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January/February 2014

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America's innovative multimedia B2B platform for international business is revolutionizing the way buyers and sellers connect online.

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Your Connection to U.S. Exporters

AAPEX connects you with 895 U.S.-based companies that export parts and components, chemicals and car care, tools and equipment, and tires and wheels.



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November 4 - 6, 2014
Sands Expo \ Las Vegas, Nevada

AAPEXSHOW.COM



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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 15 to request information from many different companies.

Free Online Resource for International Buyers

International buyers have the opportunity to dramatically increase their ability to find American partners on the ThinkGlobal.com trade leads platform.

ThinkGlobal.com features trade leads for importing and exporting. You will find American companies from Export USA featured in the Marketplace section on ThinkGlobal.com.

This multimedia trade leads resource also includes the ability for international buyers to post their own profiles, for free. In addition to the Marketplace section, ThinkGlobal.com includes a Virtual Trade Show section.

International Buyers interested in medical equipment and supplies can find U.S. exporters in that industry sector in the Florida Export Expo.

Other U.S. exporters are featured in the USA Export Expo, the California Export Expo, and the Virginia Export Expo.

ThinkGlobal combines some of the most powerful trade lead matchmaking tools on the Internet, including streaming video, live events, advanced analytics, and localization into any language.

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.

“Visit ThinkGlobal.com and click the “Login” link on the top right corner of the main page.”

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 visit ThinkGlobal.com and click the “Login” link on the top right corner of the main page. Or scan the QR code on Page 12 of this edition of Export USA.

Register now, and you will have an opportunity to win a free Nexus 7 Tablet (details online.)

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November 4, 2014 – November 6, 2014 at the Sands Expo Center, Las Vegas, Nevada, USA

AAPEX: Your Connection to 300 U.S. Exporters

With 800 U.S.-Based Companies, AAPEX is the best place to locate your next partner and supplier.

In your search for U.S. exports, the Automotive Aftermarket Products Expo (AAPEX) connects you with 800 U.S.-based companies of which nearly 300 export parts and components, chemicals and car care, tools and equipment, and tires and wheels. But that's not all. AAPEX also works closely with specialists from the U.S. Commercial Service, the export promotion arm of the U.S. Dept. of Commerce, and provides market research and educational seminars to help you grow your business with exports. To attend the 2014 AAPEX, mark your calendar for Tuesday, Nov. 4 through Thursday, Nov. 6, at the Sands Expo Center, Las Vegas, Nev.

In 2013, more than 450 buyers visited AAPEX as members of 12 international buying delegations. U.S. Commercial Service personnel led nine of the 12 delegations with buyers from Bulgaria, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nigeria, Spain and Turkmenistan. Preliminary unaudited figures as of press time show that more than 16,000 international buyers attended the 2013 AAPEX, which featured 2,411 exhibitors and 5,257 stands.



Commercial Service specialists assisted buyers with identifying AAPEX exhibitors that export, determining the market potential of product lines, setting up appointments with potential suppliers and facilitating in person meetings. Each year, AAPEX provides an International Buyer Center onsite at the Sands to provide additional support for buying delegations, including interpreters, private meeting rooms, business services and staff to answer questions.

To further underscore the importance of AAPEX for exports, Chandra Brown, deputy assistant secretary for manufacturing, U.S. Dept. of Commerce, International Trade Administration, attended the 2013 event and toured the exhibit hall. Brown's responsibilities include boosting U.S. exports of manufactured products.

"AASA reached out to Secretary Brown in early 2013 to urge her to attend AAPEX and learn more about the vibrant and growing global automotive aftermarket," said Ann Wilson, senior vice president of government affairs, AASA / MEMA. "We were pleased she was able to attend and tour the AAPEX show floor on Tuesday, Nov. 5, where we were able to demonstrate the importance of exports to AASA North American supplier members."

In addition, the 2013 AAPEX Learning Forum offered a new export-focused seminar organized by the Auto International Association (AIA) for both exhibitors and buyers. The session, "Best Export Opportunities for U.S. Auto Parts," was presented by the U.S. Commercial Service and provided an overview of U.S. government export assistance programs and key export opportunities for U.S. auto parts manufacturers. Auto industry experts from the Commercial Service discussed how companies could start or increase international sales and highlighted current key markets where export opportunities exist.

The event also featured a series of "Global Market Updates," also hosted by AIA, to promote export trade opportunities in key foreign markets, including India, Colombia and Australia. Representatives of the Automotive Component Manufacturers Association of India, the U.S. Commercial Service (Colombia) and the Australian Automotive Aftermarket Association presented the updates.

"AAIA is committed to providing its membership with the tools to successfully export from the North American marketplace," said Andres Castrillon, AAIA director, international trade. "This year's export-focused events reflect our increased efforts to help our members identify opportunities and overcome challenges in the global marketplace."

"AASA and its Overseas Automotive Council have long-standing relationships with the U.S. Commercial Service and have worked with its staff at numerous international events to help facilitate networking between North American



suppliers and international buyers," said Dan Pike, AASA vice president and staff liaison to the OAC. "OAC manufacturer members were able to meet with international delegations at the Council's AAPEX Member Center and its networking events in 2013, thanks to the assistance of the Commercial Service."

To locate AAPEX exhibitors that export, use the AAPEX website, www.aapexshow.com. Simply click on the 2013 Product Search within the Find Products/Exhibitors section, scroll down to the Additional Exhibitor Information area, click Region(s) Exported To and within Country & State, indicate United States. AAPEX exhibitors who export also are identified with the "We Export" icon.

To be part of an international buying delegation to AAPEX, please contact Judy Novak at: judy.novak@aapexshow.com or contact your local U.S. Embassy or Consulate.

AAPEX represents the \$477 billion global motor vehicle aftermarket and is jointly sponsored by the Automotive Aftermarket Industry Association (AAIA) and the Automotive Aftermarket Suppliers Association (AASA).

For more information, visit the AAPEX Web site, www.aapexshow.com, or e-mail: info@aapexshow.com.

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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.

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More than 1,500 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 600 snack, cookie and confectionery exhibitors

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

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.

Connect

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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.

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, Director Events and Membership, at 202-534-1440 x115 or courtney.davis@candyusa.com.



Register at: www.sweetsandsnacks.com

How To Contact:

The National
Confectioners Association
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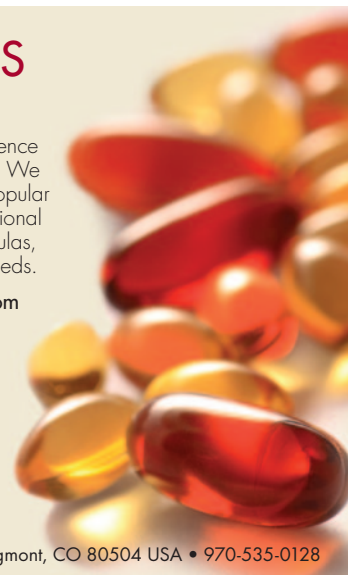


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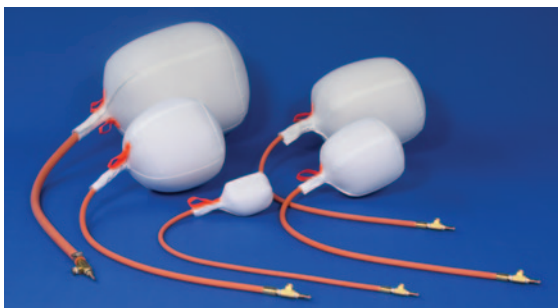
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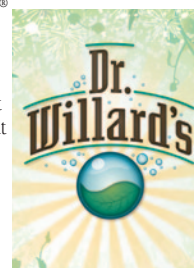
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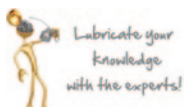


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☐ Senior Management (Vice President, Sales/Marketing, Engineer, Purchasing, Traffic/Distribution, Product Manager, Import/Export, Operations, Customs)
☐ Other Professional Management (Lawyer, Doctor, Professor, Government, NGO, Non-Profit)
☐ Non-Management (Administrative Assistant, Secretary, Intern)

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

- ☐ Wholesaler
☐ Industry (Purchasing)
☐ Representative/Distributor
☐ 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)
☐ 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 Export USA?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6
☐ More than 6

9. How would you rate the relevancy of Export USA to your business?

- ☐ Very relevant
☐ Somewhat relevant
☐ Not relevant

10. How many purchases have you made from companies as a result of reading Export USA?

- ☐ None ☐ 1 ☐ 2-3 ☐ 4-5 ☐ 6-10
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