

# Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE



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July/August 2011



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Импорт Американских Продуктов = Увеличение Вашей Прибыли



# Advanced Textiles 2011 Europe

26-27 September 2011  
Barcelona, Spain  
advancedtextileseurope.com

## Blending technology and materials

IFAI Advanced Textiles Europe 2011 will be held in conjunction with ITMA 2011 in Barcelona. This unique conference will unveil valuable insights on new research and development with a balance of actual application-based use. Each high-level session will spark creative thinking for businesses looking for ways to gain a competitive edge.

### Market Needs Monday, 26 Sept.

This session focuses on market and business needs for technical textiles in these sectors: Personal Protection Clothing and Equipment (PPE), Building and Construction, and Automotives and Shipping.

### New Technologies and Manufacturing Processes Tuesday, 27 Sept.

Take a look at manufacturing processes for production of advanced and highly-functional textiles such as weaving, braiding and nonwovens technology; nanotechnology; performance chemicals and smart coating technology.

### New Materials and Products Tuesday, 27 Sept.

Part One of this session will provide the latest information about protective textiles such as Natick's Future Soldier System, protective textiles in the security industry, and nonwovens-based heat and flame protection materials. Part Two will focus on smart and interactive textiles.

**Examine** market needs, technologies, processes and materials.  
**Discover** research and products for a competitive edge.  
**Explore** solutions for demanding conditions.





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Commercial News USA is online at [www.thinkglobal.us](http://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 27 to request information from many different companies.

# Visit the New Commercial News USA Website

By Suresh Kumar

The newly redesigned Commercial News USA website makes it easier for buyers around the world to find U.S. companies with products and services ready for immediate export.



Commercial News USA features hundreds of products and services from U.S. exporters. Participants in the current issue of the magazine are highlighted at the top of the webpage.

Now, international buyers can search the site by company name or industry category. There also is a search box at the top of the page that enables searching by keyword.

Both current and past issues of Commercial News USA are available on the new website. The Past Issues archive features PDFs of the publication from 2004 to the present. Under the Translated Issues link you also will find special supplements translated into Arabic, Chinese, French, Korean, Portuguese and Spanish.

The new Commercial News USA website also makes it easier than ever to subscribe to the magazine or to renew an existing subscription. The fastest way to access this feature is through the Free

Subscription link at the top of the page. International buyers can sign up for a free print or electronic subscription.

Whether you are an agent, distributor, representative or buyer, you will find potential partners in Commercial News USA. U.S. companies featured in the magazine are looking to find partners to help them expand into new markets.

The magazine, which is published every two months, reaches more than a quarter million readers in 178 countries in print, and is accessed by an additional 23,000 readers per month online.

We welcome your feedback and suggestions on how we can make the Commercial News USA website a more valuable resource. In the meantime, I encourage you to visit the Commercial News USA website at [www.export.gov/cnusa](http://www.export.gov/cnusa).

Best Regards,

Suresh Kumar

*Suresh Kumar is Assistant Secretary of Commerce and Director General of the U.S. Commercial Service.*

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November 14-15, 2011, in Miami Beach, Florida

# 15th Americas Food and Beverage Show Welcomes International Attendees!

The 15th Americas Food and Beverage Show welcomes food professionals from around the world to beautiful Miami Beach on November 14-15, 2011, for the Western Hemisphere's largest two-day food and beverage trade show. Come join nearly 5,000 food retailers, distributors, exporters, importers, and food service professionals from more than 65 countries who will gather to share ideas and innovations, present new products, and explore new sales, marketing, distribution, and branding opportunities.

**"I'm looking for new products to buy and distribute in Peru. And, I've found more than I thought I would at this show."**

**Attendee Braulio Alvarez, Alanco Peru SA – La Molina, Peru**

"The Americas Food and Beverage Show provides a great opportunity for U.S. companies to interact with buyers 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 National Association of State Departments of Agriculture (NASDA) and the U.S. Department of Agriculture (USDA). The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) works to promote the export of U.S. agricultural products and reports on agricultural production and market development in all areas of the world. USDA and FAS work in conjunction with NASDA to help promote the USA Pavilion at the Americas Food and Beverage Show and Conference.

## Discover New Opportunities

Attending the 15th Americas Food and Beverage Show will provide the answers



attendees are looking for. Whether the challenges are in sales, sourcing, or services, the Americas Food and Beverage Show is the marketplace that brings the food and beverage industry together. Who should attend the Americas Food and Beverage Show? Virtually any purchasing decision-maker in the food industry who is interested in the unparalleled opportunities the show will provide to generate leads, network with peers, discover new products, share ideas, and sample products from around the world.

## What to See and Do

On the show floor, the aisles will be packed with new and tasty foods and beverages from more than 25 countries around the world such as Argentina, Brazil, Canada, Colombia, Italy, Jamaica, Malaysia, Poland, Portugal, South Korea, Thailand, Trinidad & Tobago, etc. The event is strongly endorsed by trade promotion groups from Argentina, Brazil, Canada, Colombia, Peru, Poland, South Africa, Spain, Thailand, and Turkey. International visitors will be particularly interested in the International Buyers Reception as well as "must see" events such as the Annual Americas Food and Beverage Awards Presentation, Americas Chef Competition, the New Products Showcase, and the Conference programs in addition to the 350 or more exhibiting companies.

*If you have any questions, please visit the 15th Americas Food and Beverage Show web site at [www.americasfoodandbeverage.com](http://www.americasfoodandbeverage.com) or contact our Show Management Office by phone at +1-305-871-7910 or by email at [afb@worldtrade.org](mailto:afb@worldtrade.org).*

*Mark your calendar to attend the 15th Americas Food and Beverage Show in Miami Beach, November 14-15.*

**"AF&B Show is the best way to reach buyers from all over the Americas. It is a focused business event and our company closed many deals at the show. The organization overall was superb and the team service was excellent."**

**Loren Psaltis, Cartoon Candy, South Africa**

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Miami Beach Convention Center

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# 15<sup>th</sup> Americas Food & Beverage Show & Conference



The 15<sup>th</sup> Americas Food & Beverage Show is your opportunity to explore and sample the largest selection of foods and beverages from around the world catering to the taste of the Americas.

**MEET** over 350 exhibitors from over 27 countries

**DISCOVER** the New Products Showcase where you can find the newest products in the US and in the Americas

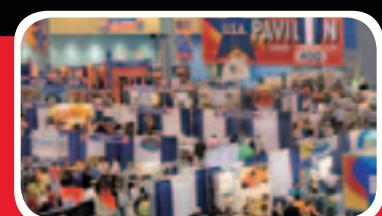
**VISIT** 20 international pavilions, offering unique products and services

**SCHEDULE** personal appointments in advance with leading producers

**NETWORK** with 6,000 food and beverage buyers from 63 countries under one roof

**WITNESS** the Americas Chef Competition, where Olympic Chefs try to conquer the Americas

**BENEFIT** from a one stop opportunity for ideas, products and business



Contact: 305-871-7910 or [afb@worldtrade.org](mailto:afb@worldtrade.org)  
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Nov. 1-3, 2011 at the Sands Expo Center, Las Vegas, Nevada, USA

# Think Green While at AAPEX



**“The Greenway will highlight the aftermarket’s extensive contributions to a cleaner environment...”**

If you’re thinking “green,” then plan to visit the 2011 Automotive Aftermarket Products Expo (AAPEX). This year’s event will highlight the automotive aftermarket’s commitment to sustainability through eco-friendly products and services, energy efficient technologies, sustainable packaging and widespread environmental practices. AAPEX, the world’s largest business-to-business event for the automotive aftermarket, will take place Tuesday, Nov. 1 through Thursday, Nov. 3, at the Sands Expo Center, Las Vegas, Nevada, U.S.A.

With more than 2,000 exhibitors and 4,500 stands, the AAPEX trade show presents an exceptional opportunity to see many environmentally friendly products and services, as well as numerous remanufactured parts, including brakes, fuel and air systems, motors, pumps, starters, alternators and calipers. A complete list of exhibitors for the 2011 event is on the AAPEX website, [www.aapexshow.com](http://www.aapexshow.com), and is searchable by products and exhibitors. You also can download the AAPEX Mobile Compass App on iTunes for a map of the show floor, an exhibitor directory and other event information.

The AAPEX New Product and New Packaging Showcases will spotlight the



latest innovative products and sustainable packaging. A category in the New Product Showcase – Good Sense – will include products that increase fuel economy and help protect the environment in terms of emissions, recyclability, waste and scrappage, or material usage.

The New Packaging Showcase will reflect the highest standards of packaging design in the industry, as a result of a partnership between AAPEX and the Institute of Packaging Professionals.

Prior to AAPEX, you can find out more about this year’s entries in the New Product and New Packaging Showcases by searching their respective databases on the event’s website. At the Sands Expo Center, both showcases will be located in the upper lobby.

The AAPEX Greenway, located on the show floor, is where the automotive aftermarket will tell its compelling green story. Displays in this area will demonstrate that the aftermarket industry is a leader in sustainability and has been green long before green was mainstream. The Greenway will highlight the aftermarket’s extensive contributions to a cleaner environment, including its many eco-friendly practices in the areas of recycling, disposal, packaging, transportation and facilities management.

In addition, the Engine Repower Area at AAPEX, also located on the show floor,

will feature engine rebuilds to create awareness of the environmental and economic benefits of rebuilt and remanufactured engines to extend vehicle life.

To register and make hotel reservations, visit the AAPEX website, [www.aapexshow.com](http://www.aapexshow.com). The Website also offers a special international section with visa and travel information and requirements.

The 2011 AAPEX will again be co-located with the SEMA Show, which will be held the same week at the Las Vegas Convention Center.

AAPEX is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA).

For more information, visit the AAPEX website, [www.aapexshow.com](http://www.aapexshow.com), or email: [info@aapexshow.com](mailto:info@aapexshow.com). Buyers also can follow the AAPEX Show on Facebook and Twitter and the AAPEX Show Group on LinkedIn. AAPEX photos and videos frequently are added to Flickr and Youtube sites.

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# AAPEX 2011

## My Company's Checklist

- Get the best diagnostic tool solutions.
- Visit the professional tool and equipment lounge with manufacturers (one-on-one time and demonstrations!).
- Get top-notch shop management training from AVI.
- Discover parts solutions at more than 2,000 booths.
- Spend valuable face time with jobbers and WDS.
- Determine inventory needs from top U.S. brands.
- Go to AAPEX!**

*Tuesday, November 1 - Thursday, November 3  
at Sands Expo Center, Las Vegas, Nevada.*



Register now from  
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[www.aapexshow.com](http://www.aapexshow.com)

December 13-15, 2011 in Las Vegas, Nevada

# POWER-GEN International 2011: World's Largest Power Generation Event

"Featuring the world's largest industry exhibit floor with more than 1,200 exhibiting companies from around the world."

More than 19,000 attendees from 75 countries will gather in Las Vegas, NV, December 13-15, 2011, for POWER-GEN International, the world's largest power generation event. This year marks the event's 23rd year.

Featuring presentations from more than 200 speakers in 14 tracks, POWER-GEN International addresses a broad range of business and technical issues including power industry trends and strategies, power plant technology, renewable energy, environmental issues, distributed generation/on-site power, gas turbine technologies, plant performance, emerging technologies, and more.

NUCLEAR POWER International will be co-located with POWER-GEN International for the fifth year and will deliver conference sessions from industry leaders focused on the nuclear power new-build renaissance, and also sessions addressing the existing nuclear power asset fleet.

This year's POWER-GEN International offers an in-depth curriculum of 14 Competitive Power College preconference courses covering a range of topics from beginner courses to advanced technical sessions. Other educational offerings include Mega-Sessions, technical tours to Orlando-area power plants, targeted roundtable Networking Breakfasts, a new networking event on the exhibit floor called Drinks With 19,000 of Your Closest Friends and the Projects of the Year Awards Gala. Attendees include professionals from electric utilities, independent power producers, merchant plants, co-generators and self-generators, unregulated generation subsidiaries, industrial facilities, project development

companies, architect/engineering firms, OEMs, and others.

Featuring the world's largest industry exhibit floor with more than 1,200 exhibiting companies from around the world, POWER-GEN International is also the platform for numerous new product launches and unveilings—a showcase for products and services such as boilers, turbines, engines, boiler water and feedwater treatment services, computer hardware and software, controls and instrumentation systems, engineering and construction services, generators, plant electrical systems, pumps, valves and valve actuators, and more.

POWER-GEN International 2011 has been chosen by the U.S. Department of Commerce to participate in the International Buyer Program, a joint U.S. government-industry effort designed to stimulate U.S. exports by promoting major U.S. industry exhibitions to international markets. As part of the International Buyer Program, a USDOC Global Business Center will be located on-site at POWER-GEN International. Services for international delegates and exhibitors interested in establishing international business relationships include translation assistance, matchmaking services, conference rooms, business services, market information, and trade lead assistance.

Participants of international delegations receive the following:

- Complimentary admission to the exhibit floor
- 50% discount on registration fees for conference sessions
- Informal briefing at show (upon request)
- Drinks With 19,000 of Your Closest Friends (free admission)
- Networking Reception at Tryst Nightclub (free admission)

- Access to the USDOC Global Business Center, offering meeting rooms (staffed by USDOC personnel to provide assistance), translators, telephones, fax machines, photocopier as well as a lounge area with refreshments

- Complimentary hotel room (up to three nights) for embassy delegation leaders heading a delegation of at least 15 international buyers (excluding spouses, family members, or guests), when requested by October 7, 2011

For more information about joining a delegation, contact your local U.S. Commercial Service office.

To register, visit [www.powergen.com](http://www.powergen.com) or call for registration questions: +1-918-831-9859.

POWER-GEN International is presented by Power Engineering magazine and owned and produced by PennWell Corporation, a diversified media company in Tulsa, Okla. PennWell provides 45 authoritative print and online publications, 60 conferences and exhibitions, research, databases, and Internet based services to strategic global markets. Industries served by PennWell include oil and gas, power generation and distribution, electronics, semiconductor manufacturing, lasers, fiber optics, water and wastewater, computer graphics, communications, dentistry, and fire service. In addition to its corporate headquarters in Tulsa, PennWell has offices around the U.S. and international offices in London and Hong Kong. For more information, visit [www.pennwell.com](http://www.pennwell.com).

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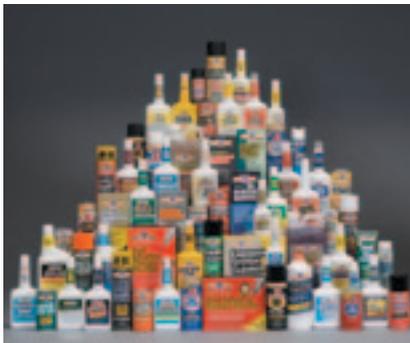
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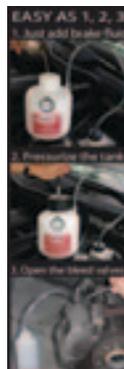
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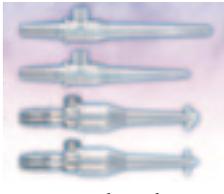
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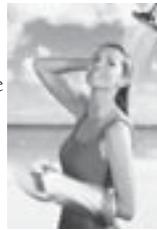


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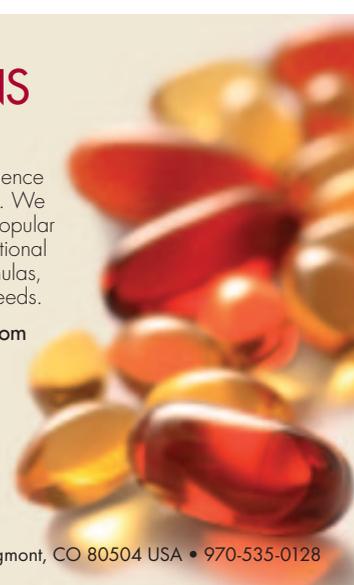
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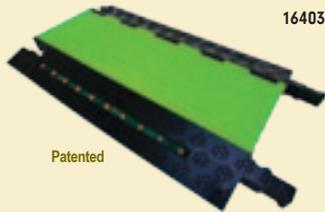
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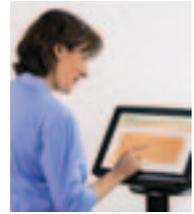
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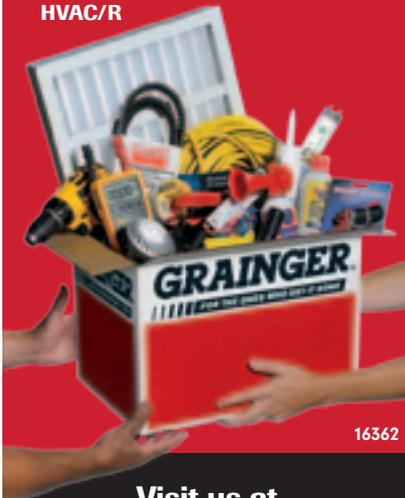
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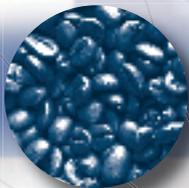


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Rainbow Play Systems has found partners worldwide thanks, in part, to its participation in Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce.

"During the past three years, we have signed one distributor per year thanks to our presence in Commercial News," says Alberto Rodriguez-Baez, vice president, international marketing & sales at Rainbow Play Systems. "This is a great ratio as no other single promotional source has returned this kind of results. For the price, the reach, and the results, this is one of our best promotional tools. In terms of ROI, Commercial News USA

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The employees of Rainbow Play Systems at the Brookings, South Dakota Headquarters

delivers. One sale will pay for a full year's worth of advertising. If you're looking for an economical way to gain exposure worldwide, Commercial News USA is an excellent starting point."

One of the latest companies to join the Rainbow network of distributors as a result of the company's presence in Commercial News USA is the True Value chain licensees in Kuwait. "This is a fantastic addition to our network, as this is one of the top mass merchants in the region," says Rodriguez-Baez.

Distributors around the world have had tremendous success selling Rainbow Play's products.

"Rainbow's playsets are the best in the market! We have distributed them for almost 10 years, and our clients are very happy. In addition, the international team has always been ready to help us and sup-

port us when we have needed them," says Javier Garza, the company's distributor in Monterrey, Mexico.

Paul Binkley, a Rainbow Play Systems distributor in Switzerland, says the product is unique and popular. "Customers immediately recognize the quality and aesthetic beauty of Rainbow's playsets, and often confirm one of the fundamental reasons that I sought to become a Rainbow distributor: there is simply no other product like Rainbow on the market," he says.

*For more information about becoming a Rainbow Play distributor, contact Leonor B. Houston, 210-764-1375, leonor@rps-international.com.*

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