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AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE
July/August 2016

Leading U.S. Exporters Honored with Awards

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– Dan Fernbank, Energy Manager at the University of Reading

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Every year, millions of international buyers come to U.S. trade shows to meet suppliers and other potential business partners. U.S. firms are world-class providers of top quality, innovative goods and services.

The U.S. Department of Commerce's International Buyer Program (IBP) connects international buyers with U.S. companies exhibiting their products and services at U.S. trade shows in major industries.

Through IBP business matchmaking services, international buyers receive face-to-face access to those U.S. suppliers who are the best match.

> "…U.S. trade shows offer the expertise you need to connect with lucrative opportunities."

Whether you are looking to buy for the first time from the United States or find new U.S. partners, U.S. trade shows offer the expertise you need to connect with lucrative opportunities.

As a member of an official U.S. Embassy IBP Delegation, international buyers receive the following benefits:

- Business-to-business matchmaking with pre-screened U.S. suppliers.
- Robust trade counseling, in your own language, on how to import U.S. products and services.
- Pre-arranged and facilitated briefings and meetings customized according to your buying interests before, during, and after the trade show.
- On-site and off-site technical tours to make the most of your time in the United States.
- U.S. Embassy travel assistance, including group bookings and visa procedures.
- Waived or reduced trade show admission fees.
- Assistance with trade show registration.
- Complimentary access to networking events and receptions.
- Complimentary use of business facilities, including private meeting space, translation assistance, Internet access, and lounge areas.
- Complimentary or reduced-rate educational sessions, demonstrations, and seminars.

For more information, contact your local U.S. Commercial Service office at the U.S. Embassy or Consulate nearest you or visit export.gov/ibp

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
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Leading U.S. Companies Receive "E" and "E" Star Awards for Exporting

U.S. Secretary of Commerce Penny Pritzker recently honored 123 U.S. companies and organizations that export goods and services overseas during the 2016 President's "E" Awards ceremony.

"Congratulations to the 123 companies in all 50 states being honored today for their achievements in exporting," said Pritzker. "These companies demonstrate the opportunity inherent in selling Made-in-America products to the broad customer base that exists outside our borders. Their success contributes to growth, job creation, competitiveness, and the success of the American economy."

The President's "E" Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports. Overall, U.S. companies exporting $2.23 trillion worth of goods and services in 2015. The United States increased its exports to 58 international markets and attained record exports with 20 global partners in 2015.

This year, 73 companies and organizations were honored with the "E" Award for Exports for demonstrating a sustained increase in export sales over a four-year period. There were 28 companies and organizations that assisted and facilitated export activities and received the "E" Award for Export Service. The "E" Star Award for Exports, which recognizes previous "E" Award winners who have reported four years of additional export growth, was awarded to 17 firms. And, five companies were awarded the "E" Star Award for Export Service, which recognizes previous "E" Award winners that have shown four years of continued support of exporters since first winning the "E" Award.

The 2016 "E" Award Winners

"E" Award for Exports

AERO Specialties Inc.: Boise, Idaho
Balco Inc. a CSWI Company: Wichita, KS
Bandit Industries Inc.: Remus, MI
BioTek Instruments: Winooski, VT
Bridge to Life Ltd.: Columbia, SC
Cloud Microphones: Tucson, AZ
Corfin Industries LLC: Salem, NH
Delaware Diamond Knive, Inc.: Wilmington, DE
Des-Case Corporation: Goodlettsville, TN
Diamon-Fusion International: Irvine, CA
DIMO Corp.: New Castle, DE
Eagle Manufacturing Company: Wellsburg, WV
Electric Mirror: Everett, WA
Endoscopy Replacement Parts Inc.: Newberry, FL
EN-FAB, Inc.: Houston, TX
ERD LTD Inc.: Kernersville, NC
EXOS: Phoenix, AZ
Falcon Analytical: Lewisburg, WV
Fornazor International, Inc.: Hillsdale, NJ
Goldbelt: Juneau, AK
Grand-Rock Company Inc.: Painesville, OH
Greeley and Hansen: Chicago, IL
Harris Research Inc.: Nashville, TN
High Impact Technology LLC: Tigard, OR
HMI Hamilton Manufacturing Inc.: Twin Falls, ID
HornerXpress Worldwide Inc.: Fort Lauderdale, FL
HOTSTART: Spokane, WA
Hycomp, Inc.: Hyde Park, UT
Industrial Metals International Ltd.: Ronkonkoma, NY
International American Supermarkets: Piscataway Township, NJ
Iredale Mineral Cosmetics, Ltd.: Great Barrington, MA
Jeco Plastic ProductsL.L.C.: Plainfield, IN
Johnny Rockets: Aliso Viejo, CA
Julia Knight, Inc.: Minneapolis, MN.
Keith Smith Company Inc.: Hot Springs, AR
Kimmie Candy Company: Reno, NV
LaMotte Chemical Company: Chestertown, MD
LeChat Nail Care Products: Hercules, CA
Lectrodryer LLC: Richmond, KY
Liberty Pumps Inc.: Bergen, NY
Masterclock, Inc.: St. Charles, MO
Miyamoto International, Inc.: West Sacramento, CA
Morrison Textile Machinery Co.: Fort Lawn, SC
Northern Power Systems: Barre, VT
Old Wood LLC: Las Vegas, NM
PakSense: Boise, ID
Palladio Beauty Group: Hollywood, FL
Percival Scientific Inc.: Perry, IA
Power Technology Inc.: Alexander, AR
Process Equipment Inc.: Pelham, AL
Radius Corporation: Kutztown, PA
Rayner Equipment Systems: Sacramento, CA
RecoveryPlanner: Trumbull, CT
Rosenbauer South Dakota LLC: Lyons, SD

Continued on Page 12, "Award Winners"

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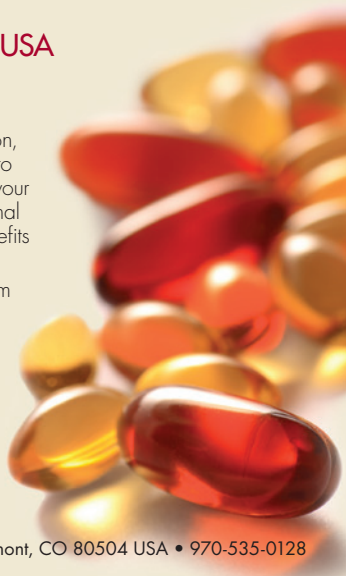
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Zanon USA Inc. Wins 2016 President's "E" Award As Top U.S. Exporter

The "E" and "E" Star awards are the highest honor any U.S. exporter can receive its export activity. This year, Zanon USA Inc. was one of the few companies selected to receive the prestigious "E" Star award. Zanon has long demonstrated a sustained commitment to export expansion.

The "E" Awards committee was clearly impressed with the California-based company's business model, which is nearly 100 percent export-focused. The company's ability to adapt its products for various export markets was also particularly notable.

"Zanon's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs," said United States Secretary of Commerce Penny Pritzker in a letter to the company announcing its selection as an award recipient.

With a longstanding commitment to exporting, Zanon USA is no stranger to the "E" and "E" Star awards. The company was given the "E" award in 2007 by then President George W. Bush in the Oval Office. They went on to receive the coveted "E" Star Award, which is given to companies that display continued growth and excellence in exporting.

Meet Zanon USA

Zanon USA is a leader and innovator in the nutraceutical industry, dedicated to improving the health of children and adults. The company believes that the foundation of health begins with the right daily nutrition. Its motto is even simpler: "Nutrition shouldn't be difficult, it should be fun."

Understanding the difficulties for children and adults to get the necessary daily vitamins, they were determined to create a delivery system that works. That delivery system is a healthy, colorful and delicious gummy vitamin. Zanon's gummies are made with the healthiest ingredients and specially formulated to help children and adults get their daily nutrition in a fun way.

U.S. Secretary of Commerce Penny Pritzker presents Jasmeet Singh (center) and Babken Atoyan of Zanon USA Inc. the 2016 "E" award for exporting in Washington D.C.

Experts in Export

Zanon USA was one of the first companies in the U.S. to help establish the nutraceutical industry. During its early years, the company recognized the potential of serving export markets with varying cultural, religious and dietary practices across the world. In fact, Zanon's R&D team spent countless hours creating the right formulas catering to export markets.

At first, Zanon only exported to a few international markets. Today, the company's products can be found in more than 30 countries across the globe. The company credits its success, in part, to U.S. export assistance programs as well as help from the U.S. Commercial Service.

Today, Zanon USA has developed expertise in all areas related to the business of exporting, including document preparation, product registration, translation, local market research and brand management. Zanon also has developed a worldwide network of international distributors, agents and consumers.

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November 1-3, 2016, at the Sands Expo in Las Vegas

U.S. Auto Parts Exports to Central America on the Rise

Delegations to AAPEX Help Buyers Identify New Export Partners

In 2015, U.S. exports of auto parts, accessories and service equipment to many Central American countries increased to reach a total of $350 million. This trend is expected to continue due to several factors. The Dominican Republic-Central America Free Trade Agreement with the United States (DR-CAFTA) allows U.S.-origin goods to enter participating countries with no, or drastically reduced, import tariffs. In addition, the close proximity between Central America and the United States can ease the delivery of auto parts.

Market conditions in many Central American countries, including Costa Rica, El Salvador and Guatemala, also are creating a greater demand for auto parts. The number of vehicles on the road is increasing, while the average age of cars is rising, reaching as high as 17 years old in Costa Rica.

These favorable conditions can mean new opportunities to grow your business. For starters, the best way to identify new suppliers is to travel with an official International Buying Delegation to AAPEX in Las Vegas where 450 U.S. companies that export will exhibit.

Buying delegations are led by specialists from the U.S. Commercial Service, the export promotion arm of the U.S. Dept. of Commerce. Within the past three years, Central American delegations have represented buyers from Costa Rica, El Salvador, Guatemala and Honduras.

Ana Polanco, senior trade specialist, Foreign Commercial Service, U.S. Embassy in Guatemala, has led several buying delegations from Guatemala. According to Polanco, the advantage of AAPEX is that buyers can touch base with multiple suppliers in one single visit to the United States. They have the opportunity to see innovative products and trends all in one location. In addition, presence shows interest. "It is important to be 'present' at the most important event in the industry, at least every two years," said Polanco.

A plus for delegates is that they can attend both AAPEX and the SEMA Show, also held in Las Vegas the same week. "Both shows are well known for their good organization and great service toward international buyers," said Polanco. "Particularly, AAPEX is well known to Central American buyers through the Commercial Service Offices delegation services."

Before AAPEX, Polanco helps buyers understand how to do business with American firms and how to conduct business during the event. She stresses the importance and benefits of belonging to a Free Trade Agreement (FTA) with the United States, and also assists with logistics related to travel to AAPEX.

Onsite, she helps buyers source U.S. suppliers, and matches and facilitates introductions with U.S. exporters that meet buyers' needs. During meetings between buyers and exhibitors, Polanco will facilitate introductions and assist both parties by counseling them on mutually beneficial information about international commerce. Separately, Polanco will meet with U.S. companies at AAPEX to introduce her respective market and counsel companies on potential opportunities for entering such a market.

After AAPEX, Polanco assists buyers with follow up to ensure specific actions requested during meetings with U.S. firms are handled as soon as possible.

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 $328.2 billion global aftermarket auto parts industry and will be held Tuesday, Nov. 1 through Thursday, Nov. 3, at the Sands Expo in Las Vegas, with AAPEXedu sessions starting on Monday, Oct. 31. For more information and to register, visit: www.aapexshow.com/advert.

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Register Now! AAPEX 2016, Nov. 1–3, at the Sands Expo in Las Vegas. AAPEXedu sessions begin on Oct. 31.

Oct. 3-5, 2016 in Washington, D.C.

2016 AUSA Meeting and Exposition: A Professional Development Forum

Industry and military leaders from around the world will gather in Washington D.C., on Oct. 3-5, for the annual Association of the United States Army (AUSA) meeting and exposition at the Walter E. Washington Convention Center. This year's theme is "America's Army: Ready Today, Preparing for the Future."

The AUSA Annual Meeting & Exposition is the largest land power exposition and professional development forum in North America. The event consists of informative and relevant presentations, panel discussions on pertinent military and national security subjects, workshops and important business meetings.

More than 26,000 people from around the world are expected to participate in this year's program, including 4,000 active-duty military personnel from the U.S. Army, Army National Guard and Army Reserve. Military attendees of all ranks will attend.

In addition to military personnel, the AUSA Annual Meeting will include senior leaders from the Department of Defense, members of Congress, Congressional staff members, senior executive service personnel, and foreign officials and diplomats.

Presentations on the state of the Army and related defense subjects will be given by the Secretary of the Army, the Army Chief of Staff, and other senior Army and Department of Defense representatives.

> "More than 600 industry and military exhibits will be featured in five halls at the convention center."

More than 600 industry and military exhibits will be featured in five halls at the convention center. This year's exhibit hall will include nine international pavilions: Australia, Canada, France, Greece, Israel, Korea, Poland, Switzerland and the United Kingdom. There will also be two Small Business Pavilions, a Veterans Career Hiring Pavilion, a Cyber Pavilion, a VA Pavilion and a Homeland Security Pavilion.

In addition, the Army will have a display with multiple messages set up by AMC (Army Materiel Command). The display will feature the Army Warriors Corner which will include presentations from senior personnel supporting key themes. There will also be an Army Acquisition Rally Point occupied by ASAALT (Assistant Secretary of the Army for Acquisition, Logistics and Training) personnel, an Installation, Energy and Environment (IE&E) Rally Point and for the first time a TRADOC (U.S. Army Training and Doctrine) Assembly area.

"This annual event provides a unique opportunity to showcase defense industry products and services to Army leaders and DoD decision-makers, says GEN Gordon R. Sullivan, USA Ret., the outgoing president of the AUSA. "This is the forum to discover new developments in defense technology and to meet with colleagues from the world-wide defense community."

The AUSA Annual Meeting & Exposition is a must-attend event for anyone involved in the military or the defense industry. "Being entrenched in the military trade show business for more than 20 years, I can honestly say the AUSA Annual Meeting is by far the most impressive and impactful event Veterans United Home Loans participates in each year," says Pam Swan, director of military Relations and Business Development. "Our brand exposure and opportunities to connect with tens of thousands of our potential clientele is immeasurable. The quality of this event is unmatched, which is why we look forward to AUSA each year."

General John. G. Coburn, USA Ret., CEO, of Vision Technologies Systems Inc. echoes the value of the AUSA program. "The AUSA Annual Meeting is of the utmost-importance to the vitality of the modern Army," he says. "Vision Technologies Systems values this opportunity to meet with customers and showcase products to the people who use them, the American Soldier. The AUSA Annual Meeting is truly a world-class event."

More information, including registration options, is online at ausameetings.org/2016annualmeeting.

How To Contact:
The Association of the United States Army
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ausameetings.org/2016annualmeeting
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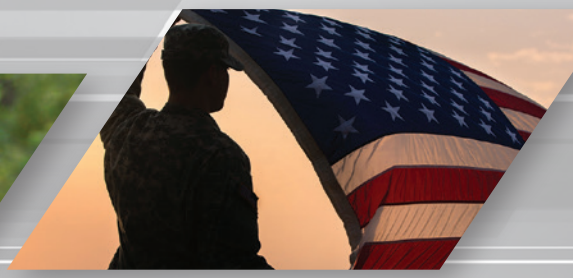

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- Participate in panel discussions on the state of the Army and the future of national defense

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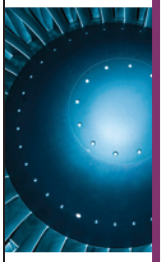

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"Award Winners", Continued from Page 5

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The Fremont Company: Fremont, OH
Thycotic Software: Washington, DC
Universal VAT Services Inc.: Atlanta, GA
VAIREX Air Systems: Boulder, CO
WellDog: Laramie, WY
Wood Industries Inc.: Belmont, MS
ZANON USA Inc.: Van Nuys, CA
Z-Medica LLC: Wallingford, CT
ZO Skin Health Inc.: Irvine, CA

"E" Star Award for Exports

Acme Manufacturing Company: Auburn Hills, MI
Aero Precision: Livermore, CA
Axistrade: Houston, TX
Bio-Microbics Inc.: Shawnee, KS
BOSCOGEN Inc.: Irvine, CA
CECA Supply and Services: Houston, TX
Combustion Associates Inc. (CAI): Corona, CA.
Cybex International Inc.: Medway, MA
Daavlin: Bryan, OH
Diesel Specialists LLC: Baton Rouge, LA
DSC Dredge LLC: Reserve, LA
FCX Systems Inc.: Morgantown, WV
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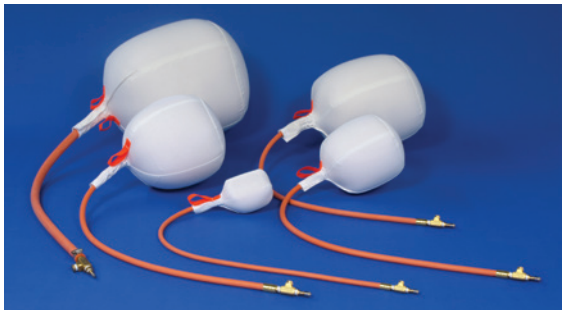

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