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March/April 2015

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Export USA Supports Micro Financing from Kiva

One of the most remarkable success stories of the "Internet Age" is a non-profit organization called Kiva that provides micro financing to small businesses around the world.

The funds come from crowd sourcing, with individual lenders around the world providing the financial resources. Kiva enables anyone with an internet connection the opportunity to make a loan as small as \$25 to someone else to start or grow a business, afford school, build a house, switch to clean energy, and much more.

Kiva aggregates all of these small amounts of money to crowd fund loans to borrowers and backfill the loans already disbursed by its field partners. And lenders assume the risk for the loans they choose to support.

Kiva works with a range of organizations to find borrowers and administer loans. While most of Kiva's field partners are microfinance institutions, Kiva also works with schools, NGOs, social enterprises and more.

Kiva's field partners disburse loans to borrowers as needed. Most of them give out the loan before it's even posted to Kiva. Pre-disbursing loans means that borrowers don't have to wait for their loans to get funded on the Kiva website when they need money immediately. The field partner then collects stories and photos from these borrowers and posts them on Kiva

to be reviewed by Kiva's volunteer editors and translators, and then published.

Field partners collect repayments from borrowers and any interest they charge to help cover their operating expenses. In fact, 80% of the partners Kiva works with are non-profits that simply charge interest to cover their overhead. Kiva does not charge any interest to its partners, and does not provide interest to lenders.

When lenders ultimately receive repayments, they have the option to withdraw the money into a PayPal account, donate it to help Kiva cover its operating expenses, or lend it to more borrowers to make an even bigger impact.

Former U.S. President Bill Clinton said this about Kiva: "If you look at Kiva.org, people with a very modest amount of money can make a huge positive impact all around the world. There are so many people who want to give, but don't really know how to do it."

"Through Kiva.org, people around the world can become micro-bankers to developing world entrepreneurs, who have their own ideas, so we can give them a chance to raise their kids with dignity, send their kids to school, and in troubled places like Afghanistan we can marginally increase the chance that peace can prevail, because people will see there is a positive alternative to conflict."

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

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

Specialists Help Buyers Identify Exports at AAPEX

International buyers traveled from 141 countries to attend the 2014 Automotive Aftermarket Products Expo (AAPEX) and many were part of an official buyer delegation. As you make plans for the 2015 AAPEX, consider participating in a buyer delegation to get the most out of the event.



Buyer delegations can offer you many benefits, including:

Export and Market Potential Identification

Before AAPEX, specialists from the U.S. Commercial Service – the export promotion arm of the U.S. Dept. of Commerce – will help you identify U.S. companies that export and determine the market potential of their product lines. AAPEX features more than 800 U.S.-based manufacturers. In addition, specialists can set up appointments with new prospects and suppliers on your behalf before AAPEX.

Registration and Travel Assistance

When traveling with an international buyer delegation to AAPEX, you will receive assistance from the group leader with your registration, hotel reservations and air travel arrangements. Leaders also can help with your VISA application and ensure the process goes as smoothly as possible.

Pre-Arranged Meeting Facilitation

While at AAPEX, specialists can facilitate pre-arranged meetings, and help identify suppliers that would suit your needs. The specialists can assist you in downloading the AAPEX App so that you can have access to the entire exhibitor list while walking the show.

Local Language Support

Specialists and an international buyer group can offer local language support and friendly companionship during your visit to AAPEX. They also can help you find your way around AAPEX and as-

sist with locating exhibitors on the show floor. To further help international buyers, AAPEX offers an International Buyer Center with private meeting rooms, interpreters and light refreshments.

Post-AAPEX Support

Lastly, assistance from specialists and the international buyer group doesn't stop when AAPEX ends. You can follow-up with suppliers and new prospects you met at the event and if you are having difficulty contacting them, you may follow-up with the specialist.

As an example, the U.S. Foreign Commercial Service Commercial Specialists from Central America led a delegation of more than 200 buyers from the region to AAPEX in November 2014. The automotive auto parts and service equipment industry sector was identified as a best prospect for U.S. exports into the region, according to Ana Polanco, senior trade specialist, Foreign Commercial Service, U.S. Embassy in Guatemala.

"Leading buyer delegations to the AAPEX event allows the Commercial Service leaders to introduce U.S. firms to the buyers and subsequently counsel them on how to do business in each market. The opportunity to engage with U.S. exporters and discuss strategies to enter the market becomes a win-win situation for both the Commercial Service and the U.S. exporters. During the 2014 AAPEX event, three Commercial Specialists met with more than 70 qualified firms that showed interest in the Central American market. The Commercial Service has a longstanding relationship with AAPEX organizers and appreciates the amazing support from their experienced staff who contributed to



the group by sharing information of those companies that better fit the objectives of the Specialists," said Polanco.

For information on being part of an international buying delegation to AAPEX, contact Judy Novak at: judy.novak@aapecshow.com or contact your local U.S. Embassy or Consulate.

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.

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.aapecshow.com or e-mail: info@aapecshow.com.

How to Contact:
AAPEX Event Management
William T. Glasgow, Inc.
10070 W. 190th Place
Mokena, IL 60448
Tel: 708.226.1300 • Fax: 708.226.1310
info@aapecshow.com
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Contact your local U.S. Embassy or Consulate for more information

May 16-19, 2015, Chicago, Illinois

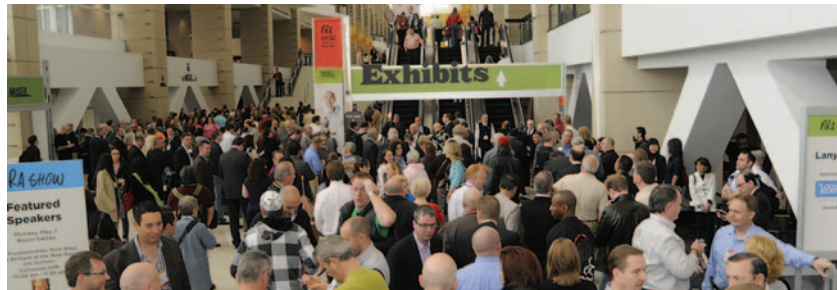
Registration Now Open for NRA Show 2015

Registration for the 2015 Restaurant, Hotel-Motel Show and Beverage Alcohol for Restaurants (BAR, formerly the International Wine, Spirits & Beer Event) 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 an opportunity to gain inspiration from renowned experts, innovative suppliers, celebrated chefs and tens of thousands of industry professionals.

The co-located BAR 15 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 BAR 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 from more



than 100 countries gather in Chicago for four days that will shape the foodservice industry for an entire year. Produced by the National Restaurant Association, the 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.

Exclusive international services offered to NRA Show attendees include: discounted hotel and travel, an International Trade

Center, and International Reception, visa assistance, multi-language show information at www.Restaurant.org/show.

Register online at show.restaurant.org

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
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REGISTER TODAY
at Restaurant.org/Show.

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NRA SHOW 2015
THE INTERNATIONAL FOODSERVICE MARKETPLACE
MAY 16-19 | McCormick Place, Chicago, IL

June 8 – 11, 2015, Chicago, Illinois

FMI Connect: The Food Retail Industry's Focal Event

In 2015, FMI Connect continues its evolution into the new, annual FMI show, where food retailers--traditional and non-traditional--merchandisers, operations people, CIOs and CTOs can connect with food retail product and service innovators and get the tools they need for success.

Through dynamic show floor features and various networking opportunities, FMI Connect provides the ideal setting for retailers, wholesalers and suppliers to build relationships within the industry, talk through the industry's biggest issues, predict coming trends and identify products and solutions that will contribute to higher profitability.

In the FMI Connect Exhibit Hall, retailers from every channel of food retail can find new solutions for every aspect of the

business and every department of the store. Events like the Supermarket Chef Showdown add flavor to the experience, while educational presentations in Learning Lounges add enrichment. Co-located events, including the FMI Foundation Retail Food Safety Forum, FMI Future Leaders @Connect, United Fresh 2015, International Floriculture Expo (IFE), U.S. Food Showcase, Interbev Beverage 2015, and Sabor Latino Latin Food Show, add depth and breadth to the experience.

We're also adding new experiences for you this year, including one-on-one meetings with retailers beginning Monday, June 8, "Meet the Retailer" presentations for insights, company strategies and areas of focus, show floor energy with learning



tables like the Fresh Zone, Private Brands Zone and Health & Wellness Pavilion and Zone, and more. Register and book your housing today at www.fmiconnect.net.

How To Contact:
Food Marketing Institute
2345 Crystal Drive, Suite 800
Arlington, VA 22202
Tel: 202.452.8444 • Fax: 202.429.4519
www.fmi.org
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June 13-19; Orlando, Florida

Discover Innovative Audiovisual Products at InfoComm 2015

infoComm15

InfoComm is the leading commercial audiovisual systems trade fair for integrated display, projection, audio, conferencing, lighting and staging, digital signage and communications system solutions. InfoComm 2015 will take place with the training program on 13-19 June, and the exposition held on 17-19 June, at the Orange County Convention Center in Orlando, Florida. A record number of visitors is expected at InfoComm 2015, surpassing the 2014 audience of 38,000.

Although InfoComm occupies nearly 45,000 net square metres of exhibit and special events space and more than 980 exhibitors, it is easy to navigate, thanks to pavilions that bring together like technologies. Audio, Digital Signage, Lighting and Staging, Security and United Collaborative Conferencing are just a few of the pavilions featuring integrated solutions. New in 2015 is the Innovations Showcase, an area set aside for start-up companies with exciting new communications technologies. Many products and special exhibits on the show floor can only be seen at InfoComm.

The training program will include hundreds of courses, basic through advanced levels, covering audio, video, projection, digital signage, design, AV-IT integration, project management, house of worship, and unified communications and collaboration.

InfoComm 2015 is supported by the U.S. Department of Commerce International Buyers Program (IBP). During the Show, trade specialists from the Commercial Service will be managing the International Business Center (IBC) and the U.S. Export Pavilion. In the IBC, buyers and sellers come together, using the meeting rooms provided free of charge on a first come first serve basis, and taking advantage of the facility to plan their visits to the exhibit floor.



Benefits for organized delegations include:

- Complimentary 3-day exhibits-only registration for InfoComm 2015 — \$150 USD value.
- Two complimentary educational seminars within the InfoComm University program held in conjunction with the exposition — \$200 USD value. (Please note that only two-hour seminars are eligible for this offer, which is subject to availability. Most sessions are offered in English only).
- Unlimited access to International Business Center
- Invitation to the International Reception hosted by InfoComm
- Special invitation to the InfoComm Opening Reception
- Special VIP international delegate "IBP" identification ribbon and registration badge
- Dedicated international registration area with multi-lingual staff

Please visit a U.S. Embassy or consulate in your country to find out more about this program, as there may be an opportunity to join a delegation from your country.

InfoComm is produced by InfoComm International, the trade association representing the commercial audiovisual industry, now in its 76th year. For more information about InfoComm 2015, please visit www.infocommshow.org.

How To Contact:
InfoComm International
1242 Waples Mill Road, Suite 200
Fairfax, VA 22030
Tel: 1-703-273-7200
www.infocommshow.org
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Visit InfoComm 2015, the largest trade fair for commercial audiovisual communications in the United States!

InfoComm is where you can source non-residential products for digital signage, unified communications and collaboration, audio, projection, display, lighting and live events, and houses of worship. The 2015 event will be held in Orlando, Florida, the world-famous destination for entertainment, dining, golf, shopping, and family fun, making it an ideal location to mix business with pleasure!

Register now at infocommshow.org

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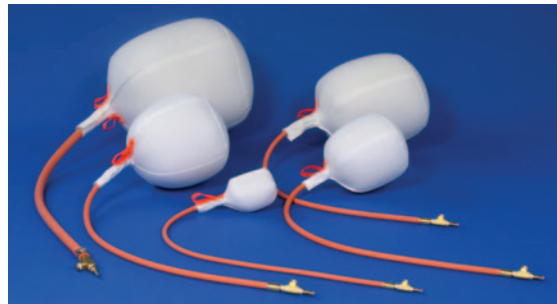


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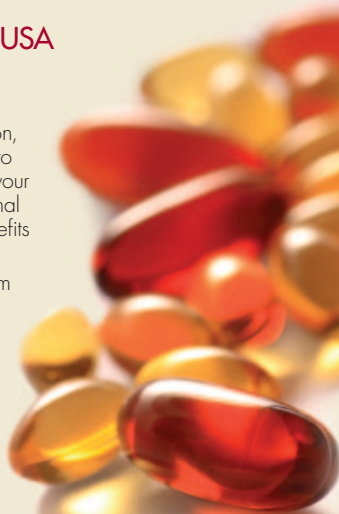
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paul.katzfey@brownmed.com

www.brownmed.com

Zanon USA: Providing Healthy Daily Supplements for Children Worldwide

With every great story there comes a great beginning. We at Zanon USA, Inc. knew the importance of daily nutrition needed for the healthy development and growth of children. However, we also knew the difficulties associated with a child's intake of nutritional supplements in the form of tablets and capsules. The goal was to find a new fun and delicious delivery system which not only would improve the health of children, but make taking daily vitamins a highlights of their day. In order to do so, we knew we had to add a dash of fun, love and flavor. The result was one of the first line of gummy vitamins for children known as GummiKing. These delicious gummies contain the necessary vitamins and supplements needed to maintain healthy growth and development in children. GummiKing is highlighted by its Multivitamin and Mineral, Vegetables, Fruits and Fiber formula, which is designed to help children get their daily intake of multivitamins along with vegetables and fruits all in a delicious gummy! GummiKing also has many other formulas which include DHA Omega 3, Calcium plus Vitamin D, Sugar Free Multivitamin, Echinacea plus Vitamin C, Vitamin D, Fiber, Multivitamin and Mineral, and Vitamin C. All of our unique formulas are specially designed to support the health and well-being of children. Zanon USA, Inc. ensures the highest quality gummy vitamins made with only the finest ingredients. Our gummies are made with all natural flavors and colors, are pectin based, vegetarian, vegan, gelatin free and contain no animal derivatives. Our dedication to health through delicious means was why Zanon USA, Inc. became one of the first companies in the

"These delicious gummies contain the necessary vitamins and supplements needed to maintain healthy growth and development in children."



world to create and establish the nutraceutical category. With that same passion and dedication today, Zanon USA, Inc. is one of the leaders in the nutraceutical and health supplements industry.

As a leader in international health, we strongly believe in creating and maintaining partnerships with people and health providers all over the world. We work very closely with our clients and friends in order to meet individual international regulations and rules. We help in every step of the process from registration to translations. Driven by our goal to bring smiles and improve health, we do everything we can to help each individual country succeed by actively working to create gummy supplements which fit different international dietary customs. As a result, our products can be found in over forty countries across the globe.

For our innovation and extensive efforts, Zanon USA, Inc. has won many awards and accolades. In 2008, Zanon USA, Inc. was awarded the exclusive Presidential "E" award which was presented at the oval office in the White House by

former President George W. Bush. This award is given to an exclusive group of companies who have exhibited excellence in export. In 2012, Zanon USA, Inc. was given the next prestigious award known as Presidential "E Star" award. This award is given to companies who have shown continued growth and success in export over a period of time.



How To Contact:

Zanon USA, Inc.

d.b.a. Vitamec USA, Inc.

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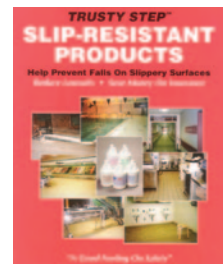
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- ☐ Executive Management (Chairman, President, Owner, Partner, General Manager, Managing Director, CEO, COO, CFO)
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- ☐ Other Professional Management (Lawyer, Doctor, Professor, Government, NGO, Non-Profit)
- ☐ 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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