

# Commercial News

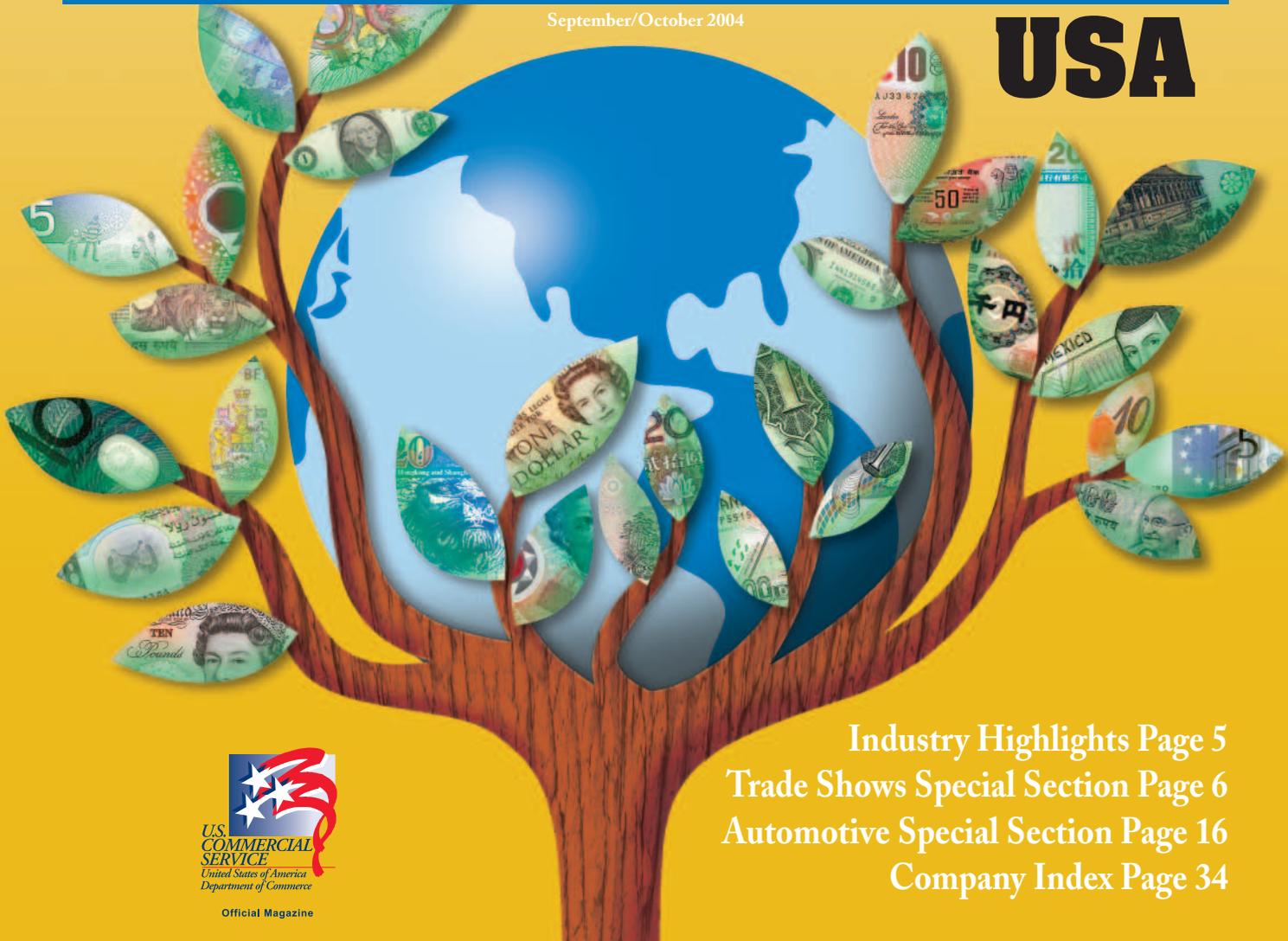
XXVI: 1

The Showcase for American-Made Products and Services

www.export.gov/cnusa

September/October 2004

# USA



Official Magazine

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Automotive Special Section Page 16  
Company Index Page 34

## THE 2005 INTERNATIONAL BUILDERS' SHOW

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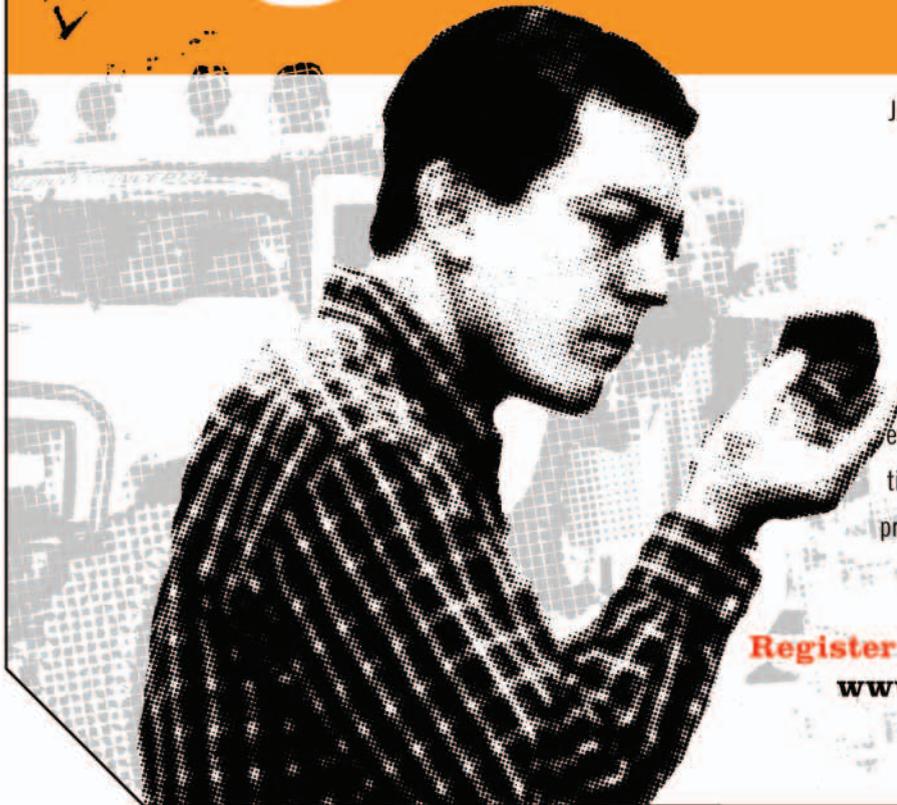


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# Letter to Our Readers

Commercial News USA, the premier source for finding U.S. products and services, has been redesigned with you, our readers, in mind.

Hundreds of product sales and agent/distributor agreements are generated each year as a result of contacts made through this magazine. We encourage you to contact U.S. companies directly if you are interested in learning more about a specific opportunity.

We also encourage you to contact your local U.S. Commercial Service representative at the U.S. Embassy or Consulate to find out more about U.S. goods and services. Our expert staff there can provide additional assistance in developing successful business relationships with U.S. suppliers.

Commercial News USA will be published six times a year on a bi-monthly schedule. In addition, an electronic version of the magazine can be found online at [www.export.gov/cnusa](http://www.export.gov/cnusa).

Join the hundreds of businesspeople around the world who experience the daily dividends of generating new and increased business as a result of Commercial News USA.

Sincerely,



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Assistant Secretary for Trade Promotion  
and Director General,  
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September/October 2004

USA

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# ProMat 2005: January 10-13, 2005 in Chicago

On January 10-13, 2005, the Material Handling Industry of America (MHIA) will sponsor ProMat 2005. At ProMat 2005, the material handling and logistics industry will showcase the latest productivity solutions. ProMat 2005 is the largest showcase of material handling and logistics solutions in North America.



At ProMat 2005, you can see and compare the latest solutions essential to the productivity of your manufacturing, warehousing and distribution operations. The material handling and logistics solutions you discover at ProMat will help you differentiate your product, improve customer service and increase overall corporate profitability. Tap into a world of opportunity that includes Five Solution Centers, over 700 exhibits covering 300,000 square feet, 70 free educational sessions, an Executive Forum examining the new pioneers of supply chain leadership, and a 25,000-square-foot Knowledge Center dedicated to RFID implementation.

**ProMat**<sup>®</sup>  
 An MHIA International Exposition **2005**  
 McCormick Place South • Chicago, IL USA • January 10-13

Industry professionals from the United States and around the world are expected to attend ProMat. They will attend to find productivity solutions through material handling and logistics for their manufacturing, distribution, logistics and warehousing operations. The event is a Department of Commerce International Buyer Program event and will feature an International Visitors Center to welcome its international visitors. Attendees from over 80 countries across the globe are expected to attend ProMat.

Complete information on ProMat (including free on-line show registration, news, conference information, exhibitor information, travel information and a show agenda planner) is available online at [www.ProMat2005.org](http://www.ProMat2005.org)

Material Handling Industry of America (MHIA) is the



trade association leading this vital industry. MHIA members are material handling and logistics equipment and systems manufacturers, integrators, 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.

For more information on MHIA, visit [www.mhia.org](http://www.mhia.org). At this valuable online resource, you can access material handling and logistics news, information and resources based on individual business interests, product/service interests, specific industries, and demographics and company/facility needs.

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### Now In January 2005

ProMat® is the largest material handling and logistics event held in the United States. Over 750 exhibits from the industry's top providers will cover 300,000 square feet at Chicago's McCormick Place South. With a comprehensive showcase of exhibits and an Educational Conference providing perspective from industry-leading corporations, ProMat® is your one-stop destination for manufacturing, warehousing and distribution solutions.

Attending ProMat® is the easiest, most cost-effective way to gain valuable insights, learn new ideas, and compare the leading-edge products, software, and technologies you need to make your operations more productive and profitable.

*Exhibits are organized into Solution Centers to help you:*

- Solve manufacturing challenges
- Streamline fulfillment and delivery
- Improve assembly logistics and support
- Compare the latest IT solutions

### RFID Knowledge Center

ProMat® will feature an RFID Knowledge Center outlining the major issues and best practices for enterprises facing the challenge of incorporating RFID solutions into their operations.

### Free Educational Sessions

ProMat® will also offer 70 free show floor Seminars and a free Executive Forum titled *"Supply Chain Management Pioneers: Managing Risk, Realizing The Rewards."*

### Plan Now To Start The New Year Off Right

ProMat® 2005 brings together the education, networking and product sourcing you need to enhance productivity, manage inventory and lower costs. Make a resolution now to attend this one-of-a-kind event from January 10-13, 2005 in Chicago. Find free On-line registration, detailed exhibitor information, Educational Session details, Show news and more On-line at [www.ProMat2005.org](http://www.ProMat2005.org) or call 800-446-2622 or 704-676-1186.



# Annual Poultry Expo Is Truly International

The world's largest trade show devoted to the poultry and egg industry – the International Poultry Exposition – will draw nearly 4,500 international attendees to the Georgia World Congress Center in Atlanta, January 26-28, 2005.

Industry professionals from 89 nations, 48 U.S. states, and Puerto Rico – including representatives of industry segments such as feed milling, hatcheries, live production, processing, marketing and related support activities – will meet, confer, renew friendships and transact business. In all, over 19,000 are expected to attend the IPE, and funds generated from attendees and exhibitors will help the industry sponsor research grants, educational programs and promotional activities.

The IPE will be preceded on January 24 and 25 by an International Poultry Scientific Forum. The forum will present a program of education and information sessions on environmental management, nutrition, physiology, pathology, processing and products and avian diseases. A separate registration fee is required for this event.

Canada, Mexico, The Netherlands, Brazil, and Colombia sent the largest delegations to the 2004 IPE, and 19 nations doubled their attendance from the

previous year, including France, Uruguay and Venezuela.

Preregistration for the IPE is \$30 (USD) and \$50 (USD) on-site. The fee includes admission to a day-long education program featuring issues of concern to the poultry industry. For more information, visit the Poultry Expo Web site:  
[www.internationalpoultryexposition.org](http://www.internationalpoultryexposition.org)



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 TEL: 770-493-9401  
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 www.poultryegg.org

## AMAZE YOURSELF WITH THE POSSIBILITIES!

Attending the International Poultry Exposition is a great way to stay on top of your profession. Get swept up by the ideas you hear, the products you see, and the technology you touch. Share ideas with colleagues, attend educational programs, and uncover new solutions that will lead you down the path to profitability.

**January 26-28, 2005 / Georgia World Congress Center / Atlanta, Georgia USA**  
**(770) 493-9401 / [www.internationalpoultryexposition.org](http://www.internationalpoultryexposition.org)**

**WHERE ELSE CAN YOU ACCOMPLISH SO MUCH IN ONLY THREE DAYS!**



## INTERNATIONAL POULTRY EXPOSITION

9118

# APTA EXPO 2005: Worldwide Public Transit Forum To Be Held in Dallas in September 2005

APTA EXPO 2005, the public transportation industry's triennial professional exposition and conference, will be held at the Dallas Convention Center from September 26-28, 2005.

More than 16,000 industry professionals and 800 exhibitors from around the globe will attend to showcase new products and technology, network with other transportation leaders, and exchange ideas and information about transit services and issues.

A variety of special opportunities and services will be provided for the expo's international attendees, including an international VIP reception, private meeting rooms in the Center for International Commerce, match-making services, translators, International Buyer Program (IBP) representatives, and support materials for organizing a delegation or buying team.

Expo 2005 will showcase a broad range of transit products and services and will focus on public and

private bus, charter, and tour transit; rail transit; rail-road and railway commuter transit, government transit, public utility, computers and security.

The American Public Transit Association is a participant in the U.S. Commercial Service's International Buyer Program. Delegations and buying teams are encouraged to attend and will be fully supported.

More information about leading a delegation, attending as an individual or exhibiting at Expo 2005 is available at APTA's Web site, [www.apta.com/expo2005](http://www.apta.com/expo2005) or by sending e-mail to: [pcardwell@ntpshow.com](mailto:pcardwell@ntpshow.com)

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Over 800 suppliers of products designed to enhance passenger experience, as well as enable transit systems to operate efficiently and profitably, will be showcased.

The world's transit industry convenes in September 2005 to network and share ideas and solutions, making this event a powerful forum for learning and success.



**Find YOUR Way**

For more information about attending or exhibiting, visit [www.apta.com/expo2005](http://www.apta.com/expo2005).

# The 2005 International Builders' Show To Be Held in Orlando January 13-16, 2005

The International Builders' Show is sponsored by the National Association of Home Builders, the largest building association in the United States, serving more than 211,000 members.

Join more than 100,000 construction industry professionals at the 2005 International Builders' Show. The construction industry's largest new-product showcase attracts professionals from around the globe. International visitors travel to the show from nearly 100 countries.

The International Builders' Show showcases more than 1,600 of America's foremost suppliers of building materials, tools, services and technologies. Explore over 74,000 net square meters of exhibits.

The show's techHOMEExpo™ will be back again with the latest generation of products, services, and solutions in automated home management, communication systems, computing, and more. And techHOMEExpo's high-tech focus extends to special workshops held throughout the International Builders' Show.



*The International Builders' Show is one of a select few U.S. trade shows to be chosen by the U.S. Department of Commerce to participate in the International Buyer Program.*

The International Commercial Construction Exposition (ICCON) is also part of the show. Find everything you need for light commercial construction. Attendees engaged in commercial construction activities will see a wide display of commercial products and services in exhibitor booths. Check the Official Exhibit Guide for exhibitors offering both residential and commercial products and services in their booths.

The International Builders' Show is one of a select few U.S. trade shows to be chosen by the U.S. Department of Commerce to participate in the International Buyer Program. U.S. Embassies, Consulates, and Commercial Centers worldwide will promote the International Builders' Show, help organize delegations, and encourage international buyers, agents, and distributors to attend. International

*Take Business to a Higher Level*

**THE INTERNATIONAL BUILDERS' SHOW**

JANUARY 13-16, 2005 – THURSDAY – SUNDAY  
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visitors who attend through this program will receive a discount on their registration fee. For more information, please contact the nearest U.S. Embassy or Consulate in your country.

For more information about the 2005 International Builders' Show, visit: [www.BuildersShow.com](http://www.BuildersShow.com)

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[www.BuildersShow.com](http://www.BuildersShow.com)

November 26 – December 1, 2004

# New York Dental Meeting 2004

The Greater New York Dental Meeting proudly invites you to attend its 80th annual session. There is no registration fee if you purchase one full-day or two half-day seminar or workshop tickets and preregister.

In 2003, the Greater New York Dental Meeting attracted more than 40,000 attendees. People traveled to New York City from all of the 50 United States and its territories, as well as from 76 foreign countries.

In 2004, the Greater New York Dental Meeting will offer its largest continuing education program with clinicians presenting the most current information.

Presentations will address all of the important topics in dentistry ranging from research to practical utilization in clinical settings. The many formats for these courses include seminars, hands-on workshops, interactive live broadcasts, essays, projected clinics and table demonstrations.

---

*The Greater New York Dental Meeting will be held in New York City from November 26–December 1, 2004.*

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Hundreds of dental manufacturers and dealers in over 1,400 booths will showcase the newest products and services that the dental industry has to offer. The Greater New York Dental Meeting is highly regarded as one of the most influential dental expositions in the United States.

Representatives of the U.S. Department of Commerce, along with multilingual personnel, will be on hand to assist and encourage interaction among exhibitors and our international guests.

Attendees can enjoy cultural, sporting and social events. New York City offers something for everyone, especially during this spectacular holiday shopping season.

Be part of the 2004 Greater New York Dental Meeting and enjoy all that this most fabulous metropolis has to offer. Bring the entire family.

**Greater New York Dental Meeting**  
518 Fifth Avenue, Third Floor, Dept. CN  
New York, NY 10036 USA

TEL: 212-398-6922  
FAX: 212-398-6934  
www.gnydm.com



# Greater New York Dental Meeting 2004



November 26–December 1, 2004  
New York Marriott Marquis Hotel  
Jacob K. Javits Convention Center

9046

## IPC Printed Circuits Expo and APEX

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## USA Trade Shows: International Buyer Program

The U.S. Commercial Service's International Buyer Program will promote 36 of the leading trade shows to be held in the United States during the next 12 months (complete list online at [www.export.gov/ibp](http://www.export.gov/ibp)).

Trade Shows in the USA provide attending importers, representatives and distributors from around the world a major opportunity to network, and to meet prospective suppliers and business partners.

Among the events to be held from October 2004 through February 2005 are:			
ISA Expo-Instrumentation and Automation	Houston	Oct. 4-7, 2004	
Natural Products Expo-Foods, Pharmaceuticals	Baltimore	Oct. 14-17, 2004	
SHOPA-School, Home, Office Prod. Show	Orlando	Oct. 19-21, 2004	
Permian Basin Oil Show	Odessa, TX	Oct. 19-21, 2004	
Medtrade-Home Healthcare, Sports Medicine	Orlando	Oct. 26-28, 2004	
Auto Aftermarket Industry Week	Las Vegas	Nov. 2-5, 2004	
PackExpo-Packaging and Food Processing	Chicago	Nov. 7-11, 2004	
International Irrigation Show	Tampa	Nov. 14-16, 2004	
International Security Conference/Expo	New York	Nov. 15-18, 2004	
Greater New York Dental Meeting/Expo	New York	Nov. 26-Dec. 1, 2004	
Power Gen International	Orlando	Nov. 30-Dec. 2, 2004	
International Consumer Electronics (CES)	Las Vegas	Jan. 6-9, 2005	
ProMat Materials Handling Equipment	Chicago	Jan. 10-13, 2005	
International Builder's Show (NAHB)	Orlando	Jan. 13-16, 2005	
Graphics of the Americas	Miami	Feb. 4-6, 2005	
World Ag Expo	Tulare, CA	Feb. 8-10, 2005	

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The Showcase for American-Made Products and Services

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If you are planning to attend ISC East in New York City from overseas, the U.S. Commercial Service of the American Embassy/Consulate in your country will offer qualified companies free business assistance.



For the most up to date information and links, please visit [www.isceast.com](http://www.isceast.com)

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# Hottest Technology Under the Sun Expected at the 2005 International CES

The hottest and newest technology from more than 2,400 global companies will debut at the 2005 International Consumer Electronics Show (CES) in Las Vegas, January 6-9.

Produced by the Consumer Electronics Association (CEA) in the United States, the International CES helps attendees gain an understanding of the vibrant consumer electronics industry. From wireless, digital imaging, computing and networking technology to audio, video, electronic gaming and accessories for the home, office and road, consumer electronics keep people connected with family, friends and information 24 hours a day worldwide.

“The consumer electronics industry continues to grow each year, encompassing more and more product areas and econom-

ic sectors. The International CES parallels the industry's growth, and you can expect an even more dynamic CES for 2005,” said CEA Vice President of Events and Conferences Karen Chupka.

“Because the show provides the industry's best value, exhibitors and attendees can get much of their business for the year done in just four days, as well as interact with the 'who's who' of the global technology industry.”

In addition to CES exhibits and educational conference sessions, more than a dozen specialty TechZones will showcase some of the latest products driving the \$101 billion consumer electronics industry, including broadband, ultra wide-band technology, home networking, digital video recording, MP3, in-car digital systems, portable power, storage compression, electronics recycling and assistive devices. For more information and to register, please visit the CES Web site at [www.CESweb.org](http://www.CESweb.org)



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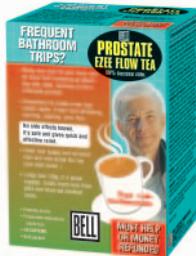
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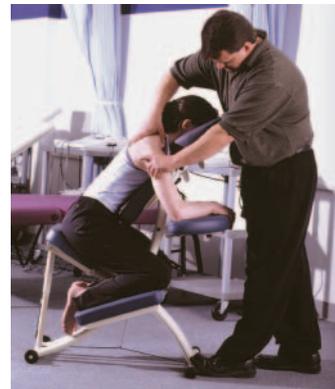


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For more information, call or e-mail Rick Hallberg. Or visit booth #12855 at the 2004 SEMA Show USA.

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# SEMA Trade Mission to China Cultivates Sales, Evaluates Business Opportunities

The Specialty Equipment Market Association, (SEMA), sponsored an April 2004 trade mission to China to investigate what it believes is a fertile business environment for its members in the world's fastest-growing automotive market.

Through meetings with key industry contacts, including buyers and distributors, visits to retail and wholesale aftermarket establishments, and tours of an auto accessories consumer show, the SEMA delegation members assessed whether their products would do well in the Chinese market of 1.3 billion people.

"Many SEMA members were already familiar with the manufacturing and sourcing benefits offered by China," said Linda Spencer, SEMA director of international relations. "We were in China to better understand this market and the sales potential for specialty automotive accessories."



Chris Kersting, left, SEMA's president, chats with Corky Coker, president of Coker Tire and SEMA's chairman, during a recent trip to China.

# SEMA

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Joining SEMA's international and executive staff in China were representatives from six member companies: Coker Tires, Vehicle Performance Systems, Competition Cams, B&M, APC, and Walker Evans Racing. For members of the delegation, the mission underscored the association's commitment to cultivating international business opportunities for its members.

According to Peter MacGillivray, SEMA vice president of marketing, the association has developed extensive international resources that assist member-companies' business overseas. "We came away from this trip not only with a better understanding of the market potential for our members but with increased relationships and ties in China," MacGillivray

said. MacGillivray sees the Chinese government's underwriting of the Anting Auto City in Shanghai and the recent launch of the Auto Fashion Show as evidence of the market's sales potential for SEMA members. "From its manufacturing and styling centers to the world's newest Formula One race course, there is increasing evidence of China's growing consumer market for auto parts and accessories," he said.

SEMA represents the \$29 billion specialty automotive industry. Founded in 1963, the trade association has 5,200 member companies. It is the authoritative source of research, data, trends and market growth information for automakers and the specialty auto products industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger cars, minivans, trucks, SUVs, crossovers, and recreational vehicles.

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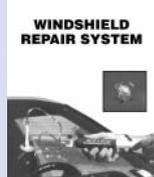
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# Innovation and Good Quality Always #1 Goal at North American

North American Oil specializes in selling trendy, well-packaged merchandise that fulfills consumer needs.

Since 1974, North American has been a leading developer of new products for the automotive, hardware and household markets.

“High quality and excellent packaging have been the hallmarks for the company to go throughout the decades and lay the foundation for the future,” said Cal Yudin, president and founder of North American. “We produce the kind of quality we personally have come to expect in a product and maintain that level of expectation in all our products. That is why our customers have come to trust our product quality. By producing for our customers, our retail partners, and their customers, the ultimate consumer, our hard work and dedication has paid off.”



**North American**  
OIL COMPANY



The innovative products sold by the company have included synthetic motor oil in the 1970s, the first liquid tire shine and anti-fog products in the 1980s, use and dispose one time packets in the 1990s, and Pure Citrus cleaners and air fresheners in the new millennium.

Today, North American is continuing to expand its facilities in order to meet the needs of its customers. “At North American, we are always researching and developing the most forward looking products and keep equipping ourselves to have the economic advantage on production,” said Yudin. “Being first with the most is and has been our number 1 goal. We do not want any competitors to have any manufacturing advantage and we will spend whatever it takes to make us the best basic producer in terms of cost and quality. Our customers have remained loyal to us due to our dedication and we feel ready to seek distribution throughout the world despite difficult challenges and a competitive environment.”

Looking ahead, North American is poised to meet market demands with innovative product marketing solutions.

For more information about becoming a distributor, read the company's ad on the back page.



## The U.S. Commercial Service Automotive Team

The Automotive and Transportation Team of the U.S. Department of Commerce's Commercial Service is comprised of Trade Specialists in the U.S. and Commercial Specialists abroad, where opportunities exist for U.S. automotive manufacturers, distributors, and OEMs. Team members participate in vertical trade shows to meet with and counsel exhibitors and attendees on opportunities in new markets and bring qualified foreign buyers and U.S. sellers together. More information is available online at [www.buyusa.gov/uae/en/automotive\\_team.html](http://www.buyusa.gov/uae/en/automotive_team.html)

Cal Yudin, CEO  
North American Oil Co., Dept. CN  
2200 May Court NW  
Kennesaw, GA 30144 USA

TEL: 678-355-0575  
FAX: 678-355-0885  
[kimp@northameroil.com](mailto:kimp@northameroil.com)  
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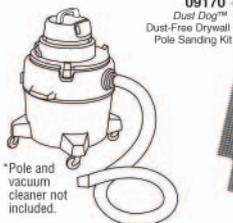
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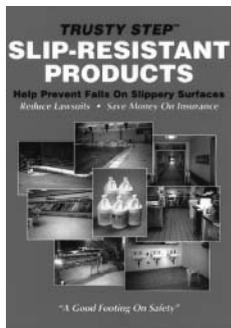


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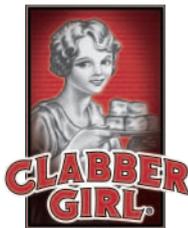


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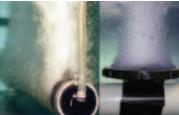


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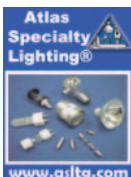
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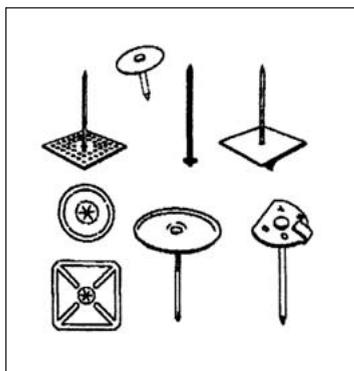


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If you want to receive future issues of Commercial News USA, please fax back this form to 1-413-584-1688.

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Company Name \_\_\_\_\_

Your Name \_\_\_\_\_ Title \_\_\_\_\_

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Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

Web Site Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please indicate the business categories you are interested in (check all that apply):

- Agricultural
- Automotive/Aviation/Marine
- Building/Construction/Hardware
- Business Services
- Consumer Goods
- Electrical/Electronics
- Environmental
- Health & Beauty/Fashion
- Food/Food Processing
- Franchising
- Hotel & Restaurant Equipment
- Industrial Equipment, Services & Supplies
- Information Technology
- Materials
- Medical/Scientific Products & Equipment
- Security & Safety
- Sports & Recreation
- Telecommunications

**1. What is your company or organization's principal business activity?**

- Wholesaler                       Dealer                       Agent/Broker
- Industry (Purchasing)         Manufacturer             Service
- Representative/Distributor     Export Trading Company/Broker
- Trade Association               Government               Other

**2. How many employees work for your company?**

- 1     2-10     11-50     51-100     101-500     Over 500

**3. How comfortable are you reading documents written in English?**

- Very comfortable     Comfortable     Somewhat comfortable  
 Not very comfortable     Not comfortable at all

**4. Where does your company currently import products from?**

- United States     European Union     China
- South America     Asia Pacific         Mexico
- Middle East       Canada               Other

**5. Do you personally make purchasing decisions?**

- Yes     No

**6. Do you share your copy of Commercial News USA with other people?**

- Yes     No (If you check this, skip #7)

**7. How many people in your company read each issue of Commercial News USA?**

- 2     3     4     5     6     7 or more

**8. How would you rate the relevancy of Commercial News USA to your business?**

- Very relevant     Somewhat relevant     Not relevant

**9. Have you made purchases from companies you contacted after reading about them in Commercial News USA?**

- Yes     No (If you check this, skip #10)

**10. How many purchases have you made from companies you read about in Commercial News USA?**

- None     1     2-3     4-5     6-10     More than 10

Please circle the Reader Service request numbers for any advertisers from whom you would like to receive more information about their products or services. Reader Service numbers appear on the bottom of each display ad and in the contact information box for listings. These numbers also appear in the alphabetical index on Page 34.

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