

Commercial News

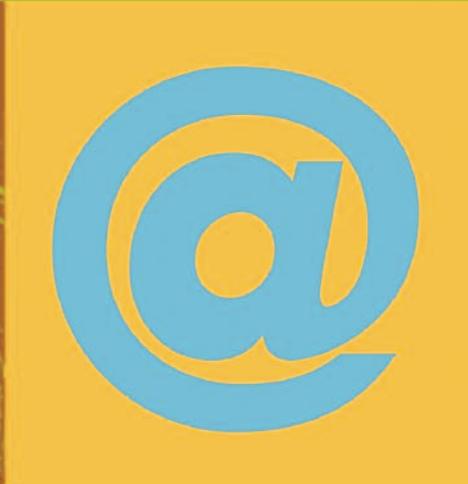
XXVI: 2

The Showcase for American-Made Products and Services

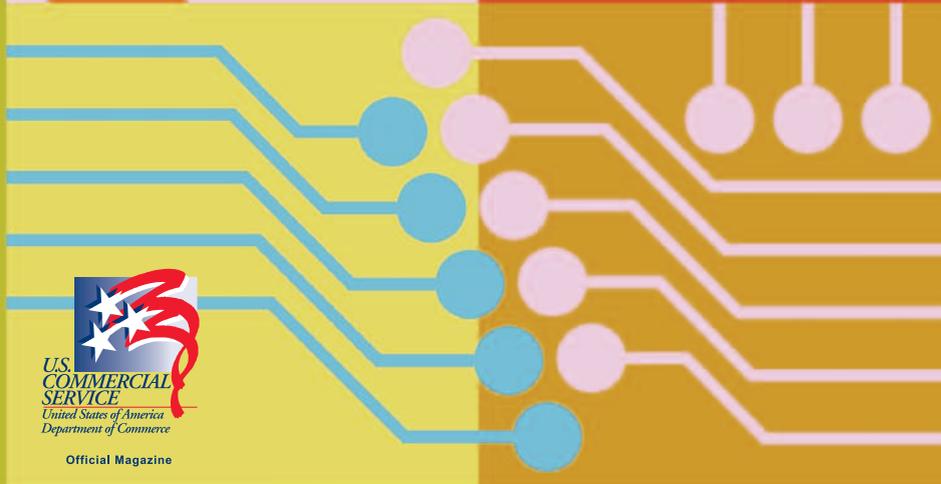
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November/December 2004

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Official Magazine

TRADE SHOWS SPECIAL SECTION
INFORMATION TECHNOLOGY
FRANCHISING
ELECTRICAL & ELECTRONICS

INDUSTRIAL EQUIPMENT
ENVIRONMENTAL
BUILDING & CONSTRUCTION
SPORTS & RECREATION

SAFETY & SECURITY
HOTEL & RESTAURANT
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Letter to Our Readers

We are proud to offer the second issue of the newly designed Commercial News USA to our readers worldwide. Commercial News USA is the premier vehicle for U.S. companies to showcase their products and services to a truly global audience. The magazine, along with a U.S. exporters directory, also is available online at www.export.gov/cnusa.

If you do not find what you are looking for – we want to know! Whether you offer representation, distribution, direct sales, licensing or joint-venture partners, Commercial News USA will provide you with a wide range of potential business opportunities. If you don't see what you are looking for, please contact your nearest embassy or consulate at www.buyusa.gov/home/worldwide_us.html

In addition to Commercial News USA, the Office of Global Trade Programs, part of the Commercial Service, also manages the International Buyer Program (IBP) and the Trade Fair Certification (TFC) program.

The IBP recruits more than 125,000 foreign buyers and distributors to 36 top U.S. trade shows per year. U.S. Commercial Service trade specialists arrange meetings between U.S. exporters and international delegates and provide

export counseling at the show's International Center.

The TFC program facilitates participation by U.S. exhibitors at international trade shows by certifying the best shows in the business. As with Commercial News USA, both programs are designed to foster international business relationships. Again, for direct assistance, contact the U.S. embassy or consulate in your country. In addition, you can find more information about these programs and a list of our upcoming events at www.export.gov/trade_events.html.

As always, we encourage you to contact U.S. companies directly if you are interested in learning more about a specific opportunity you find in Commercial News USA. You can also use the "Reader Service" fax form on Page 23.

We sincerely hope that you enjoy this issue and hope that you will take advantage of the opportunities inside.

Sincerely,



Timothy C. Thompson Jr.
Executive Director
Office of Global Trade Programs

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The Showcase for American-Made Products and Services

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World's Communications Professionals Will Gather at InfoComm 2005 in Las Vegas

More than 25,000 attendees and nearly 700 exhibitors will gather at InfoComm International 2005, the world's largest conference and exhibition for information communications and audiovisual professionals. The conference will take place June 4-10, 2005 with the trade show running June 8-10 at the Las Vegas Convention Center.

InfoComm International and its sister trade shows around the world are the leading business-to-business marketplaces for display, projection, audio, videoconferencing, Internet streaming and networked presentation and communications systems. Conference participants and exhibitors represent leading manufacturers such as Bose, Canon, Hitachi, HP, JBL, JVC, Meyer Sound, Mitsubishi, NEC, Panasonic, Philips, Pioneer, Polycom, Samsung, Sanyo, Sharp, Shure, Sony, Tandberg, Telex and Yamaha. Attendees will include systems integrators and design consultants, as well as professional end user buyers in corporate, government, military, education, worship, healthcare and other markets.

Recently, the U.S. Department of Commerce selected InfoComm International as an International Buyer Program (IBP) participating trade show. The IBP brings international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. The IBP program also provides practical, hands-on assistance to U.S. exporters, such as export counseling and market analysis. The Commerce Department made the selection on the basis of InfoComm's export potential, international interest, U.S. exhibitor offerings, stature, exhibitor interest, overseas marketing efforts, logistics support and willingness to fulfill the program's goals.

"Our goal – to serve as a conduit for international business in the information communications arena – has received a significant boost from the U.S. Department of Commerce," said Randal A. Lemke, Ph.D., executive director of InfoComm and



More than 700 exhibitors and 25,000 buyers are expected to attend InfoComm 2005 in Las Vegas from June 4-10. The exhibition includes nearly 350,000 sq.ft. of exhibit and special event space.



the International Communications Industries Association® (ICIA). "This initiative, together with our offices and shows around the world, enables us to continue to support the vitality of our industry and our members."

The Commerce Department and U.S. Commercial Service will promote the show worldwide to international buyers, end users, representatives and distributors through the offices of the Commercial Service in 74 countries representing America's major trading partners and also in U.S. embassies in countries where the Commercial Service does not maintain offices.

*infoComm*Academy

The conference portion of InfoComm 2005 includes a variety of programs, seminars, training workshops, and forums. The Institute for Professional Development offers intensive three-day courses for industry professionals. Current industry topics are the focus of Super Tuesday, which features comprehensive six-hour training sessions. Basic, intermediate, and advanced technology-focused workshops are offered through the InfoComm Academy Seminars program. Manufacturers training sessions and industry forums will be presented and hosted by individual manufacturers and industry councils.

InfoComm also will include pavilions for collaborative conferencing, streaming media, and digital signage. A highlight of the show will be the Large Venue Display Gallery, a demonstration of the latest projection and display technologies in a gallery of huge screens for corporate, sports, and entertainment events.

Online InfoComm registration at www.infocommshow.org begins in January 2005. See the association's web site, www.infocomm.org for industry news, show information and events.

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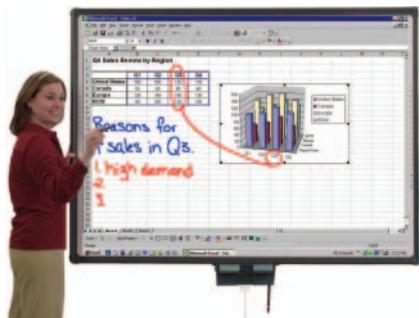


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	TEL: 215-362-2766 FAX: 215-361-0167 mandyc@numonics.com www.interactivewhiteboards.com	

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Little Caesars
pizza! pizza!

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	TEL: 313-983-6148 FAX: 313-983-6193 LCEfranchising@LCEcorp.com www.littlecaesars.com	

Maui Wowi

Maui Wowi Fresh Hawaiian Blends

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characteristics are simple: the desire to contribute at all levels to the overall development of an international franchise organization.

FRA	Kera Vo, Franchise Development Mktg Mgr Maui Wowi Franchising, Inc., Dept. CN 5445 DTC Parkway, Suite 1050 Greenwood Village, CO 80111 USA	8047
	TEL: 303-781-7800 FAX: 303-781-2438 cnusa@mauiwowi.com www.mauiwowi.com	

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FRA	Roy Billesbach, Dir. of Franchise Expansion The Alternative Board TAB®, Dept. CN 225 E 16th Ave., #580 Denver, CO 80203-1622 USA	8071
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GIE	Joe McMahon, President Oxygen Generating Systems Intl., Dept. CN 70 John Glenn Drive Amherst, NY 13228 USA	8060
	TEL: 716-564-5165 FAX: 716-564-5173 jmcmahon@ogsi.com www.ogsi.com	

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ACR	Tony Maglione, International Sales Director Bradford White Corporation, Dept. CN 725 Talamore Drive Ambler, PA 19002 USA	8014
	TEL: 215-6441-2105 FAX: 215-641-9750 tmaglione@bradfordwhite.com www.bradfordwhite.com	

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	TEL: 440-808-3888 FAX: 440-808-0466 info@ecoscientific.com www.ecoscientific.com	

Nielson-Kellerman

Kestrel Pocket Weather Meters

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GIE	Katie Horn, Sales Manager Kestrel Pocket Weather Meters 21 Creek Circle Boothwyn, PA 19061 USA	8054
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	TEL: 408-225-7972 FAX: 408-225-7974 sales@aquapurification.com www.aquapurification.com	

International Buyer Program Event Calender

Int'l CES (Consumer Electronics Show)	January 6-9	Las Vegas	www.CESweb.org
ProMat	January 10-13	Chicago	www.ProMat2005.org
International Builders' Show	January 13-16	Orlando	www.BuildersShow.com/international
Graphics of the Americas	February 4-6	Miami Beach	www.graphicsoftheamericas.com
World Ag Expo	February 8-10	Tulare, CA	www.farmshow.org
ConExpo-Con/AGG & IFPE	March 15-19	Las Vegas	www.conexpoconagg.com
International Home/Housewares Show	March 20-22	Chicago	www.housewares.org/ihshow
CTIA Wireless	March 22-24	Atlanta	www.wirelessit.com
The National Show (Cable & Telecom)	April 3-6	San Francisco	www.thenationalshow.com
Electric Power	April 5-7	Chicago	www.electricpowerexpo.com
International Franchise Expo	April 8-10	Washington, DC	www.ifeinfo.com
NAB (Nat'l Assn of Broadcasters) Show	April 16-21	Las Vegas	www.nabshow.com
FMI Show (Food Marketing Institute)	May 1-3	Chicago	www.fmi.org
Waste Expo	May 2-5	Las Vegas	www.wasteexpo.com
Kitchen/Bath Expo	May 9-12	Las Vegas	www.kbis.com

International Buyer Program Attracts International Attendees to U.S. Trade Shows

The U.S. Commercial Service's International Buyer Program, working with 36 of the competitively selected leading U.S. trade shows in key fields, organizes delegations of buyers/distributors looking to find U.S. trade partners.

Working with the more than 150 overseas commercial offices, IBP helps U.S. exhibitors and overseas distributors establish new business relationships at major shows in the USA. Each year a broad range of the leading shows in their fields is supported on a worldwide basis.

U.S. exhibitors seeking overseas contacts and distributors at each show identify markets of interest and key contacts for international attendees at each event.

Each year the leading shows in the USA in fields of information technology, electric power, oil and gas field equipment, food processing, packaging, medical and dental fields, building and construction, environmental, plastics, printing, business equipment, and consumer goods are highlighted among events of international importance.

A detailed listing of all events on the IBP calendar is available on request and is listed online at: www.export.gov/ibp



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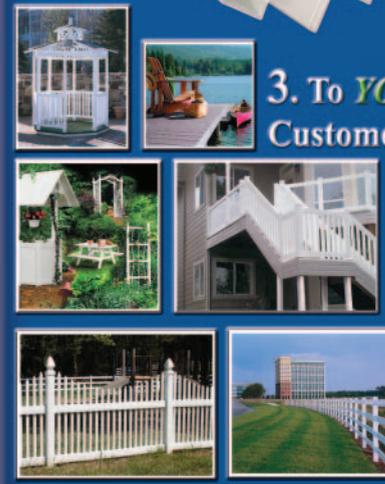
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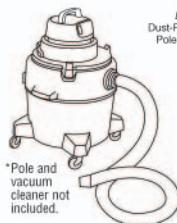
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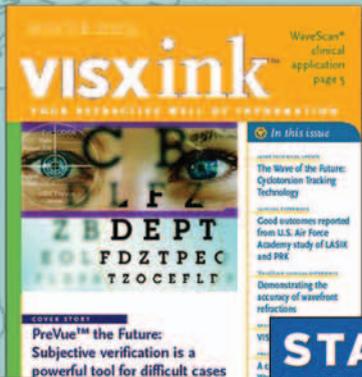
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ThinkGlobal website screenshot showing navigation links, a featured article titled "Weissman Center for International Business Celebrates 10th Anniversary", and a sidebar with "Commercial News USA" advertisement.



visxink magazine cover featuring an eye graphic and the headline "PreVue™ the Future: Subjective verification is a powerful tool for difficult cases".



STAAR Review magazine cover with the headline "STAAR Collamer® IOL Induces Fewer Higher-Order Aberrations Than Silicone and Acrylic Lenses".



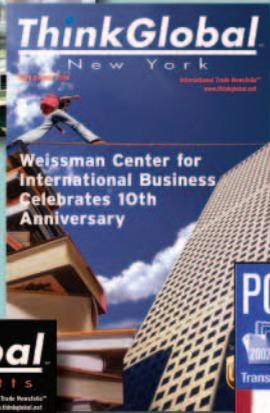
EXPORT.GOV website screenshot showing the "Commercial News USA" section with a navigation menu and a list of industry sectors.



Best of Chicago magazine cover with the headline "A Selective Guide to Some of the City's Top Spots".



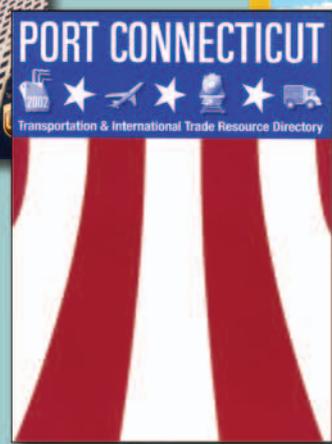
Commercial News USA magazine cover featuring a globe graphic and the headline "THE 2006 INTERNATIONAL BUILDERS' SHOW".



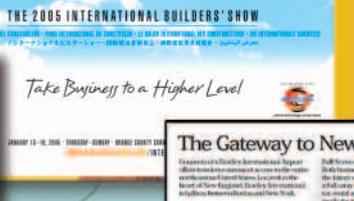
ThinkGlobal New York magazine cover with the headline "Weissman Center for International Business Celebrates 10th Anniversary".



ThinkGlobal Massachusetts magazine cover with the headline "Commercial News USA Helps Massachusetts Exporters Promote Their Products and Services".



PORT CONNECTICUT website screenshot with the headline "Transportation & International Trade Resource Directory".



The Gateway to New England magazine cover with the headline "Take Business to a Higher Level".



Bradley International Airport advertisement featuring a scenic landscape and the headline "The Gateway to New England".

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Commercial News
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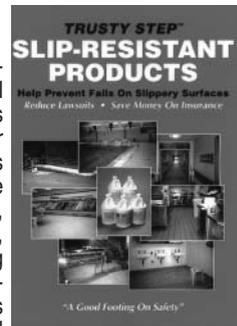
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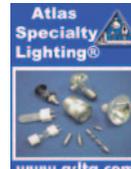
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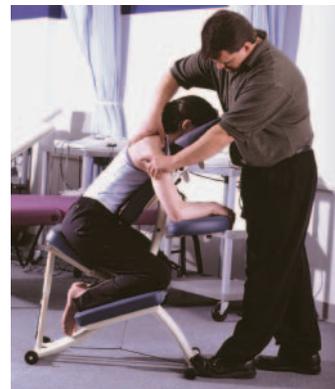
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Thai Distributor Boosts Profits Selling Mr. Tumee Vitamin Line

Mr. Tumee, an innovative dietary supplement for children and adults developed by Los Angeles-based Vitamec USA Inc., has helped an importer in Thailand expand into a new product line that has resulted in immediate profitability and earned the Thai company recognition from the U.S. Commercial Service.



Global Medical Solutions (Thailand) Ltd., a medical and healthcare distribution company based in Bangkok, began importing the Mr. Tumee vitamin line after learning about the product in Commercial News USA. Now, less than a year later, Global Medical Solutions has received a Certificate of Appreciation for Achievement in Trade from the U.S. Commercial Service, part of the U.S. Commerce Department.

Today, Global Medical Solutions is the exclusive Thai distributor for Vitamec with total purchases in 2004 of approximately U.S. \$100,000. "I contacted Cady Cooper, the director of exports for Mr. Tumee, after reading about the product in Commercial News USA," said Mark Gallegos, business development manager for Global Medical Solutions. "After meeting with Cady and her team, and testing a sample in our market, we signed an agreement to represent Vitamec in Thailand."

Gallegos said he also received support from Nalin Phupoksakul, the U.S. Commercial Service trade specialist based in Bangkok. "Nalin met with me twice to help us prepare for our trip to the states and for our discussions with Vitamec," he said.

"This kind of sound business relationship is an excellent example of the kind of success foreign firms can have using Commercial News USA as a source for identifying new business opportunities," said Tim Thompson, executive director, Office of Global Trade Programs, U.S. Commerce Dept. "Commercial News USA is helping local importers all over the world identify new U.S. products with promising market potential."

Thanks primarily to the worldwide visibility it receives in

Commercial News USA, Vitamec – a wholly owned subsidiary of Moba Inc. – is now selling its patented vitamin products in 30 countries. "More than half of our annual sales are now coming from export markets we have developed as the result of using Commercial News USA as our exclusive global marketing tool," says Viken Momdjian, chief executive officer of Moba.

Since 1998, the Mr. Tumee management team has been manufacturing and distributing natural products worldwide under the Vitamec brand. The Vitamec vitamin line is available in a vast variety of formulas for children and adults and is available for private label as well.

"We are dedicated to providing supplements that kids love," said Momdjian. "Our research team developed the all-natural Mr. Tumee gummy as a healthy alternative that parents can count on to provide their children with more vitamins and minerals for healthy development. Since the gelatin-free gummy contains no animal products, it is ideal for vegetarian families."

The Mr. Tumee supplements are produced at a 200,000 square foot facility located in northern California. Momdjian said the company continues to seek new distribution partners worldwide.

More information about Global Medical Solutions is available by sending e-mail to synbkk@loxinfo.co.th

More information about the Mr. Tumee product line and Vitamec USA Inc. is available by sending e-mail to info@MrTumee.com or online at www.mrtumee.com



Cady Cooper, Director of Exports
 Vitamec USA, Inc., Dept. CN
 14141 Covello St., Ste 2A
 Van Nuys, CA 91405-1400 USA

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8008	8022	8036	8050	8064	8078
8009	8023	8037	8051	8065	8079
8010	8024	8038	8052	8066	8080
8011	8025	8039	8053	8067	8081
8012	8026	8040	8054	8068	
8013	8027	8041	8055	8069	

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