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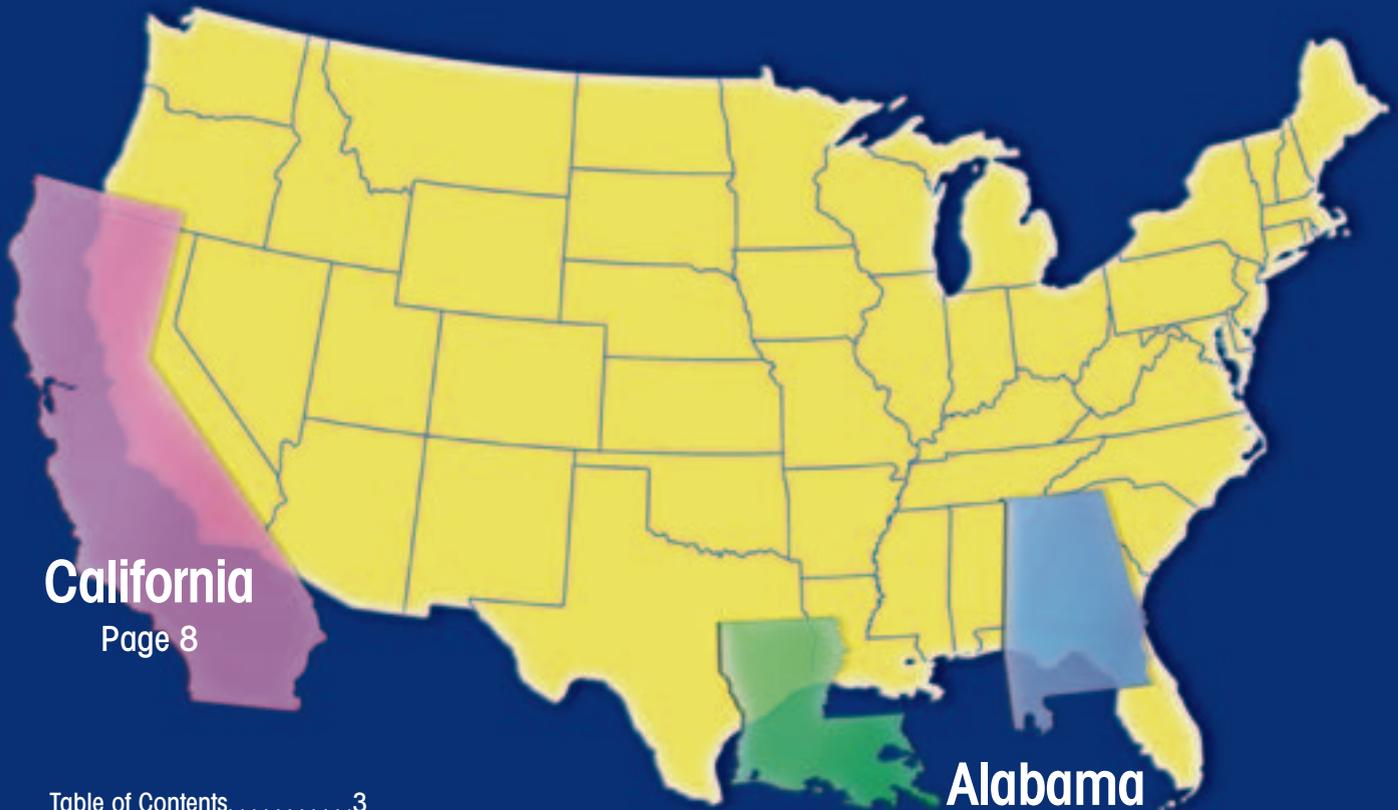
AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE



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September/October 2012

Alabama, California & Louisiana SPECIAL SECTIONS



California

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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 43 to request information from many different companies.

Three U.S. States Featured in Special Sections

This edition of Commercial News USA includes special sections featuring exporters from three of the 50 states in the United States: Alabama, California and Louisiana.

The State of Alabama has long recognized the importance of exports as an economic engine and a creator of jobs. In 2010, Alabama exported more than \$15.5 billion of products to over 175 locations worldwide. In recent years, more than 2,350 companies exported, and of those over 80 percent were small and medium-sized enterprises with fewer than 500 employees.

Alabama's leading industries include agriculture, aerospace, chemicals, electronics, textiles, processed foods, and automobiles. The state's top trading partners include: Canada, China, Germany, Mexico, Japan, Brazil, United Kingdom, South Korea, South, France and Belgium.

For more information about Alabama exporters, please go to Page 5.

California is one of the 10 largest economies in the world, with a gross state product of more than \$1.9 trillion. The U.S. Department of Commerce reported that, in 2011, California exports amounted to more than \$159 billion. Exports from California accounted for 11 percent of total U.S. exports in 2011.

California's top trading partners are Mexico, Canada, China, Japan and South Korea. California is the number one exporter in the U.S. of computers, electronic products, and sales of food and kindred products. Other top categories included Transportation Equipment, Machinery, except Electrical, and Misc. Manufactured Commodities.

For more information about California exporters, please go to Page 8.

Louisiana has a long history of involvement in international trade. Today, the state exports more than \$41 billion worth of goods and services each year. Louisiana has five deep-water ports along the lower Mississippi River, and an extensive rail system. In fact, Louisiana businesses have access to a strategic commercial corridor that connects them to more than 30 states and hundreds of markets around the world.

Louisiana's leading export markets include China, Mexico, Japan, the Netherlands, Canada, Chile, Egypt, and Singapore. Louisiana's strongest export industries include Petroleum & Coal Products, Chemicals, and Machinery, Agricultural Products and Food Manufactures

For more information about Louisiana exporters, please go to Page 12.

U.S. Department of Commerce, International Trade Administration

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Undersecretary of Commerce for International Trade

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ALABAMA

Department of Commerce

International Trade Division



Exports Up 17 Percent in 2012

Alabama exports continue to climb this year, with a 17 percent rise over 2011. Through April, the value of state goods shipped around the world stood at \$6.5 billion, according to data released by the Alabama Department of Commerce.

Canada is the state's top trading partner this year, followed by China, Germany, Mexico and the United Kingdom. There has been double digit growth in each of those markets except for China, where Alabama exports have grown nine percent so far this year.

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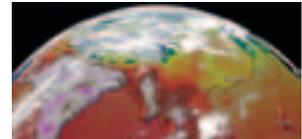
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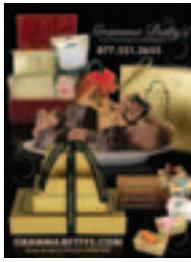
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The State of Louisiana Embraces International Trade Growth



As the gateway to the Mississippi River and the Gulf of Mexico, Louisiana has never known a time when international trade was not vital and essential to its economy. In the contemporary global economy, Louisiana's trade relationship with the world only gets stronger with each oceangoing vessel, each load of break-bulk cargo, each 40-foot container and each 20-foot-equivalent unit exchanged with international businesses.

Louisiana businesses embrace that trade relationship for obvious reasons. The state's economy increasingly relies on overseas markets for everything from poultry to natural gas, from grain and sugar cane to manufactured steel pipe, chemicals, coal and crude oil. Agricultural products, petroleum and coal products, and chemicals comprise 80 percent of Louisiana's exports.

Consider that:

- In 2011, the Port of South Louisiana handled 274 million short tons of cargo, a record amount that makes it the largest port by tonnage in North America.
- Louisiana boasts 28 ports, five more in development and six deepwater ports, providing unparalleled coastal and inland waterway service to businesses reliant on waterborne commerce.
- Annually, Louisiana generates \$11.4 billion in direct spending by operations associated with deep-draft, coastal, inland and cruise ship operations.

Louisiana provides access to two-thirds of the U.S. through Mississippi River connections to the nation's inland waterways. By the same token, the state provides extraordinary export access to the world for international businesses. New Orleans ranks as the No. 1 custom district in the U.S. for exports – up from No. 5 just six years ago – and Louisiana also ranks No. 2 in the U.S. with \$129.5 billion in annual goods received through its foreign trade zones.



The state's marine infrastructure and trade expertise lure innovative businesses that thrive on global trade. Case in point: Xenetech, a 26-year-old Baton Rouge, La., provider of computerized engraving equipment and services.

"Louisiana has a great deal of exporters' intellectual capital," said Guy Barone Jr., Xenetech's president and CEO. "Smaller companies like mine can leverage that multinational experience by benefiting from the stable and qualified workforce and suppliers who serve the petrochemical industry and are used to meeting requirements and specs for higher quality. As a result of that multinational leverage, we are competitive globally."

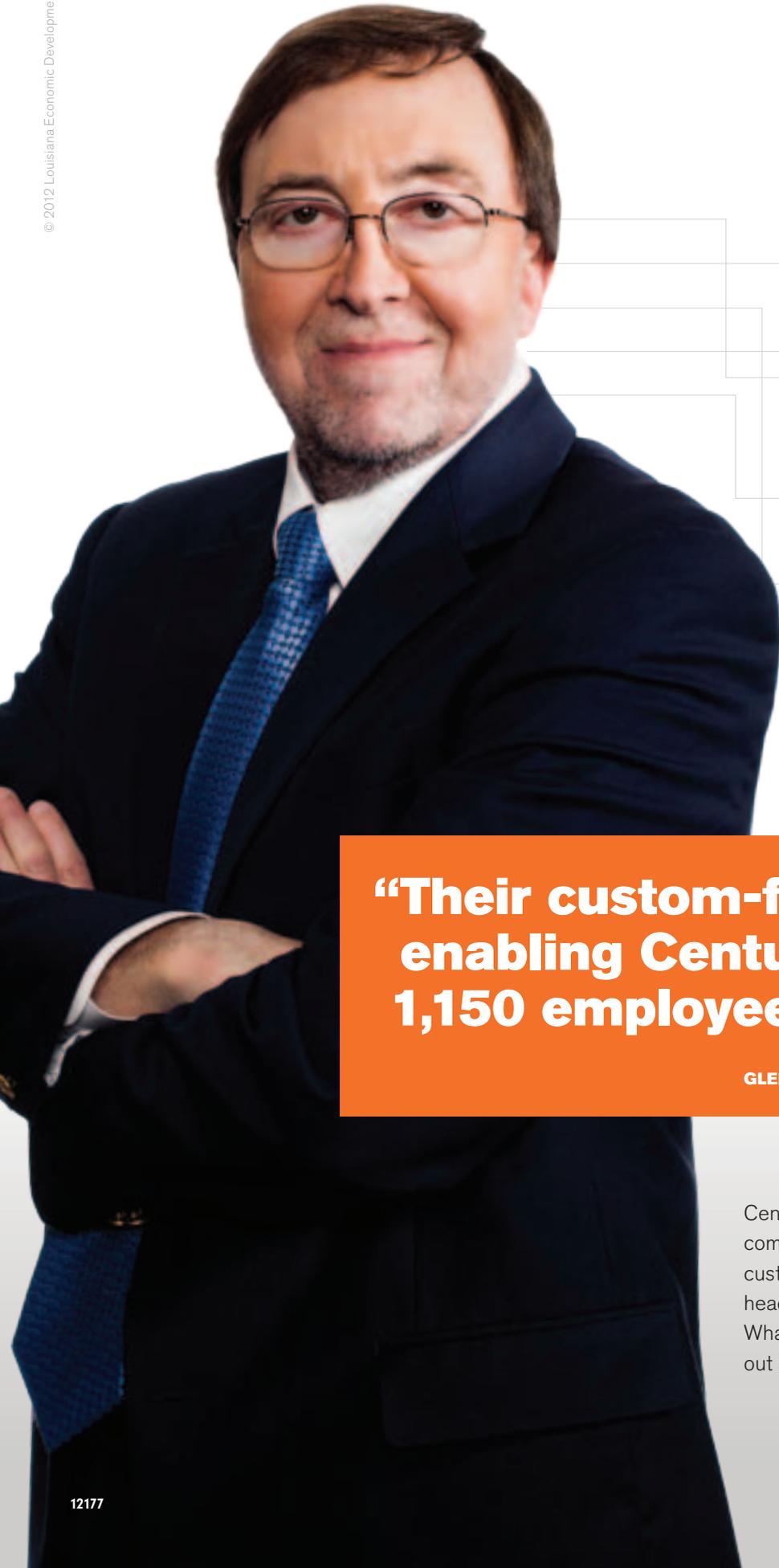
Driven by a robust entrepreneurial spirit, Louisiana isn't resting on its international trade laurels. The state and its ports continue to reinvest in critical infrastructure to expand global commerce opportunities. Near the juncture of the Mississippi River and the Gulf of Mexico, Port Fourchon saw the value of its fixed assets grow 267 percent to \$136 million in the past decade, based on new facilities to meet rising demand for oil and gas services. In 2012, the Port of New Orleans

completed a \$36 million investment in new gantry cranes capable of serving the largest ships importing goods through the Panama Canal, and the port also completed a \$40 million investment in a state-of-the-art refrigeration terminal with blast-chilling capacity for poultry, beef and port exports.

Major private sector investments include the world's largest bio-succinic acid plant, a 392,000-square-foot facility under construction by Myriant Technologies at the Port of Lake Providence in Northeast Louisiana. Meanwhile, Cheniere Energy and Sempra Energy are developing separate liquefied natural gas terminals in Southwest Louisiana to ship LNG to overseas markets: Both facilities will cost in excess of \$5 billion.

For more on Louisiana's international trade activity and business assets, visit OpportunityLouisiana.com

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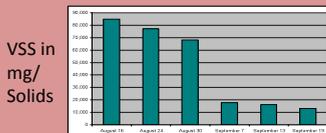
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November 7-9 in Boston, MA – USA

IFAI Expo Americas 2012 Honors Past – Showcases Future of Technical Textiles

The strength of the specialty fabrics industry is fully displayed at the IFAI Expo Americas 2012, the largest technical textiles trade event in North America, which is co-locating with the 2012 JEC Americas Show & Conference. Leading-edge fiber producers, fabric suppliers, equipment companies, and end-product manufacturers representing widespread global and niche markets meet here to gain new knowledge, form partnerships and learn where products and markets are trending.

Thousands of visitors from 60 countries attend every year to source new suppliers or buyers, make purchasing decisions and network with industry colleagues. Major buyer markets represented include fabric architecture, shading, structures, construction, environmental, geosynthetics; safety, medical, military,

marine, upholstery; transportation, filtration, agriculture, covers, sports and many other niche industries.

Show highlights include: a celebration of IFAI's 100th Anniversary with a history museum and party on the show floor; learning programs designed for niche industries; business-building sessions and industry specific roundtable discussions; presentations on advanced textile technologies on topics such as Global Trends Impacting Textiles, Silicon-based Technologies, Wearable Technologies for Health and Safety, and DNA-based Authentication of Textiles; and ShowStopper Awards that point to the industry's revolutionary future.

IFAI Expo is a selected participant in the International Buyer Program. This is an excellent opportunity for international buyers to meet with motivated U.S. exporters exhibiting at the show. Join a

U.S. Commercial Service-organized buyer delegation and receive assistance with registration and show logistics. Locate a US Trade Specialist in your country at <http://export.gov/eac>.

How to Contact:
Registration & general information:
www.ifaexpo.com
Exhibit space:
Todd Lindemann +1 651-225-6918
(tvindemann@ifai.com).
Visa application assistance:
Tracie Coopet +1 651-222-2508
or tkcoopet@ifai.com
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 **Details**
ifaexpo.com

November 7-9, 2012  Boston



January 21-24, 2013 at McCormick Place in Chicago

Manufacturing and Supply Chain Innovation Starts at ProMat 2013



On January 21-24, 2013, MHIA will host its premier material handling, supply chain and logistics event – ProMat®. Attending ProMat 2013 allows you to connect face-to-face with the innovative equipment and system solutions of over 800 of the industry's leading providers.

At ProMat 2013, you can also network with your peers in over 100 educational sessions covering the latest manufacturing and supply chain trends, technologies and innovations. The 2013 Educational Conference will include Keynotes and show floor seminars. ProMat is the one show where you will see in action the latest solutions and innovations the industry has to offer and meet the leading providers face-to-face to help you:

- Streamline your operations and improve visibility
- Maximize efficiency and flexibility
- Cut costs
- Maximize supply chain security
- Reduce your carbon footprint

As a manufacturing, distribution and supply chain professional, ProMat is your must-attend event in 2013. Only at ProMat can you network, learn the latest advances, and see firsthand the innovative products and services of leading solution providers in person, in action on ProMat's 300,000-square-foot show floor.

MHIA – The industry that makes the supply chain work

The increasingly integrated and globalized economy has redefined the dynamics of success for modern organizations. The complexity of managing supply chains that span continents and dominate

markets demands agile and adaptable strategies, equipment and systems. With product lifecycles shortening and worldwide competition increasing, success depends on effective material handling, supply chain and logistics solutions that deliver the right product to the right market at the right time in the most efficient and cost-effective way.

MHIA is the trade association leading this industry. MHIA members are the leading material handling and logistics equipment and systems manufacturers, integrators, third-party logistics providers, consultants and publishers. Their membership in MHIA reflects their ongoing commitment to the increased safety, productivity and profitability that material handling, information technology and logistics solutions offer the manufacturing, distribution and warehousing industries.

MHIA's vision and challenge is to continue to create diverse networks of people, equipment and systems all interacting to create global solutions for the movement, storage, control and protection of materials and products throughout the manufacturing and distribution process including their consumption and disposal.

For more information on MHIA, visit www.MHIA.org. MHIA.org is a valuable tool and resource for manufacturing, distribution and supply chain professionals who need access to the latest material handling and logistics product solutions, case studies, learning resources and industry news and events.

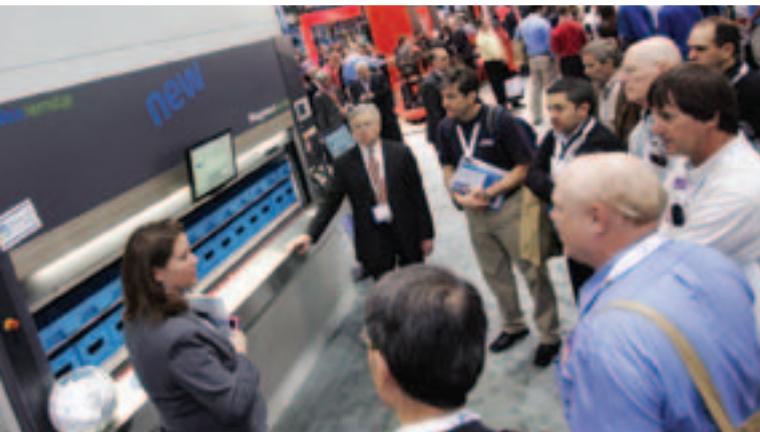


Make plans now to attend ProMat 2013 – where supply chain solutions connect.

Register now for free admission to the ProMat 2013 exhibits and educational conference at www.ProMatShow.com.

How To Contact:
Material Handling Industry
of America (MHIA)
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- Cut costs and increase profitability
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January 8-11, 2013 in Las Vegas, Nevada USA

2013 International CES®: The Global Stage for Innovation

“CES is the premier event for fostering international business relationships and attracting representatives from major global corporations and governments.”

It's where products are launched and excitement soars; where visionaries announce what's next and decision makers judge what matters. It happens once a year at the International CES®, the world's largest consumer technology tradeshow.

The International CES will soon welcome an expected 150,000 industry professionals representing 150 countries. CES draws top-level professionals from around the world, including 3,000 venture capitalists and financial executives, plus top international, federal, state and regulatory officials. Additionally, 900 distinguished speakers will share their expertise and industry insight during 300 conference sessions.

Step inside the 1.8 million net square feet of exhibit space at the Las Vegas Convention and World Trade Center/ the LVH and The Venetian to see 3,000 exhibitors unveil products and services on the bleeding edge of technology. CES features every aspect of the industry, with 15 overarching product categories, more than 20,000 new product announcements every year and 20 TechZones. Don't miss



this year's newest discoveries in automotive electronics, digital imaging/photography, entertainment/content, wireless & wireless devices and more.

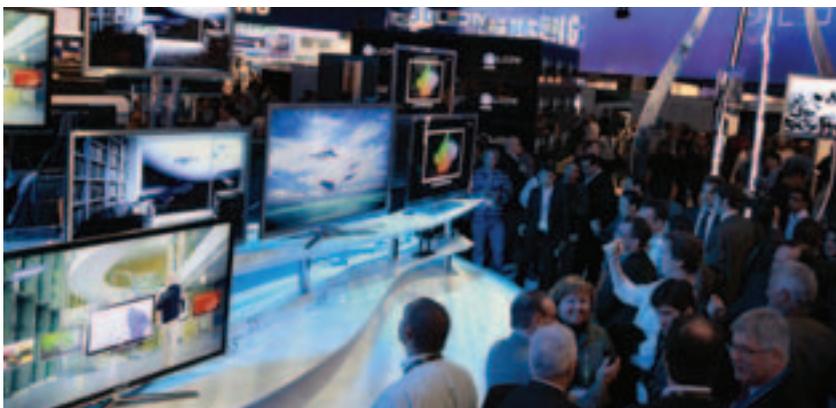
Discover the next big thing at the Eureka Park TechZone! This specialized area showcases the newest, most unique and innovative technologies from budding entrepreneurs and startups. Eureka Park, located in The Venetian, is the premier destination to see what's in store for the future.

This year, 35,000 international attendees are expected to travel to Las Vegas to experience the show. CES welcomes international attendees by providing exclusive benefits including an international reception and International Commerce

Centers (ICCs) with translators, Internet access, meeting space and private meeting rooms. Ninety nine formal delegations attended the 2012 CES, including first-time delegations from Greece, Guatemala and Uruguay. CES also participates in the International Buyer Program (IBP) sponsored by the U.S. Department of Commerce.

Meet your next global business partner; witness the latest and most innovative technologies and more at CES. The 2013 International CES takes place Tuesday, January 8–Friday, January 11, 2013, Las Vegas, Nevada. It's time to step up and make your mark on the global stage of innovation, visit CESweb.org and register today.

**The International CES is owned and produced by the Consumer Electronics Association (CEA).*



How to Contact:
2012 International CES
John T. Kelley
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largest gathering of industry professionals in the world. In fact, the 2012 SHOT Show held in Las Vegas featured exhibitors from 75 countries, attendees from 98 nations and a press corps of more than 2,400 from all over the world.

"The SHOT Show addresses the needs of the entire international recreational shooting, hunting, law enforcement and outdoor industry," said Chris Dolnack,

National Shooting Sports Foundation (NSSF[®]) senior vice president and chief marketing officer, who oversees the show. Even before the SHOT Show officially opens its doors on Tues., Jan. 15, 2013,



at the Sands Expo & Convention Center in Las Vegas, retailers and other interested members of the industry can "matriculate" on Monday, January 14, at SHOT Show[®] UniversitySM, a daylong series of interactive, retailer-related seminars by business leaders.

The main attraction of the SHOT Show unfolds along the miles of aisles that make up this mammoth expo. In 2012, over 1,600 companies and organizations exhibited, staffed by more than 22,000 personnel. "It provides me with the opportunity to see everything, especially the new products that are out there, and often cash in on SHOT Show specials," said Miles Hall, co-owner of H&H Gun Range & Shooting Sports Outlet, in Oklahoma City. "Not only that, I get to meet with the top executives of the companies and create relationships that I couldn't establish anywhere else."

The SHOT Show will run from Tues., Jan. 15, through Fri., Jan. 18, at the Sands Expo & Convention Center in Las Vegas. The show is owned and sponsored by the NSSF, the trade association for the firearms, ammunition, hunting and shooting sports industry. For more information on the SHOT Show, visit www.shotshow.org. To learn more about NSSF and to register for SHOT Show University, visit www.nssf.org.

How to Contact:
The SHOT Show
383 Main Avenue, Norwalk, CT 06851
888-334-8720 Int'l: 203-840-5600
Fax: 203-840-9600
inquiry@shot.reedexpo.com
www.shotshow.org
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WWW.SHOTSHOW.ORG



**February 5-8, 2013; Seminars February 4-8,
at the Las Vegas Convention Center, Las Vegas, Nevada**

Registration for WOC 2013 Opens in September

World of Concrete 2012, the only annual international commercial construction trade show for the concrete and masonry industries, attracted 52,088 total professional registrants and showcased just over 1,200 indoor/outdoor exhibitors in more than 570,000 net square feet of exhibit space.

WOC 2013 will once again feature special product and action areas, including The Producer Center, a marketplace of materials, equipment, demos, and seminars for concrete producers; Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving; Concrete Repair & Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment, and other demolition products; World of Masonry, showcasing products, tools, information, and technology for masonry professionals;

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 is proud to have been selected to participate in the 2013 International Buyer Program. World of Concrete Management and the U.S. Commercial Service will work closely in the global promotion of the show to bring International buyers and exhibitors together to expand business both domestically and overseas. As part of the program, delegations from all over the globe will attend World of Concrete to network with other international visitors as well as connect with US exhibitors interested in exporting goods and services.

At WOC, find everything you need to grow your business. Make new contacts and strengthen your industry connections. See, touch and test the latest products under real-world, jobsite conditions. Attend expert-led seminars for new skills, practical solutions and creative strategies to improve your business.

Save the date for World of Concrete 2013: February 5-8; Seminars 4-8 at the Las Vegas Convention Center, Las Vegas, Nevada!

How To Contact:
World of Concrete
Hanley Wood Exhibitions
6191 N. State Hwy. 161, Suite 500
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Distributors Sought for ValuGard Brand of Automotive Products

Automotive International Inc., a leading specialist in automotive appearance protection and reconditioning chemicals, is looking for new partners to join its worldwide network of distributors. The company is expanding and it is seeking new distributor/partners that have contacts with their country's major vehicle manufacturers and dealers.

"Our products are sold throughout the United States and more than 20 other countries around the world," says Rick Hallberg, president and CEO of Automotive International. "Our clients include automobile, truck and trailer manufacturers; vehicle importers/exporters; car dealers; truck dealers; school bus districts; body shops; car washes; detail shops; the golf cart industry; fleets; utilities; government; and retail markets."

Automotive International is well known for its ValuGard brand of anti-corrosion products. Also included in the ValuGard product line are products for vehicle paint protection and repair, interior protection, trim repair, head light restoration system, compounds/polishes, and prep/reconditioning chemicals.

ValuGard is a highly respected name in the automotive industry. ValuGard products are recommended and used by General Motors, Ford, Chrysler, Hyundai, Mazda, Kia, Volvo Truck, Mitsubishi and Heil Truck.

"These endorsements from major automotive companies help our international distributors establish credibility when they are marketing the ValuGard product line," says Hallberg. "All of our products are manufactured to the highest standards and deliver unmatched quality."

To learn more, visit the company's website, www.valugard.net or contact Rick Hallberg, rlh@autoint.com.

High Volume-High Profit Program

Automotive International is seeking business partners that share the company's dedication to growth, education and professionalism.

The company's "High Volume-High Profit Program" offers distributors around the world an opportunity to profit from the sale and distribution of ValuGard products.

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If you're searching for a new opportunity, then car-care products should be high on your list. For detailed information on available product, and how you can profit with ValuGard, call, write or e-mail your interest to Rick Hallberg.



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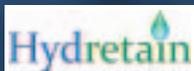
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Top 20 Customs Terms: Fast-Reference Glossary (Part 1)

Customs has a language all its own and the terminology can be complex. Below are 10 terms you will find often when shipping dutiable goods internationally. We'll publish the remaining 10 in the next issue. Consider clipping and saving as a fast reference!

Ad Valorem: This is a Latin term meaning "according to the value." All duties and taxes are calculated on the basis of value, so you may see this used quite often.

ATA Carnet: The ATA Carnet is an international Customs document. Issued under the terms of the ATA Convention and the Istanbul Convention, it incorporates an internationally valid guarantee.

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The ATA Carnet can also be accepted to control the temporary export and re-importation of goods. However, in this case, the international guarantee does not apply.

Bonded Goods: These are goods stored in a secure warehouse. While they remain there, they are not liable for any payment of import duty. That is, until the duty is paid or the goods are exported or legally dealt with.

Brokerage: Often refers to customs brokerage, where a third party is used for the clearance of inbound or outbound shipments.

Cargo Manifest: A Cargo Manifest lists the goods carried in a means of transport or in a transport-unit. The manifest gives the commercial details of the goods, such as: transport document numbers; consignors and consignees; marks and numbers; number and kind of packages and descriptions and quantities of goods. It may be used in place of the Cargo declaration.

Certificate of Origin: This is a specific document that expressly certifies that the goods to which the certificate relates, originate in a specific country. This Certificate may also include a declaration



by the manufacturer, producer, supplier, exporter or other competent person.

CIF: An abbreviation used in some international sales contracts, when selling price includes all "Costs, Insurance and Freight" for goods sold.

This means the seller arranges and pays for all relevant expenses involved in shipping goods from their point of export to a given point of import. In trade statistics, "CIF value" means that all figures for imports or exports are calculated on this basis, regardless of individual transaction nature.

CITES: Convention on International Trade in Endangered Species.

Consular Invoice: This is a detailed statement of goods shipped, certified by the consulate of a country. It is required by certain foreign governments that want a tighter control over imports.

Customs Declaration: Any statement or action, in any form prescribed or accepted by Customs, giving information or particulars required by Customs.

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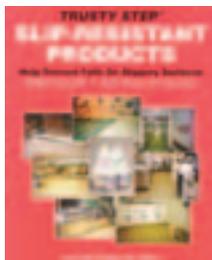


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- Executive Management (Chairman, President, Owner, Partner, General Manager, Managing Director, CEO, COO, CFO)
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- Other Professional Management (Lawyer, Doctor, Professor, Government, NGO, Non-Profit)
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2. What is the principal business activity of your company or organization?

- Wholesaler
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- 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
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7. Do you personally make purchasing decisions?

- Yes No

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