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Directory: U.S. Trade Officials

U.S. Department of Commerce, International Trade Administration

Secretary of Commerce Penny Pritzker

Undersecretary of Commerce for International Trade

Stefan Selig

Director General U.S. Commercial Service

Arun Kumar

U.S. Commercial Service Offices www.buyusa.gov

Export USA is online at exusa.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.

www.thinkglobal.us 3

Export USA: The American Magazine for International Buyers

xport USA is the export promotion magazine of the USA. The catalogstyle magazine is designed to help international buyers find products and services from American suppliers.

Every issue of Export USA features American companies and trade shows looking to find distributors/agents and buyers for their products and services. The purpose of the magazine is to assist importers all over the world in their search for American products and services.

Export USA is distributed bi-monthly to readers outside the United States. The magazine, which is free, is sent directly to qualified recipients and distributed by U.S. embassies and consulates worldwide.

Export USA is e-mailed directly to qualified recipients, such as prescreened agents, distributors, buyers, end-users, and selected multiplier organizations. Free copies are also available at industry trade shows and other events around the world.

Whether you are looking to import for the first time from the United States,

to find additional U.S. suppliers, Export USA is a proven method for finding the right American suppliers for your company. Each issue features U.S. companies interested in expanding into new markets around the world—and who are ready to do business.

If you are an international buyer, distributor or importer interested in doing business with an American company in any form – direct purchase, representation, distribution, franchising, joint venture or other strategic partnering – Export USA will help you find what you need.

In order to receive Export USA updates via email, please indicate your preference on our online subscription form, and be sure that you provide us with an accurate e-mail address and contact information. We will then notify you by e-mail when the latest issue is published.

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Education: Nov. 2 - 5; Exhibits: Nov. 3 - 5, at the Sands Expo Center, Las Vegas, Nevada, USA

Grow Your Business with U.S. Exports at AAPEX 2015

ach year, international delegations and buyers from around the world shop for U.S. exports and top U.S. brands at the Automotive Aftermarket Products Expo (AAPEX). At the recent AAPEX 2014 in Las Vegas, more than 200 U.S. exporters were on hand to provide buyers with exceptional opportunities to identify new products and connect with suppliers to grow their businesses with exports.



"Visiting AAPEX is an excellent opportunity to meet U.S. aftermarket suppliers of all sizes that are selling around the globe and to remind them that the U.S. Department of Commerce is here to support their efforts to export and remain competitive. It's wonderful to see that the industry is back on track, with U.S. auto parts exports growing almost 81 percent from 2009 to 2013," said Chandra Brown, deputy assistant secretary for Manufacturing, U.S. Department of Commerce, International Trade Administration.

Brown attended AAPEX 2014, as well as AAPEX 2013, to underscore the importance of the event for exports and to help boost U.S. exports of manufactured products. 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 buyers boost profits with exports.

In 2014, international buyers traveled from 141 countries to attend AAPEX, which featured approximately 2,400 exhibitors, 5,000 stands and nearly 50 AAPEXedu sessions. International attendance was up 1.5 percent from 2013, while Canadian buyer attendance at AAPEX grew 9 percent in 2014. The top countries represented at the 2014 event were Canada, Mexico, Australia, Japan, Brazil, China, Germany, Colombia, the United Kingdom, Norway, Ecuador and Venezuela.

A total of 16 official Commercial Service delegations attended AAPEX, of which eight were escorted by Automotive Commercial Specialists from U.S. Embassies abroad: Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Nigeria, Saudi Arabia and The Netherlands.

In addition, non-commercial service delegations to AAPEX 2014 included: Australia – the Australian Automotive Aftermarket Association (AAAA); Argentina/ Brazil - Sincopecas/ Conarem; India -Mohali Industries

Association; and the Automotive Component Manufacturers Association (ACMA) of India.

Commercial Service specialists helped 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 also provides an International Buyer Center at the Sands Expo Center to offer additional support for buying delegations, including interpreters, private meeting rooms, business services and staff to answer questions.

Buyers who missed the 2014 event can

still identify export opportunities at AAPEX either by using the AAPEX website's Find Products feature, www.aapexshow.com/find, and entering "we export" as the keyword search, or by looking for the "globe" icon next to an exhibitor's name on the website. In addition, buyers can download the AAPEX 2014 Mobile App, www.aapexshow.com/app, and search, "we export" to identify U.S.



At AAPEX 2014, left to right, Liz Couch, Office of Transportation & Machinery/Auto Team, International Trade Administration, U.S. Department of Commerce; Andres Castrillon JD, Senior Counsel, International Affairs, Auto Care Association (formerly the Automotive Aftermarket Industry Association); Dil Kulathum, Vice President of International, Cardone; Chandra Brown, Deputy Assistant Secretary for Manufacturing, U.S. Department of Commerce, International Trade Administration; and Aaron Lowe, AAP, Senior Vice President, Regulatory and Government Affairs, Auto Care Association (formerly the Automotive Aftermarket Industry Association).

AAPEX 2015 dates are Education: Monday, Nov. 2 through Thursday, Nov. 5; Exhibits: Tuesday, Nov. 3 through Nov. 5, at the Sands Expo Center, Las Vegas, Nev.

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

AAPEX represents the \$477 billion global aftermarket auto parts industry and is co-owned by the Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA).

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

How to Contact:

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May 19-21, 2015 McCormick Place, Chicago, IL USA

International Buyers Invited to the 2015 Sweets & Snacks Expo!

2015 Sweets & Snacks Expo: Come hear what the industry is talking about!

ith five straight years of double-digit growth, the Expo is the confectionery and snack industry's most successful, world class event. The Sweets & Snacks Expo is the proven destination with best access to people, products, insights and innovations you need to grow your business.

- More than 15,000 qualified confectionery and snack professionals attend with global participation from 90 countries;
- 600 + exhibiting companies display more than 3 acres of candy, biscuits and snacks:
- Innovations awards reveal the top new items that have been taste-tested by experts across eight different segments;
- Learning opportunities through standing-room only keynote sessions as well as merchandising solutions on the show floor.

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 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.

l earn

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

The Buyers' Club! Unparalleled networking opportunities

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.

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



Register at: www.sweetsandsnacks.com

How To Contact:
The National
Confectioners Association
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Come Hear What the Industry is Talking About May 19-21, 2015
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"The only event where I can connect and engage with 16,000 other industry peers." "I bring my team to see thousands of innovations from more than 650 companies."

"The Expo provides an inspiring venue for me to seize new business opportunities, industry insights, and innovations." "Three of the most empowering days of my year - a true business value!" "Candy and snacks play a vital role in supermarkets. At the Expo we see everything from front-end solutions to seasonal and gourmet."



Lance Smith
Senior Host
Account Manager
McLane



Dylan Lauren Founder and GEO Dylan's Candy Bar



Gary Clubb
Sr. Business
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Hilary Freedman Sr. Category Mgr. Candy and Snacks RaceTrac AJ Jesswani Grocery Buyer Candy Meijer

11792

May 16-19, 2015, Chicago, Illinois

Registration Now Open for NRA Show 2015

Restaurant, Hotel-Motel Show and International Wine, Spirits & Beer Event (IWSB) is now open.

The NRA Show 2015 will be held at Chicago's McCormick Place, May 16-19, 2015. 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.

The co-located IWSB 2015 event will take place May 17-18, and is the only beverage alcohol event exclusively focused on growing restaurant and hospitality bar programs. The hugely successful IWSB features hundreds of established and emerging alcohol brands and labels and influential beverage alcohol buyers

Each year, more than 60,000 professionals and 2,000 exhibitors gather in Chicago for four days that will shape the foodservice industry for an entire year. Produced by the National Restaurant Association, NRA Show is the biggest, broadest, most exciting foodservice show in the world. That means everything you need to make your business better is here: connections, innovations, ideas, education, products, services, inspiration and food.

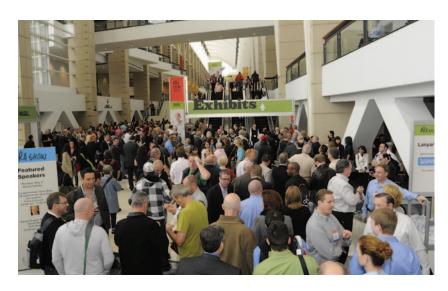
Every year, foodservice professionals from more than 100 countries come to Chicago to experience the largest annual foodservice show in the United States—and the world. They come to discover hot trends and new product innovations—learn from top chefs and international thought-leaders—network, research, do business and taste lots of amazing food.

Exclusive International Services

NRA Show helps international attendees with discounted hotel and travel, along with department of commerce, department of agriculture and consulate resources to make your trip simple.

International Trade Center

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International Back of House Culinary Tours

NRA Show produces a series of Culinary Tours exclusively for our international attendees that takes you behind the scenes at some of the hottest and most interesting sites in Chicago. You can register for a tour when you register for your badge.

International Reception

Network with trade executives, exhibitors and other foodservice professionals from around the world who are interested in expanding their operations. It's free with your badge.

Trade Specialists

The NRA's trade specialist partners organize delegations from all over the world to send you to NRA Show with other professionals from your area.

Help Getting a Visa

For visitors who need a Visa, NRA Show provides a number of services to make the process as quick and hassle-free as possible. More information is available on the NRA Show website.

Multi-language Brochures

For more detailed information in multiple languages, download one of the translated International Attendee brochures available on the NRA show website.

Additional Questions

Please contact the National Restaurant Association, Convention Office, at nraregistration@restaurant.org.

REGISTER ONLINE: http://show.restaurant.org

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 Restaurant, Motel-Hotel Show 175 West Jackson Boulevard, Suite 1500 Chicago, Illinois 60604-2814 Tel: 1-312-853-2525 • Fax: 1-312-566-9733

www.Restaurant.org/Show

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And if you're in foodservice, this is your Show too.

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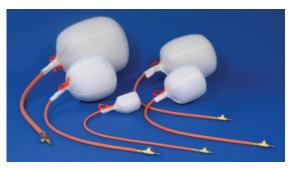
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