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AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE



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January/February 2013

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Table of Contents	3	USA Product Showcase . . .	26
Trade Shows	9	Company Index	30
Product Listings	16	Free Information	31

Special State Section
Virginia: Page 5



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Contents

January/February 2013

Virginia Special Section.....	5	Business Services	21
Trade Shows Special Section.....	9	Services (other)	
Health & Beauty/Fashion	16	Trade Promotion	
Cosmetics & Toiletries		Sports & Recreation	22
Vitamins		Building/Construction/Hardware	22
Safety & Security.....	16	Building Products	
Industrial Equipment,		Medical/Scientific	
Services & Supplies.....	17	Products & Equipment	24
General Industrial Equipment		Medical Instruments, Equipment & Supplies	
Oil, Gas (other mineral) Production/Exploration		Laboratory & Scientific	
Environmental	18	Franchise	25
Pollution Control Equipment		Showcase.....	26
Renewable Energy		Index of Advertisers	30
Water Purification		Reader Service	31
Automotive/Aviation/Marine.....	20		
Automobiles & Light Trucks/Vans			
Auto Parts/Accessories & Service Equipment			

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For more information about doing business with Virginia companies, please contact the Virginia Economic Development Partnership, marketing@yesvirginia.org.



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March 7-10, 2013, Anaheim Convention Center, Anaheim, California, USA

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

Natural Products Expo West/Engredea 2013 has been selected to participate in the International Buyer Program. Education and events will be held from March 7-10, 2013 and trade show from March 8-10, 2013. Natural Products Expo West/Engredea (Expo West/Engredea) is the premier tradeshow for the natural, organic, functional foods, ingredients, and healthy lifestyle market.

The U.S. Commercial Service wants to help you, the International Buyer, find American suppliers of quality products and services at Natural Products Expo West. Located in most American embassies and consulates, your local U.S. Commercial Service office can help you get the most out of Natural Products Expo West.

To learn more about joining an official embassy/consulate delegation, or how the U.S. Commercial Service in your country can help you, contact the U.S. Commercial Service in your country.

Visit www.expowest.com for full event information, registration and a current list of exhibitors.

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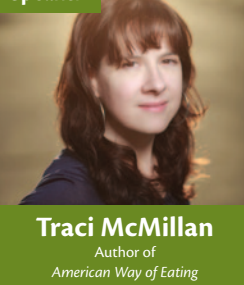
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Central America Delegation Uses AAPEX to Meet Suppliers and Prospects



The U.S. automotive parts export market grew 14 percent from 2010 to 2011, according to the U.S. International Trade Commission. To connect with U.S. exporters, learn about their products and benefit from this growing market, buyers should plan to attend the Automotive Aftermarket Products Expo, the annual event representing the global motor vehicle aftermarket. AAPEX 2013 will take place Tuesday, Nov. 5 through Thursday, Nov. 7, at the Sands Expo Center in Las Vegas, Nevada.

AAPEX features more than 600 U.S.-based manufacturers, including many of the top brands, and a total of more than 2,300 exhibitors. In addition, AAPEX provides an exceptional opportunity to meet in person with manufacturers and suppliers, and network with colleagues from around the world. In 2012, buyers traveled from approximately 130 countries to attend AAPEX.

The largest delegation of buyers at AAPEX 2012 was from Central America, which has been promoting and registering buyers to AAPEX for more than 15 years, according to Cecilia de Avila, commercial assistant, U.S. Commercial Service, U.S. Embassy San Salvador. "AAPEX is important to furthering the National Export Initiative (NEI) since it is a trade show that represents a good number of U.S. exporters that have the opportunity to meet with buyers from different parts of the world and evaluate increasing exports by reaching new markets," said de Avila. "The event also presents a variety of U.S. exhibitors who can offer our buyers what they seek."

The Central America delegation members report that one of the greatest advantages of attending AAPEX is that the event facilitates meetings with their suppliers and new prospects in three scenarios. First, they're able to meet new suppliers while walking the exhibition area and observing the new trends and products that are showcased. Second, meetings with their own suppliers generally take place through a short visit to the booth, but also via pre-arranged appointments at the International Commerce Center and other venues. These meetings are more personalized and focus on discussions about the strategic planning to market the products in the upcoming year. At times, these meetings serve to secure the introduction of a new line into the mix of products. Lastly, delegation members are able to meet with new partners during networking receptions and/or off-hour seminars.

"We look forward to our continued participation in what has become one of the best events in the Commercial Service (CS) annual trade promotional calendar," said Ireas Cook, regional commercial counselor for Central America, U.S. Commercial Service, Embassy of the United States of America, San Salvador, El Salvador.

For information on official buying delegations to AAPEX 2013, please contact Judy Novak at: judy.novak@aapecshow.com.

Buyers are reminded that they also can locate U.S. exporters using the Find Products and Exhibitors search on the AAPEX website, www.aapecshow.com, and on the AAPEX Mobile Compass App, tiny.cc/aapec_apps. Buyers should select the Product Search option, "We are a U.S. company" before searching. The website and app both offer the opportunity to search by brand name.

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.aapecshow.com, or e-mail: info@aapecshow.com. Buyers also are encouraged to follow AAPEX on social media sites: www.facebook.com/AAPEXShow, www.twitter.com/AAPEXShow, and within the AAPEX Show Group on LinkedIn, tiny.cc/aapeclinkedln.

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Registration Now Open for NRA Show 2013

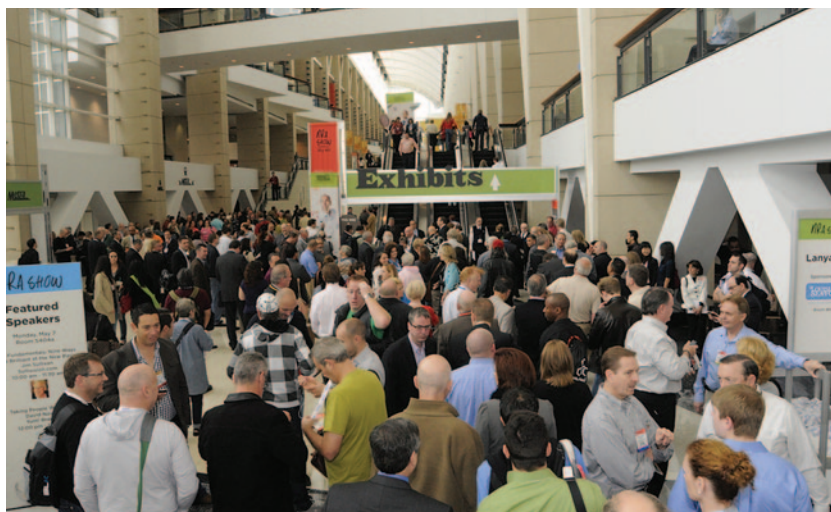
Early registrants save up to 60 percent and entered into sweepstakes for cash prizes

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.

How To Contact:

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Restaurant, Motel-Hotel Show
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Chicago, IL 60601-7569 USA
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- Innovations awards reveal the top new items that have been taste-tested across eight different categories
- Learning opportunities through standing-room only keynote sessions as well as merchandising solutions on the show floor.

In 2013, attendees will not only see candy, chocolate and gum products, they will also have an opportunity to view hundreds of snack, nut and cookie products.

As a retailer, you are a top priority at the Sweets & Snacks Expo. Not only do you get to enjoy all the sweets and snacks products, but you will also enjoy the following amenities available only to buyers.

"As a retailer, you are a top priority at the Sweets & Snacks Expo."

Discover

Thousands of new product launches featuring sweets and snacks

More than 3,000 snack and confectionery items are introduced each year in the U.S. alone, and the New Product Showcase boasts the largest variety of the latest items. Located just outside the exhibit hall, this showcase should be your first stop before navigating the EXPO.



More than 550 snack, cookie and confectionery exhibitors

The EXPO features the world's top manufacturers including the leading multi-national manufacturers and many other new exhibitors.

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Visit the private Buyers' Club to relax and recharge after checking out the exhibits. Open exclusively to registered retailers, this setting creates an opportunity to meet with co-workers and network with other buyers while enjoying complimentary food and beverage service.

The Gourmet Marketplace

Located on the exhibit floor, the Gourmet Marketplace features specialty confectionery and snack products including premium and gourmet as well as fortified, all natural and organic. Exclusive events in this area will at "The Taste of Gourmet" and they include chocolate artistry, tastings, samplings and pairings.

Learn

Learn about the hottest industry topics

Keep ahead of the curve and learn from industry experts about a number of

prevalent topics. Sessions are held before show hours to accommodate even the most hectic schedule.

To inquire about Sweets & Snacks Expo Booth Space, please contact Grace Woodyard, Senior Exhibits Manager, at 202-534-1440 x124, or Grace.woodyard@candyusa.com.

To learn about sponsorship opportunities please contact Courtney Davis, Manager, Events and Membership, at 202-534-1440 x115 or courtney.davis@candyusa.com.



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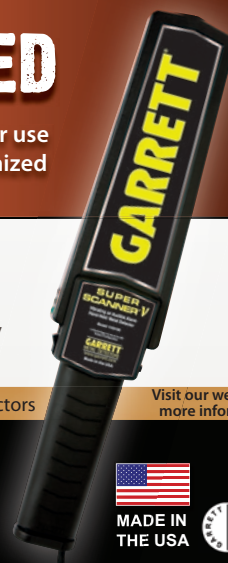
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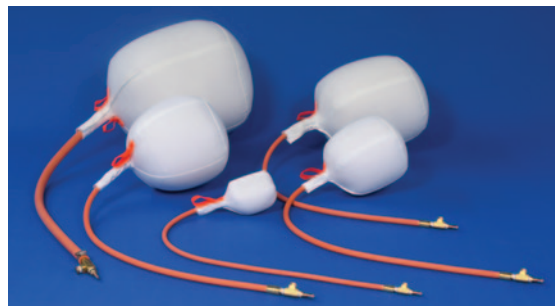
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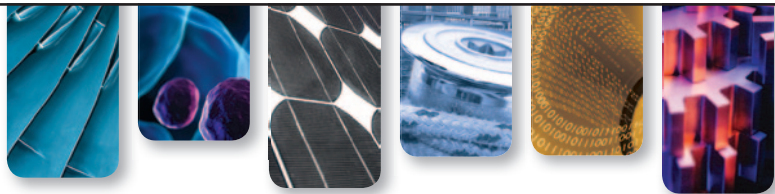
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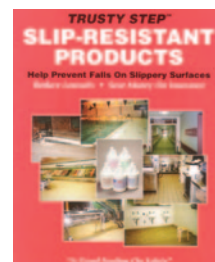
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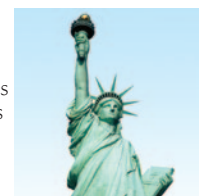
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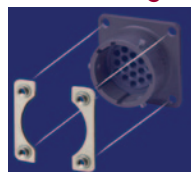


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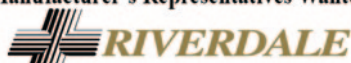
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Americas Food & Beverage Show	DC	12196	2	National Restaurant Association Show	DC	12199	12, 13
Analytics Corp	VA	16678	6	National Confectioners Association	DC	11792	14, 15
Andromeda Systems Incorporated	VA	16679	7	Natural Products Expo West	CO	11587	9
AnuMed International	AZ	16691	24	NewCom International	FL	16429	27
AR Industries	CA	16416	27	Oil Eater	IL	12336	18
Atlas Specialty Lighting	FL	10143	24	PADCO Cos. Inc.	MN	11003	26
Battery Doctors	CA	11081	21	Perma-Type Rubber	CT	16663	17
Bio-Microbics Inc.	KS	10201	26	Phoenix Group	VA	16682	6
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BuildBlock Building Systems LLC	OK	12349	22	Plural Component	MA	12456	17
Cevan International	CO	10286	16	Prime Photonics	VA	16683	6
Conveyor Components Company	MI	16689	28	ProChem	VA	16684	8
CrestCom International LLC	CO	11543	25	Protecto 401	AL	16528	27
Dinatec Inc.	GA	16676	28	Rainbow Play Systems	TX	11112	22
Dosko	MN	16478	27	Rainbow Tape	NY	16688	28
Earthwerks/Swiff-Train Company	TX	11287	22	Rejuvi Laboratory	CA	11129	16
Emisshield Inc.	VA	16680	8	resqme	CA	16049	26
Enecon Corporation	NY	10457	17	Riverdale Mills Corp.	RI	16518	28
Eptech	CA	16036	26	Ryder System, Inc.	IN	16469	20
EXAIR Corporation	OH	12010	17	Schonstedt Instrument Company	WV	12105	22
Excel Dryer Inc.	MA	16078	23	Scienco/FAST Systems Inc.	KS	11997	26
Farzaneh Law Firm	OK	16004	26	Soli Inc.	NY	11227	27
Fastener Specialty Inc.	TX	16462	27	Southwestern Petroleum Coatings	TX	11286	22
FasTrackKids International Ltd.	CO	11667	25	Spring Health Products	PA	16195	28
Finger Shield Safety Products LLC	FL	16673	16	Sunshine Industries USA	FL	16604	18
First Line Technology	VA	16681	6	Superior Manufacturing LLC	ND	16419	27
First Priority Emergency Vehicles	NJ	10505	21	Susan Brown's Baby	AZ	16522	27
Florida Export Directory	FL	16155	21	SWEPCO	TX	16692	18
Garrett Metal Detectors	TX	10540	16	Tire Lyna	BC	16660	28
Gold Touch Inc.	OH	10578	21	TransMotion Medical Inc.	OH	12582	26
GoldenWest Lubricants Inc.	CA	12455	18	Trident Star Global	VA	16685	7
Gripnail Fastening Systems	RI	16605	27	Trusty-Step International	MA	11386	26
InduMar Products Inc.	TX	12084	19	Tryall Inc.	TX	16667	28
Justice Brothers	CA	10756	20	United Coatings	SC	11856	22
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KLG International USA Inc.	CA	16495	27	Virginia Economic Development Partnership	VA	16664	5
LD Distribution Services LLC	NJ	16690	28	Wholesome Energy	VA	16687	8
Littlite LLC / CAE Inc.	MI	16516	27	Worldwide Power Products	TX	16648	26
LUB<>LINE Corp.	TX	10830	26	Xodus Medical Inc.	PA	16413	26

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

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- ☐ Manufacturer
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- ☐ 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
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- ☐ 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
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- ☐ Middle East
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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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10243	11112	11856	12456	16413	16522	16674	16686
10286	11129	11871	12535	16416	16528	16676	16687
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10505	11286	12010	12582	16429	16605	16678	16689
10540	11287	12084	16004	16462	16648	16679	16690
10578	11386	12105	16036	16469	16660	16680	16691
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Table of Contents
2
New World Concepts Inc.
24
Signature Fencing and Retaining Systems LLC
25
The Farmstead Company
25
The International Group
26
Top 1 Oil Products Company
26
West Coast Corporation
26