

Commercial News USA

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

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July/August 2013

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Nebraska Special Section
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Commercial News USA is distributed to individual readers in 178 countries around the world. We know from your many e-mails and letters that continuous receipt of the magazine is important to you.

Because international postal rates are increasing, we can only mail Commercial News USA to readers who request to receive the magazine. It is important that we receive your most up-to-date mailing address, e-mail address, and preferences for delivery of Commercial News USA.

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We also want to know more about your business interests. This will help us improve the magazine and ensure that we provide you with relevant information about products and services that you will find useful.

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Acting Secretary of Commerce

Rebecca M. Blank

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Francisco J. Sánchez

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Editor and Publisher

Gregory Sandler
greg@thinkglobal.us

Art Director

Stan Fede
stan@thinkglobal.us

Office Manager

Carla Colson
ccolson@thinkglobal.us

Website Developers

Ian Ricci
iricci@thinkglobal.us

Fabrice Ketchakeu
fketchakeu@thinkglobal.us

Jeremy Simms
jsimms@thinkglobal.us

Interns

Liz Canelliere

Franny LeBoeuf

Lerato Maphanyane

Anisha Shrestha



Advertising Information

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P.O. Box 865
Northampton, MA 01061 USA
Tel: 413-586-8588 • Fax: 413-584-1688

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Many companies in the U.S. and around the world have discovered that Nebraska offers the ideal location, quality workforce, and positive economic environment for a wide variety of industries and business endeavors. Our balanced economic base and vast market potential have provided a profitable home for small and Fortune 500 companies alike.

The Nebraska Department of Economic Development's Office of International Trade & Investment has established a variety of programs & services to promote Nebraska's economy through the expansion of foreign markets for Nebraska products, increasing international investment in the State & creating a business climate conducive to the growth of international business activities & strategic alliances.

Today, approximately 30% of Nebraska's small businesses export everything from farm equipment to finger printing kits. Nebraska products were sold to

approximately 175 foreign countries in 2012, accounting for approximately \$7.5 billion dollars in export sales, an increase of approximately 75% over the previous 5 years. Nebraska's major exports include feed grains, processed foods, agricultural & industrial machinery, chemicals and transportation equipment. In 2012, the top five importers of Nebraska products were Canada, Mexico, China, Japan and South Korea.

"Many companies in the U.S. and around the world have discovered that Nebraska offers the ideal location..."

Nebraska companies have established facilities and sales offices worldwide. We also cannot overlook the international business investments that have been made in Nebraska. Perhaps the most recognizable is Kawasaki Motor Manufacturing in Lincoln. They have celebrated over 35 years in the Nebraska business community.

While the Nebraska Department of Economic Development provides numerous programs to assist Nebraska businesses, it's important to recognize the value of partnering with various other agencies and groups to further promote Nebraska's international trade and investment. These partners include the U.S. Export Assistance Center, Nebraska District Export Council, Nebraska Department of Agriculture and Midwest International Trade Association, among many



other chamber associations, service companies and foreign trade offices.

Nebraska's public/private partnerships support an international business office located in Tokyo, Japan, and an office in Shanghai, China, which were established for the sole purpose of promoting and supporting Nebraska's international business interests in Japan and China.

The Nebraska Department of Economic Development also contracts with a Chinese consulting firm with offices in Nebraska and China to assist Nebraska companies interested in developing business with China, and screening companies in China interested in doing business in Nebraska.

Nebraska exporters continue to sell some of the most innovative products and services to world destinations. International business is a long-term commitment for Nebraska businesses, as well as the agencies supporting their efforts.

For additional information on Nebraska's international trade assistance contact:

How to Contact:
Susan R. Rouch
Nebraska Dept. of
Economic Development
Office of International
Trade & Investment
301 Centennial Mall South
Lincoln, NE 68509-4666
402-471-4668
susan.rouch@nebraska.gov
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State of Nebraska Special Section

neded.org/business/international-trade-and-investment

The Nebraska Department of Economic Development (NDED) received a State Trade and Export Program (STEP) grant to carry out programs to assist eligible small business concerns enter and/or expand their exporting activities. The Nebraska Section of the *Commercial News USA* is funded in part through a Cooperative Agreement with the U.S. Small Business Administration through Nebraska's STEP Grant Award.



Michael Kuzma, Director
Nebraska STEP Grant Program
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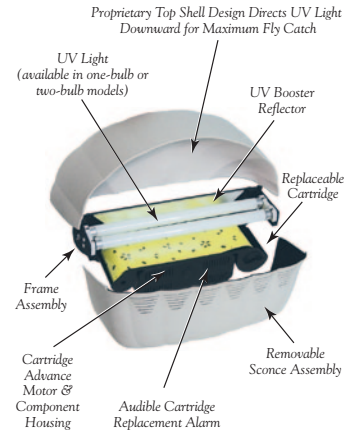
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17th Americas Food and Beverage Show Welcomes International Attendees!

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"The Americas Food and Beverage Show is a unique opportunity for U.S. companies to interact with innovative business people 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 World Trade Center Miami (WTCM) with sponsorship from the National Association of State Departments of Agriculture (NASDA) and the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS). FAS works to promote the export of U.S. agricultural products and reports on agricultural production and market development in all areas of the world. FAS, NASDA and WTCM work together to promote the Americas Food and Beverage Show and Conference. In addition to assisting with international promotion, NASDA produces the USA Pavilion at the show.

"The Americas Food and Beverage Show is a unique opportunity for U.S. companies to interact with innovative business people from Canada, Latin America/the Caribbean, South America, and from around the world."

— DeWitt Ashby, Director, Trade Shows for the National Association of State Departments of Agriculture



Discover New Opportunities

Attending the 17th Americas Food and Beverage Show will provide the answers attendees are looking for. Unlike many other events, the Americas Food and Beverage Show does not focus on a specific industry sector. Business visitors include representatives from the U.S., Canada, the Caribbean, Latin America and increasingly from other parts of the world, representing foodservice, retail, resort and cruise businesses. They attend to meet innovative suppliers from many parts of the U.S., Canada, Ecuador, Turkey, Thailand, North Africa and Latin America (including National Pavilions from Brazil and Argentina). This event is of interest to anyone in the food industry.

What to See and Do

On the show floor, the aisles will be packed with new and tasty foods and beverages from more than 27 countries around the world. The event is strongly endorsed by trade promotion groups from Algeria, Argentina, Brazil, Canada, Ecuador, Jamaica, Thailand, and Turkey. International visitors will be particularly interested in the International Buyers Reception as well as "must see" events

"...the 17th Americas Food and Beverage Show will provide the answers attendees are looking for."

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 17th Americas Food and Beverage Show in Miami Beach, October 28-29, 2013.

How To Contact
17th Americas Food and Beverage Show
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November 5-7, 2013 in Las Vegas, Nevada USA

You Will Grow Your Business at AAPEX

When you attend the 2013 Automotive Aftermarket Products Expo (AAPEX), you will grow your business by seeing the newest products in the industry, meeting the right people and getting answers to your important questions. This year's event is set for Tuesday, Nov. 5 through Thursday, Nov. 7, at the Sands Expo Center in Las Vegas, Nev., and registration is open at www.aapexshow.com.

The No.1 reason buyers attend AAPEX is to see, touch and compare what's new in the global automotive aftermarket industry. At the 2012 AAPEX, exhibitors displayed 5,174 parts and components, 1,048 chemicals and car care products, 1,309 tools and equipment, 245 business products and services, and 1,190 accessories and custom products. At AAPEX, you can definitely count on seeing new products to meet your customers' demands, as well as the products and suppliers you need to fill an existing line or expand into a new line to grow your business.

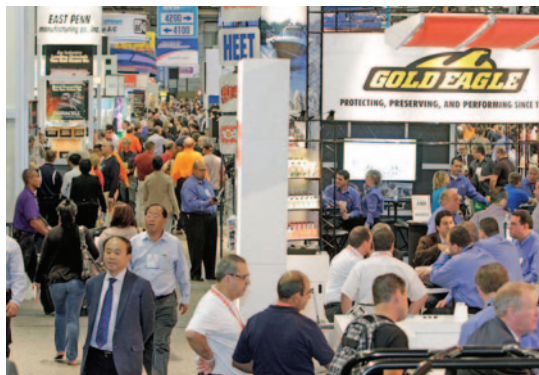
AAPEX also is the No. 1 place to meet the right people in the industry. If you need to talk in person with a current supplier or identify a new supplier, in all likelihood, they'll be exhibiting at AAPEX. If your interest is networking with people facing similar business issues and challenges, AAPEX is attended by the best in the industry. Last year, buyers at AAPEX

included 8,737 retailers, 7,028 service and repair businesses and 11,130 warehouse distributors (WDs).

Another compelling reason buyers attend AAPEX is to get answers to their important business questions. They get their answers by seeing the thousands of products on the show floor, meeting with exhibitors and suppliers, and talking with other buyers throughout the event. In addition, the AAPEX Learning Forum, with its more than 30 educational sessions, provides many answers to your business questions and concerns. Several sessions are tailored to the needs of various aftermarket segments, including retailers, service and repair businesses, and WDs. In 2012, sessions for these segments included WD management, employee productivity, sales, marketing and branding, and technology and service readiness.

With the newest products, the right people and the best seminars, you will grow your business at AAPEX. To learn more about AAPEX, visit the event's newly redesigned website at: www.aapexshow.com. The website includes a Find Products & Exhibitors section where buyers can search by product, exhibitor or brand, and a Learning Forum area with details about sessions being offered at AAPEX 2013. The AAPEX Mobile Compass App – for taking AAPEX with you on the go – also is available and may be downloaded at: tiny.cc/aapex_apps.

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



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World of Concrete 2014 Celebrates 40 Years

This year, World of Concrete, the only annual international commercial construction trade show for the concrete and masonry industries, attracted 54,869 professional registrants and showcased just over 1,300 indoor/outdoor exhibitors in more than 56,000 net square meters of exhibit space.

Celebrating its 40th anniversary, WOC 2014 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 Pavilion showcasing the popularity of decorative concrete for both commercial and residential applications.

World of Concrete promotes the show worldwide in an effort to attract international buyers and exhibitors to expand business both domestically and overseas. World of Concrete welcomes international exhibitors as well as delegations from across the globe to network, see and sell new products and benefit from a world-class education program.

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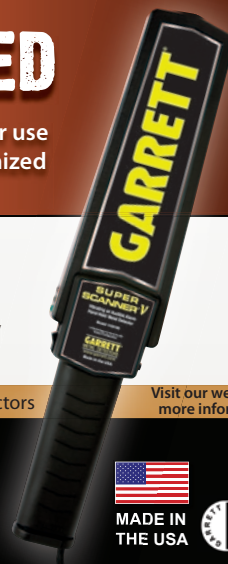
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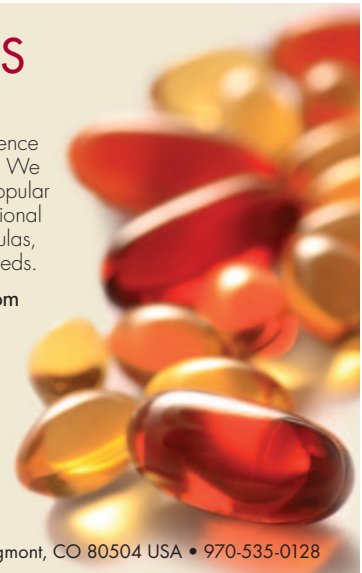


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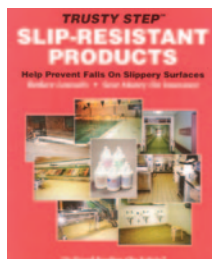
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- ☐ Wholesaler
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☐ Manufacturer
☐ Export Trading Company
☐ Government
☐ Agent/Broker
☐ Service
☐ Other

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

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- ☐ 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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