

For more information about Kentucky exporters, please go to Page 5.

Virginia exports include manufactured goods, coal, tobacco, and agricultural products, while leading international services include education, tourism, engineering, financial, legal, transportation, and marketing industries.

The state's leading trade partners include Canada, China, the United Kingdom, Germany, and Portugal

More than 700 internationally owned businesses from 45 countries operate in Virginia, employing more than 160,000 people. During the past 10 years, international companies have announced more than 34,000 new jobs and \$5.6 billion in investment in the state.

For more information about Virginia exporters, please go to Page 11.

Information about upcoming trade shows in the U.S. begins on Page 15. Industry sections, featuring exporters from throughout the USA, begin on Page 22.

Please contact any company you are interested in working with.

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AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

November/December 2012 • Vol. 33, No. 6

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Published for the U.S. Commercial Service by:

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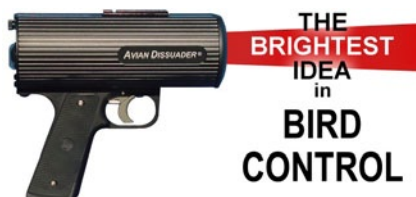
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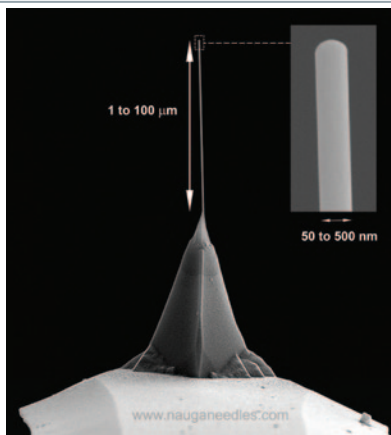
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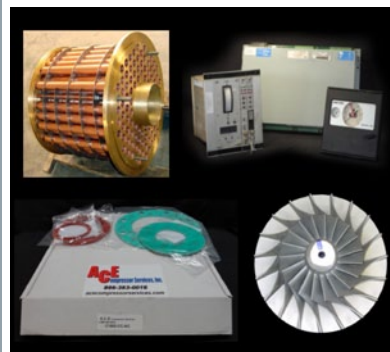
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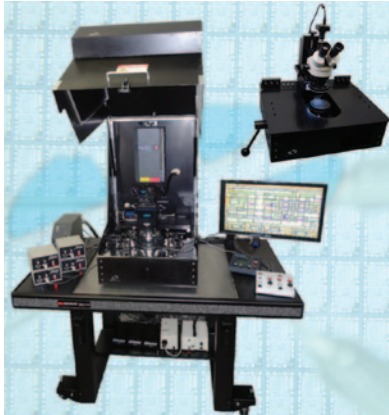
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StormChamber systems provide the lowest cost, highest pollutant removal rate underground storm water management system on the market. StormChamber is an open bottom, arch-shaped, HDPE infiltration chamber which functions in both permeable and non-permeable soils for subsurface retention, detention, conveyance and reuse of storm water, or gray water, designed to overcome the deficiencies of other technologies. It provides a higher level of nutrient and pollutant removal by taking advantage of the natural biological and physical properties of the soil. StormChamber® systems mimic pre-development conditions by putting post-construction run off back into the ground approximately where it used to go, maintaining base flow to streams, wetlands, lakes, ponds and countering salt-water intrusion in coastal areas. During "normal" conditions, approximately 50% of stream flow is from base flow. Base flow comprises 100% of stream flow during low flow periods. The SedimenTrap component of the StormChamber system eliminates the need for pre-treatment devices and provides a more effective level of sediment and debris removal and retention at a fraction of the cost. StormChamber is also surprisingly strong, exceeding the AASHTO H-20 wheel load rating by more than 4 times.

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NRA Seeks Cutting-Edge Equipment, Technologies and Supplies for 2013 Kitchen Innovations Awards

Award recipients to be featured in exclusive pavilion at NRA Show 2013

The National Restaurant Association is calling on foodservice equipment manufacturers to apply for its prestigious 2013 Kitchen Innovations™ Awards. Selected by an independent, expert panel of judges, award recipients represent the most promising and cutting-edge equipment, technologies and supplies in the market today. Award recipients will be showcased in the interactive, hands-on Kitchen Innovations Pavilion at the 2013 National Restaurant Association Restaurant, Hotel-Motel Show (May 18-21 at Chicago's McCormick Place).

"We're looking for things that are new and new technologies, but more importantly, it's innovations that solve problems for restaurateurs," said Robert Marshall, Vice President, U.S. Operations, McDonald's Corporation and Kitchen Innovations judge.

"Our Kitchen Innovations Award recipients are true pioneers of forward-thinking and efficient products, which are at the heart of every restaurant kitchen and top of mind for every chef and operator," said Mary Pat Heftman, Executive Vice President of Convention for the National Restaurant Association. "Previous KI awardees have gained industry-wide visibility as the most remarkable commercial equipment available, designed to increase productivity and profit potential, as well as to creating and serving safe, nutritious and delicious meals."

All applications are judged by an independent, expert panel of industry leaders, including Dan Bendall (Principal,



FoodStrategy, Inc.), Martin Cowley (Senior Manager Design and Standards, Walt Disney Parks and Resorts), William Eaton (Chairman of the Board, Cini-Little International), Robert Forrester (Principal, Restaurant Industry Solutions), Foster F. Frable Jr. (Founding Partner, Clevenger Frable LaVallee), Jim Krueger, Jr. (Chief, F&B Research and Development, Headquarters, Air Force Services Agency), Aaron LaMotte (Director, Sodexo Performance Interiors), Robert Marshall (Vice President, U.S. Operations, McDonald's Corporation), and Kathleen H. Seelye (Managing Partner, Ricca Newmark Design).

The deadline to apply for the 2013 Kitchen Innovations Awards is December 7, 2012. To be considered, all equipment and supplies innovations must be introduced within the 24 months prior to NRA Show 2013. Award recipients will be announced in February. Visit Restaurant.org/Show for more details on the KI program and to see a list of past awardees, or contact Eric Rude at 312-853-2525 or erude@restaurant.org.

The annual National Restaurant Association Restaurant, Hotel-Motel Show brings together more than 61,000 foodservice professionals from all industry segments, all 50 states and more than 100 countries. In addition to finding the newest products and services, attendees will gain access to more than 70 free education sessions, panel discussions and culinary demonstrations led by industry experts. For more information, visit Restaurant.org/Show.



How To Contact:
The National Restaurant Association
Restaurant, Motel-Hotel Show
150 N. 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

May 18-21, 2013, Chicago, Illinois

Registration Now Open for NRA Show 2013

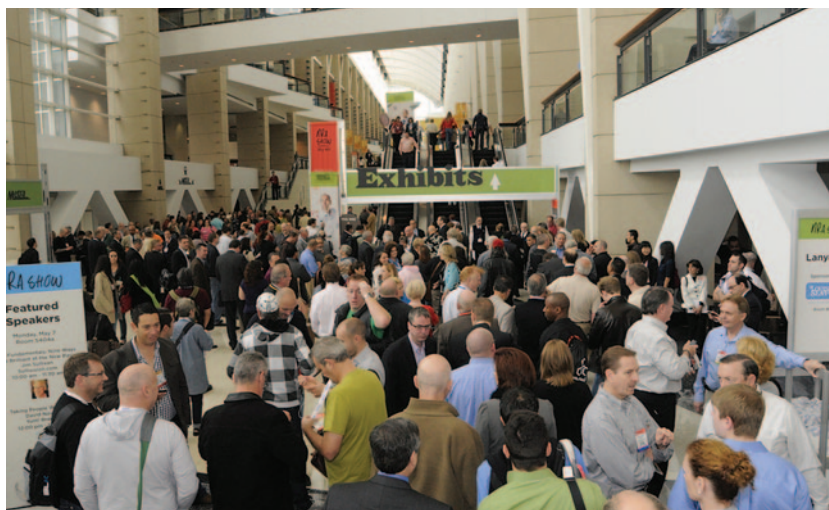
Early registrants save up to 60 percent and entered into sweepstakes for cash prizes

The National Restaurant Association today announced that attendee registration for its 2013 Restaurant, Hotel-Motel Show and International Wine, Spirits & Beer Event (IWSB) is now open. A special “early bird” online-only discount – up to 60 percent savings – is available for restaurant and hospitality industry professionals who register on or before November 16, 2012. Members of the National Restaurant Association receive complimentary registration for the NRA Show and a member-only rate for IWSB.

New this year, registered attendees will be entered in drawings for a \$150 American Express® Gift Card prize each Friday between September 4 and October 26. The earlier an attendee registers, the more chances to win. For full sweepstakes rules, visit Restaurant.org/Show.

NRA Show 2013 will be held at Chicago's McCormick Place, May 18-21, 2013. The event is the restaurant and hospitality industry's premier trade show and an opportunity to gain inspiration from renowned experts, innovative suppliers, celebrated chefs and tens of thousands of industry professionals.

“Success in the restaurant and foodservice industry is dependent upon a thoughtful and strategic business plan. NRA Show 2013 provides attendees unmatched opportunity to discover innovative equipment and supplies, as well as the latest technology, services and ideas that streamline operations and engage customers,” said Mary Pat Heftman, Executive Vice President of Convention for the National Restaurant Association. “By registering early, attendees are able to take advantage of special pricing as well as the opportunity to win prizes through our weekly sweepstakes.”



The co-located IWSB 2013 will take place May 19-20, and is the only beverage alcohol event exclusively focused on growing restaurant and hospitality bar programs. Now in its sixth year, the hugely successful IWSB features hundreds of established and emerging alcohol brands and labels and influential beverage alcohol buyers.

Attendees may register online at Restaurant.org/Show or WineSpiritsBeer.org.

“NRA Show 2013 will build upon the success of the 2012 Show, which posted strong growth in both attendee and exhibitor numbers, and provided attendees with a sold-out exhibit floor of over 1,900 suppliers offering a range of new products and services,” Heftman added. “We are bringing back all the excitement of our popular celebrity chef culinary demonstrations, learning opportunities and insight into the hottest trends, as well as some brand new features and events.”

Through November 16, 2012, registration for the NRA Show is only \$39, and IWSB registration is \$89. Between November 17, 2012, and April 5, 2013, NRA Show registration is \$49 and IWSB registration is \$109. After April 5, registration fees are \$99 for the NRA Show and \$159 for IWSB.

Members of the National Restaurant Association receive complimentary

registration for the NRA Show and the exclusive discount rate of \$50 for IWSB when registering at any time.

Qualified IWSB attendees will automatically be registered for the NRA Show. However, those registering for the NRA Show must register separately to attend IWSB; separate qualifications, registration and badges are required for IWSB.

Registration for NRA Show 2013 and IWSB 2013 exhibitors and for news media and bloggers will open later this fall.

The annual National Restaurant Association Restaurant, Hotel-Motel Show brings together more than 61,000 foodservice professionals from all industry segments, all 50 states and more than 100 countries. In addition to finding the newest products and services, attendees will gain access to more than 70 free education sessions, panel discussions and culinary demonstrations led by industry experts. For more information, visit Restaurant.org/Show.

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The National Restaurant Association
Restaurant, Motel-Hotel Show
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February 5-8, 2013; Seminars February 4-8, Las Vegas, Nevada

World Of Concrete 2013 Returns to the Las Vegas Convention Center



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WOC 2013 will continue to build upon a reputation as the ONLY annual international commercial construction show for the concrete and masonry industries. Registration for WOC 2013 will open in October.

World of Concrete 2013 will showcase 1,200 leading suppliers to the concrete and masonry industries in more than 50,000 square meters of exhibit space with more than 100 educational sessions, hands-on demonstrations, exciting product demonstrations, spectator competitions, and luncheons providing relevant solutions, products and technologies to WOC attendees.

WOC 2013 will once again feature special product and action areas, including The Producer Center, a marketplace of materials, equipment, demos, and seminars for concrete producers; Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving; Concrete Repair & Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment, and other demolition products; World of Masonry, showcasing products, tools, information, and technology for masonry professionals; Technology for Construction, featuring the newest products and tools for the commercial construction industry from top information technology and systems providers; and Concrete Surfaces & Decorative showcasing the popularity of decorative concrete for both commercial and residential applications.

Concrete Construction magazine's Artistry in Decorative Concrete will return to WOC 2013 in the Concrete Surfaces & Decorative Pavilion, featuring artisans who share their innovative techniques and real-world experiences with attendees.



CIM (Concrete Industry Management) will hold the 8th annual unreserved silent and live auctions at WOC 2013 with all proceeds benefiting the National Steering Committee for CIM to support their efforts to establish, support, and sustain CIM programs at the following: Arizona State University; California State University – Chico; Middle Tennessee State University; New Jersey Institute of Technology; and Texas State University San Marcos.

World of Concrete promotes the show within numerous international media outlets in an effort to attract international buyers and exhibitors to expand business both domestically and overseas. World of Concrete is open to receiving international exhibitors as well as delegations from across the globe who can attend the show to network, see and sell new products and benefit from a world class education program.

"WOC 2013 will be a very important event. Companies realize they need to continue to promote their brands in the global marketplace in order to take advantage of this recovering economic climate," said Jackie James, Director.

At WOC, find everything you need to grow your business. Make new contacts and strengthen your industry connections. See, touch and test the latest products under real-world, jobsite conditions. Attend expert-led seminars for new skills, practical solutions and creative strategies to improve your business.

With such a wide variety of events, demonstrations, educational sessions, networking opportunities and much more, World of Concrete 2013 will create an important and vital marketplace for both attendees and exhibitors. World of Concrete 2013 will be February 5-8; Seminars 4-8, in Las Vegas, at the Las Vegas Convention Center. For more information, visit www.worldofconcrete.com.

How To Contact:
World of Concrete
Hanley Wood Exhibitions
6191 N. State Hwy. 161, Suite 500
Irving, TX 75038
Tel: 972-536-6379 • Fax: 972-536-6402
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Where the Business Happens

If you're in light construction, chances are you know someone who's been or is going to the NAHB International Builders' Show. That's because with so many products, services, education sessions and face-to-face, real-handshake networking opportunities, it is the premier trade event for builders and suppliers looking to grow their businesses.

More than 50,000 building-industry professionals from more than 100 countries are expected to attend the 2013 show, January 22-24, in Las Vegas. More than any other industry event, the NAHB International Builders' Show brings together professionals, experts and suppliers to exchange ideas that empower visitors to build opportunity in a number of areas:

Education. The 2013 show will feature more than 100 education sessions in a revamped format. Ten specialized tracks offer something for everyone, from the new foreman to the seasoned CEO, and Speed Learning, Master and daily keynote sessions offer real learning in less time.

Exhibits. This is where building professionals find more products and services than anywhere else in the world, brought together across miles of exhibits in more than 300 categories. If it's new, hot or a must-have, it's right here. More than 90 percent of 2012 attendees surveyed said they found new products to use in their businesses.

Innovation. The show will feature Green Day on Jan. 23, focusing special attention on environmentally-friendly products and services, and the projects that have made them work. And don't miss show floor demonstrations that will show you what the newest products are, how they work and how you can best install or use them! Customers want it, and it's all at the show.

Networking. Email and LinkedIn are fine, but nothing comes close to a real smile and a firm handshake. There are dozens of opportunities to connect with old friends and make new contacts during the show.

The NAHB International Builders' Show is one of the select U.S. trade shows to be chosen by the U.S. Department of Commerce to participate in the International Buyer Program (IBP), which means it's promoted worldwide by embassies, consulates and commerce centers. International attendees who participate in the program receive discounted registration fees. Contact your U.S. embassy for information.

The 2013 NAHB International Builders' Show is where in-the-know construction professionals will be this January. To register and view the most current event information please visit www.BuildersShow.com/International.

How To Contact:

Jennifer Sloane, International Marketing Manager
National Association of Home Builders
1201 15th Street, NW, Washington, DC 20005
Tel: (+1) 202-266-8487 • Fax: (+1) 202-266-8193
international@buildersshow.com

www.BuildersShow.com/International

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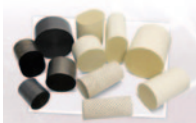
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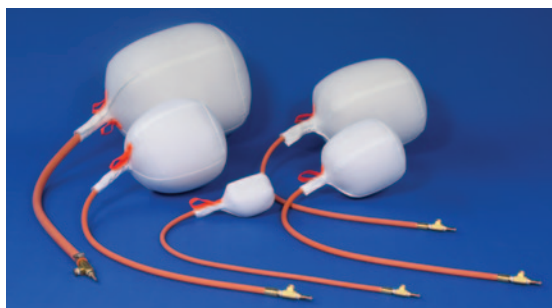
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Distributors Sought for ValuGard Brand of Automotive Products

Automotive International Inc., a leading specialist in automotive appearance protection and reconditioning chemicals, is looking for new partners to join its worldwide network of distributors. The company is expanding and it is seeking new distributor/partners that have contacts with their country's major vehicle manufacturers and dealers.

"Our products are sold throughout the United States and more than 20 other countries around the world," says Rick Hallberg, president and CEO of Automotive International. "Our clients include automobile, truck and trailer manufacturers; vehicle importers/exporters; car dealers; truck dealers; school bus districts; body shops; car washes; detail shops; the golf cart industry; fleets; utilities; government; and retail markets."

Automotive International is well known for its ValuGard brand of anti-corrosion products. Also included in the ValuGard product line are products for vehicle paint protection and repair, interior protection, trim repair, head light restoration system, compounds/polishes, and prep/reconditioning chemicals.

ValuGard is a highly respected name in the automotive industry. ValuGard products are recommended and used by General Motors, Ford, Chrysler, Hyundai, Mazda, Kia, Volvo Truck, Mitsubishi and Heil Truck.

"These endorsements from major automotive companies help our international distributors establish credibility when they are marketing the ValuGard product line," says Hallberg. "All of our products are manufactured to the highest standards and deliver unmatched quality."

To learn more, visit the company's website, www.valugard.net or contact Rick Hallberg, rlh@autoint.com.

High Volume-High Profit Program

Automotive International is seeking business partners that share the company's dedication to growth, education and professionalism.

The company's "High Volume-High Profit Program" offers distributors around the world an opportunity to profit from the sale and distribution of ValuGard products.

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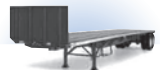
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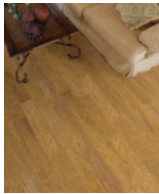
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Top 20 Customs Terms: Fast-Reference Glossary (Part 2)

Customs has a language all its own and the terminology can be complex. Last issue, we shared 10 common terms you will find when shipping dutiable goods globally. Here are 10 more...

De Minimis: This is a shortened version of the expression “de minimis non curat lex” meaning “the law does not care about very small matters.” It is often considered more efficient to waive very small amounts of duties and taxes rather than collect them.

EDI: Electronic Data Interchange – the electronic transmission of data. Standards are developed and supported by the UN for electronic message (data) interchange on an international level.

Free Zone: An area within a country (a seaport, airport, warehouse or any designated area) regarded as being outside its customs territory. Importers may therefore bring goods of foreign origin into such areas without paying customs duties and taxes. This is always pending eventual processing, trans-shipment or re-exportation.

Free zones were once numerous and prosperous when tariffs were higher many years ago. Some still exist in capital cities, transport junctions and major seaports, but their number and prominence have declined as tariffs have fallen in recent years.

Free zones may also be known as “free ports,” “free warehouses,” “free trade zones” and “foreign trade zones.”

Harmonized System: The international system published by the World Customs Organization that sets out in a systemized form the goods handled in international trade. Goods are grouped in Sections, Chapters and sub-Chapters that are governed by rules.

INCOTERMS: The recognized abbreviation for the International Chamber of Commerce Terms of Sale. These terms were last amended in the year 2010.

Landed Cost: The cost of the imported goods at the port or point of entry into a country, including the cost of freight,



insurance and port and dock charges. All charges occurring after the goods leave the import point are not included.

Phytosanitary Certificate: A certificate issued by a government agency (usually Agriculture) to satisfy import regulations of foreign countries. The certificate indicates that a shipment has been inspected and found free from harmful pests and plant diseases.

Preference (or Preferential) Duty: A lower duty rate based on value of goods and dependent on country of origin.

Pro-forma Invoice: An invoice provided by a supplier prior to the shipment of merchandise, informing the buyer of the kinds and quantities of goods to be sent, their value and specifications (weight, size, etc.).

UN/EDIFACT: United Nations EDI For Administration, Commerce and Transport.

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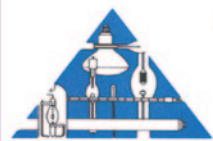
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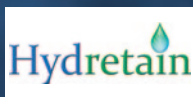
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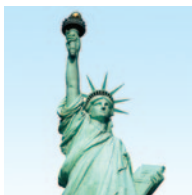
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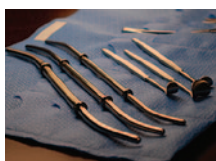


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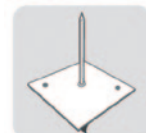


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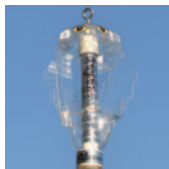
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- ☐ Executive Management (Chairman, President, Owner, Partner, General Manager, Managing Director, CEO, COO, CFO)
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- ☐ Non-Management (Administrative Assistant, Secretary, Intern)

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

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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)
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- ☐ Central America
- ☐ China
- ☐ European Union
- ☐ India
- ☐ Mexico
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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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