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AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

November/December 2013



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On the Cover: The Freedom Tower in New York City
reflected in one of the pools at the 911 memorial.

Photograph by GerryVPhotography

Export USA is online at www.thinkglobal.us

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 19 to request information from many different companies.

Editorial: World Peace Is Good for World Trade

The cover of this issue of Export USA features the new "Freedom Tower" in New York City reflected in one of the pools at the National September 11 Memorial. This cover is intended to honor the nearly 3,000 people who died in the terrorist attacks inside the U.S. on September 11, 2001, as well as the thousands of innocent victims around the world who have died during the ensuing wars.

Our opinion here at Export USA is that more business and less war is better for everyone on the planet. "All forms of violence, especially war, are totally unacceptable as means to settle disputes between and among nations, groups, and persons," said the 14th Dalai Lama of Tibet

It is our hope that the Freedom Tower in New York, now called One World Trade Center, will serve as a reminder to all nations that the we need to create a worldwide environment conducive to doing business and helping all citizens improve the quality of their lives.

World trade is as old as the human race. Wikipedia provides a short, although not necessary definitive, history of international trade. It underscores that business has been a common denominator for humans throughout our history on the planet:

- Records from the 19th century BC attest to the existence of an Assyrian merchant colony at Kanesh in Cappadocia.

- The domestication of the camel (around 2600 B.C.) allowed Arabian nomads to control long distance trade in spices and silk from the Far East.

- The Egyptians traded in the Red Sea, importing spices from the "Land of Punt" and from Arabia.

- The Greek Ptolemaic dynasty exploited trading opportunities with India prior to the Roman involvement.

- The Silk Road was established after the diplomatic travels of the Han Dynasty Chinese envoy Zhang Qian to Central Asia, with Chinese goods making their way to India, Persia, and the Roman Empire, and vice versa.

- At the eastern terminus of the Silk Road, the Tang Dynasty Chinese capital at Chang'an becomes a major metropolitan center for foreign trade, travel, and residence. This role would be assumed by Kaifeng and Hangzhou during the Song Dynasty.

- In Java and Borneo, the introduction of Indian culture created a demand for aromatics. These trading outposts later serve the Chinese and Arab markets.

The great Russian writer Leo Tolstoy said this: "In all history there is no war which was not hatched by the governments, the governments alone, independent of the interests of the people, to whom war is always pernicious even when successful."

Export USA
AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

November/December 2013

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

Interns

Amanda Alder

Amanda Petto



Advertising Information

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

info@thinkglobal.us
www.thinkglobal.us

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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 to sell their concrete- and masonry-related products and services as well as delegations from across the globe to network, test drive equipment and discover new products and services and benefit from a world-class education program.

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March 17-20, 2014, Atlanta, Georgia

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Monday, March 17, 8:30-9:45 AM
Shipping Trends for Global Supply Chains
Edward H. Bastian, President, Delta Airlines

Examine trends and issues in the global supply chain from both a carrier and a shipper's perspective. Attendees will gain insight into future global supply chain issues and trends, advanced manufac-



turing customer needs, and technology applications.

Delta Air Lines President Edward H. Bastian will discuss Delta's role in global commerce and his perspective on future challenges and technologies essential to competitiveness.

Edward will be followed by a moderated shippers' panel to explore supply chain challenges and opportunities for advanced manufacturing companies. Panelists will represent companies in aerospace, automotive and pharmaceutical industries.

Tuesday, March 18, 8:30-9:45 AM
A Conversation with Lee Scott, American businessman and former CEO of Wal-Mart
Moderator: Mitch MacDonald, President and CEO of AGILE Business Media, LLC

Long before he was chairman of Wal-Mart, Lee Scott was known for building what many regard as the best supply chain in retail. In this keynote, he will detail how to build a logistics and supply chain organization that is a market differentiator. Hear what it takes to match supply chain performance to a company's needs by hiring the right people and giving them the right experiences.

In this conversation with Mitch MacDonald, president and CEO of AGILE

Business Media, Lee Scott will offer his tips on how you can cope with today's rapid rate of change in the battle to deliver products to consumers at the lowest prices.

Wednesday, March 19, 8:30-9:45 AM
Preview of MHI Industry Report
George W. Prest, CEO, MHI and Scott Sopher, Principal, Deloitte Consulting LLP

Scott Sopher, the principal with Deloitte Consulting LLP's Supply Chain practice, the national leader of the Supply Chain Strategy & Planning services will join George W. Prest, CEO of MHI, to present the findings of the new industry report from MHI. The report will focus on industry trends and issues that will be impacting business for the next three to five years.

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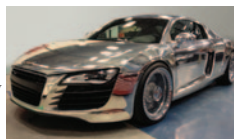
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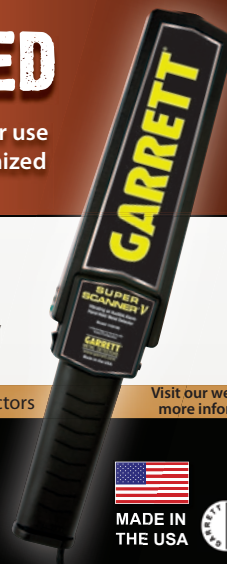
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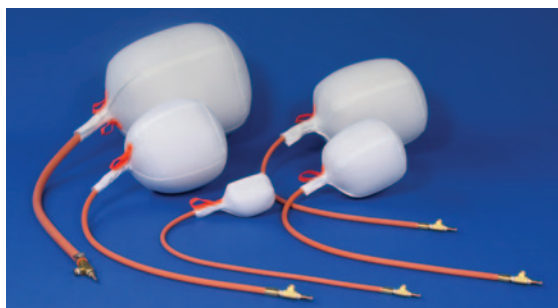
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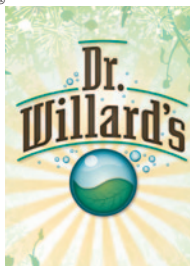


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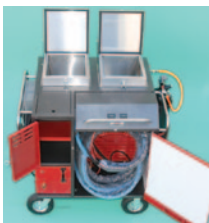


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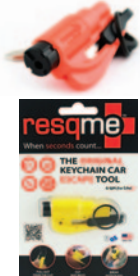
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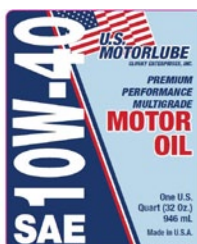
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☐ Trade Association
☐ Dealer
☐ Manufacturer
☐ Export Trading Company
☐ Government
☐ Agent/Broker
☐ Service
☐ Other

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

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- ☐ Very comfortable
☐ Somewhat comfortable
☐ Not comfortable at all

6. Where does your company currently import products from (check all that apply)?

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- ☐ Yes ☐ No

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- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6
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