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March/April 2013

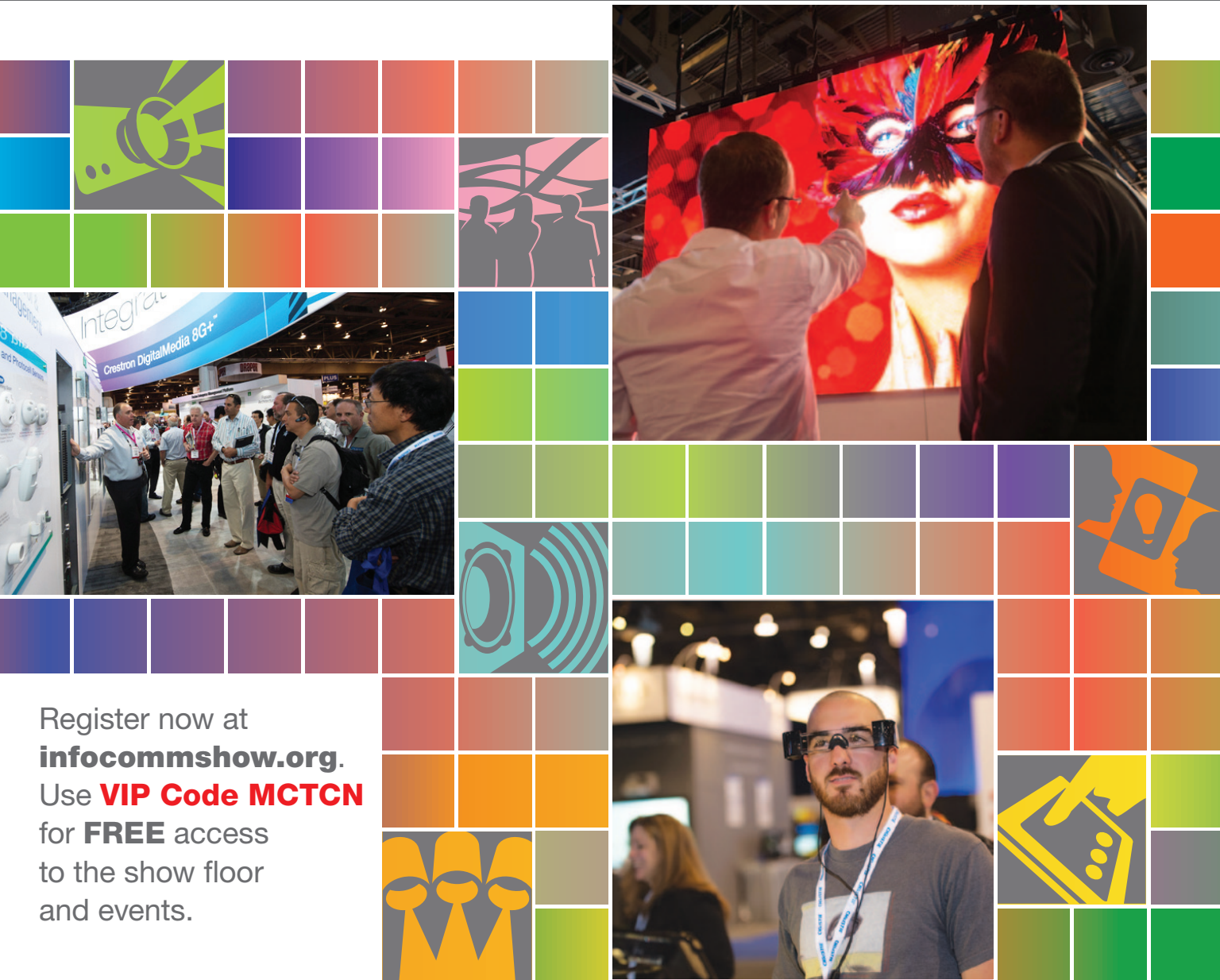
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Request Free Information

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 Business Trade Leads Portal Features American Companies

International buyers have the opportunity to dramatically increase their ability to find American partners. ThinkGlobal Inc., which publishes Commercial News USA for the Department of Commerce, has launched a new trade leads portal at ThinkGlobal.com

ThinkGlobal.com features trade leads for importing and exporting. You will find American companies included in this edition of Commercial News USA featured in the Products section on ThinkGlobal.com. Exporters can open a new storefront in Commercial News USA for free.

This new trade leads resource also includes the ability for international buyers to post their own profiles, for free. In addition to the Buyers section, ThinkGlobal.com includes a Service Providers section, a Public Bids section, an Auditorium, and a Virtual Trade Show section.

ThinkGlobal combines some of the most powerful marketing tools on the Internet, including streaming video, live events, advanced analytics, and

localization into any language. A trust feature also relies on the community to provide ratings for buyers and sellers on the site.

The site also includes a sophisticated search engine that allows for searching by keyword, company name and event industry classification number—such as Harmonized Code.

ThinkGlobal.com is one of the most comprehensive trade leads platform in the world. It is designed to facilitate importing and exporting between buyers and sellers worldwide. The site is intuitive and easy to use. It also allows for internal messaging and commenting.

Because ThinkGlobal.com makes it easy for buyers and sellers to communicate with each other, the site facilitates collaboration and the development of e-commerce. ThinkGlobal.com also is optimized to help companies find new leads, and increase profitability by reducing the cost of sourcing.

Getting started is free and easy. To register, just login to ThinkGlobal.com and click the "Login" link on the top right corner of the page.

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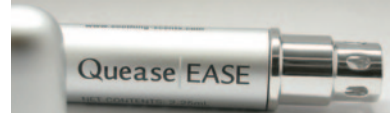
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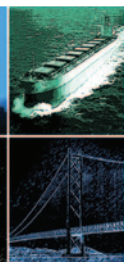
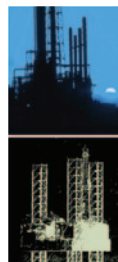
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CTIA 2013 is an excellent opportunity for international delegates to develop business contacts worldwide and to identify

and select appropriate U.S. products to distribute in their region. Attendees from over 100 countries around the world are expected to converge at CTIA 2013 and there will be several international pavilions dedicated to promoting global business relationships. With the continued endorsement of the U.S. Department of Commerce's International Buyers Program in 2013, participation from abroad is growing strong.

"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 in Sofia, Bulgaria

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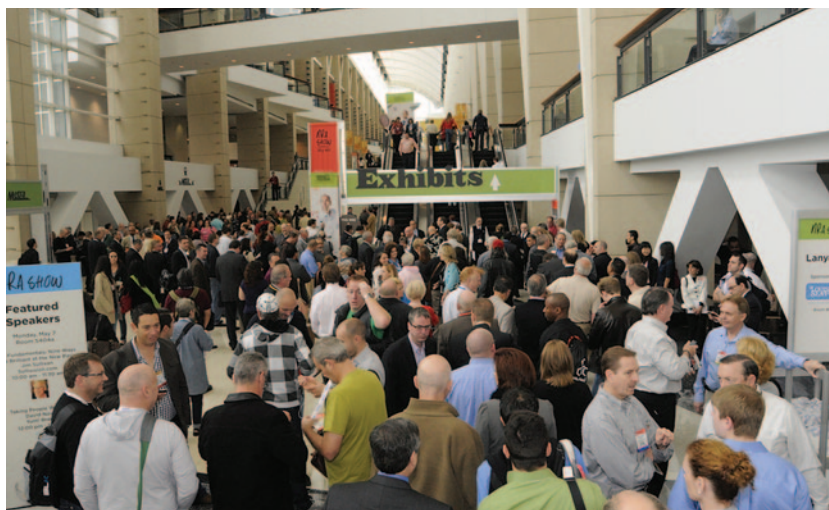
Early registrants save up to 60 percent and entered into sweepstakes for cash prizes

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:

The National Restaurant Association
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Five Ways to Maximize the AAPEX Experience

If you're like most buyers, there's a great deal of excitement leading up to the annual Automotive Aftermarket Products Expo (AAPEX) in Las Vegas. Before you know it, the event has come and gone, and you're left wondering if you made the most of AAPEX. As you plan for AAPEX 2013 – scheduled for Tuesday, Nov. 5 through Thursday, Nov. 7, at the Sands Expo Center – keep in mind these five ways to maximize your AAPEX experience, not just while in Vegas, but also throughout the year.

#1 – Use the AAPEX Web site, www.aapexshow.com

Bookmark and visit the AAPEX website year-round, www.aapexshow.com, to learn more about products at AAPEX and to find U.S. manufacturers who export. AAPEX represents the \$395 billion global motor vehicle aftermarket, and features more than 600 U.S.-based manufacturers and a total of approximately 2,300 exhibitors, all of which are on the event's website.

To locate U.S. exporters, use the "Find Products and Exhibitors" search on the site and select the "Product Search" option, "We are a U.S. company," before searching. You also can use the AAPEX Mobile Compass App, tiny.cc/aapex_apps, to search for exporters and products, and both the Web site and app offer the opportunity to search by brand name.

#2 – Set Up Personal Meetings

Take advantage of the opportunity to meet in person with the top 100 U.S.

manufacturers while at AAPEX. The AAPEX tradeshow includes just about every replacement part in the automotive aftermarket industry, from hard parts and lights to undercar and engine. An extensive Tool & Equipment section features the most up-to-date innovations, and everything from hand tools to the latest in diagnostics.

#3 – Visit the New Remanufacturing Section

If you're looking for remanufactured products, make sure to take in the new Remanufacturing Section at AAPEX. The 8,000 square foot section debuted at AAPEX 2012 and quickly sold out of exhibit space. The section is designed to highlight the many economic, environmental and product performance benefits of remanufacturing through action-packed engine rebuilds and exhibits by leading remanufacturers and suppliers. It is co-hosted by the Motor & Equipment Remanufacturers Association (MERA) and the Automotive Aftermarket Industry Association (AAIA) Engine Rebuilders Council (ERC).

#4 – Network, Network, Network

Keep in mind the exceptional networking opportunities that exist at AAPEX. More than 10,000 international buyers from approximately 130 countries attend AAPEX every year, and the event also attracts a large number of specialists from around the world. Many buyers travel to AAPEX with official buying delegations. If you'd like to learn more about becoming part of a buying delegation, please contact Judy Novak at: judy.novak@aapexshow.com.

#5 – Get Social with AAPEX

Be sure to follow AAPEX on social media sites to get real time updates, photos



and information before, during and after the event. By following the social media sites, you also can stay connected with everything AAPEX, engage in conversations and learn more about the global automotive aftermarket industry. AAPEX is on Facebook, www.facebook.com/AAPEXShow, Twitter, www.twitter.com/AAPEXShow, and LinkedIn, the AAPEX Show Group, tiny.cc/aapexlinkedin.

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.



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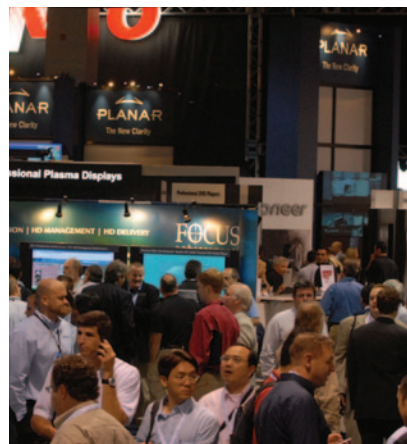
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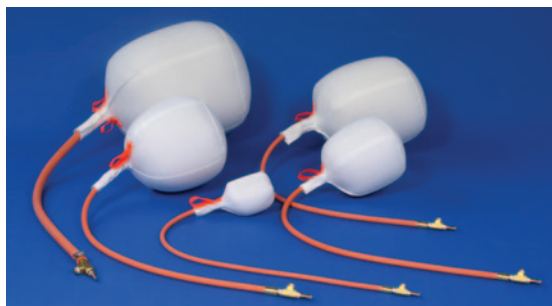
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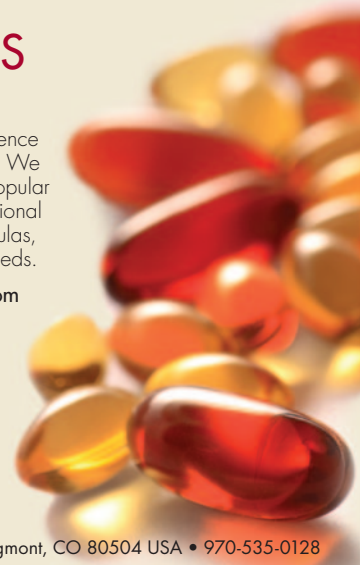


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Other additions to the product lineup include the Viscotaq line of anti-corrosion materials in tape or bulk putty form. Based on viscous elastic coating technology these materials provide superior properties for corrosion control. The result is a product that offers unrivaled technology both inside the fence and to the general pipeline industry when it comes to corrosion prevention.

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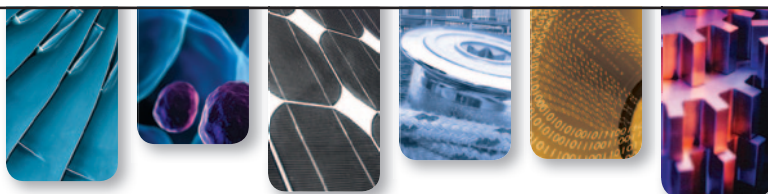
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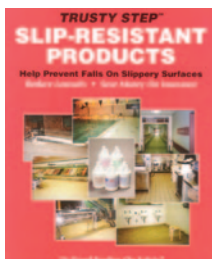
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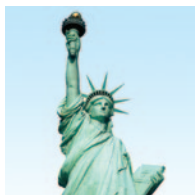
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2. What is the principal business activity of your company or organization?

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- ☐ Manufacturer
- ☐ Export Trading Company
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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
- ☐ \$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

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