

Commercial News®

XXVII:2

The Showcase for American-Made Products and Services

www.export.gov/cnusa

March/April 2006

USA



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March/April 2006

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Letter to Our Readers

The U.S. Commercial Service's International Buyer Program brings thousands of international buyers to the United States each year to meet with American companies at major trade shows in the United States.

Anyone interested in finding new products from the U.S. will benefit from attending a trade show supported by an International Buyer Program trade show.

Beginning on Page 5 of this edition of Commercial News USA, you can learn more about some of the upcoming shows, including: the NRA Show, All Candy Expo, ACE06, IFAI Expo 2006, Globalcomm 2006, and the APCO International Annual Conference 2006. Also, learn more about the International Franchise Expo on Page 2.

Other upcoming shows – featured in the January-February edition of Commercial News USA – include infoComm06, The 2006 FMI Show, Waste Expo, and the 2006 International Wireless Communications Expo (IWCE). More information about these events can be found in the U.S. Exporters Directory at www.export.gov/cnusa

Each year, the U.S. Commercial Service selects and promotes 35 to 40

trade shows representing leading industrial sectors. More than 125,000 qualified international buyers, prospective sales representatives, and potential business partners attend these shows. These international buyers take advantage of excellent opportunities to meet, network, and develop business partnerships with U.S. companies.

All of the International Buyer Program trade events feature an on-site International Business Center where international buyers, prospective sales representatives, and business partners can meet with U.S. companies with the assistance of experienced U.S. Commercial Service staff.

For more information about joining an International Buyer Program delegation, please contact the U.S. Commercial Service office in your country. A complete list can be found online at www.buyusa.gov

All the Best,



Gregory Sandler, Publisher
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March/April 2006

USA

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20-23 May 2006 in Chicago

NRA Show® 2006: The Premier Foodservice and Hospitality Buying Event

More than 73,000 professionals from 108 countries worldwide will attend NRA Show 2006, May 20-23 at Chicago's McCormick Place.

NRA 2006 will feature special events and services for international guests, including an opportunity to meet with U.S. executives at the International Reception. These senior level managers—both attendees and exhibitors—are looking for international business opportunities. The Show provides a chance for international attendees to make profitable, new business contacts in a relaxed setting.

Attendees can also use the International Business Center for private business meetings. Other services that are available include import-export counseling, translation services, and assistance locating the products and exhibitors your business needs.

"If you are a restaurant or hotel owner, operator or executive, the one place to go for unlimited resources to make your business more profitable and efficient is the NRA Show," said Steven C. Anderson, president and chief executive officer of the National Restaurant Association. "Last year 2,000 exhibiting companies showcased goods and services in nearly 900 product categories. The exhibit floor was packed with professionals like you looking to connect with people, quality products and ideas to improve operations and gain the competitive lead and grow their businesses."

This year's premium event for the global restaurant and hospitality industry is striving to break records again. Leading U.S. suppliers, as well as many international manufacturers, will pack nearly 10 kilometers of aisles with new equipment, food products and technologies, expert services, and the latest ideas for generating higher sales, trimming overhead and increasing profits. Last year, more than 4,700 international attendees from 108 countries attended the show, which features exciting new foods, products, and innovative restaurant equipment.



Highlights include:

- Cost-cutting products and equipment.
- New trends and opportunities.
- Technologies to create efficiencies.
- Exciting foods and ingredients.
- Special savings available only on the exhibit floor.

Many exhibiting manufacturers are offering special discounts on their products. These special deals are available only to NRA Show attendees. Look for signs on the exhibit floor identifying these special suppliers. The business leaders of the restaurant and hospitality industry—owners of the world's most renowned eating establishments, top chefs, senior executives of franchise organizations, investors, and others—know that attending NRA Show 2006 is the most efficient and productive way to conduct business.

Meet your peers, supplier representatives, financial management and operational experts in formal and informal settings. In workshops, social events and at business meetings on and off the exhibit floor, you will discover the best ideas, trends and solutions this unique audience has to offer.

NRA Show 2006 also offers more than 60 free comprehensive educational programs designed and taught by industry experts. Choose from sessions covering core industry issues related to technology, operations, marketing, sales, management, training and retention, and more.

To register for the Show or to reserve discounted hotel rooms, visit www.restaurant.org/show

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NRA Show

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www.restaurant.org/show

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The 2006 ALL CANDY EXPO®: June 6 – 8 in Chicago

The ALL CANDY EXPO® will host its 10th global confectionery exhibition in Chicago from June 6 to 8, 2006, at McCormick Place Lakeside Center in Chicago, Illinois.

It has grown to include nearly 500 exhibitors from all parts of the globe servicing customers throughout North America and around the world. The ALL CANDY EXPO® is the best place for networking with industry professionals, and buying and selling candy, in the United States. It features more customers, manufacturers and brokers than any other North American venue.

Thousands of confectionery customers—from buyers to wholesalers to merchandising managers—attend the ALL CANDY EXPO® each year to see the latest industry offerings, gather tips and tricks for marketing confectionery, and discover this profitable category. Buyers from more than sixty countries attended last year's show and the numbers continue to grow.

This year more than 1,500 new confectionery items will be launched in the United States alone. The worldwide market for confectionery totals more than \$100 billion and the vast majority of global confectionery manufacturers are exhibiting at the EXPO.

The ALL CANDY EXPO® goes all out for the international attendee, offering assistance with travel, translators, export assistance programs, U.S. and global market information, an international attendee lounge, and more. Organized confectionery plant tours are available through the show on the day prior to the opening. In the past, tours have included Masterfoods, Ferrara Pan Candy, Jelly Belly, Wrigley and others. We can also arrange for buying



mission tours for groups of buyers from a single country. Travel assistance is offered and additional plant tours and retail visits can be arranged. Please contact the National Confectioners Association (NCA) for additional information on buying missions.

To help navigate the landscape, the New Product Showcase features hundreds of new items. In addition to product introductions by long-time exhibitors, each of the 80 new companies exhibiting at the show will get a shelf to help you familiarize yourself with their products.

In addition to simply presenting an astounding array of confectionery items, the EXPO is a solution center for merchandising opportunities. With a well-established education program, customer focus groups and entertaining and interactive education right on the show floor, no one will be more prepared to tackle the year ahead in confectionery than an ALL CANDY EXPO® attendee.

After show hours, visitors can experience all that the great city of Chicago has to offer. Renowned architecture, world famous museums, electric night life, gourmet dining, cosmopolitan shopping, scenic lakefront parks, exciting sports teams and so much more. See why millions of visitors from around the globe come to the "Candy Capital of the World" every year. O'Hare International Airport is one of the busiest in the world with daily flights landing from all over the United States and more than 60 international locations. Chicago also offers more than 30,000 hotel rooms in a highly concentrated area of its beautiful downtown business center.

For more information please visit www.ALLCANDYEXPO.com, call NCA at 001-703-790-5750, or contact Jim Corcoran at jim.corcoran@candyusa.com



TRA

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June 11-15, San Antonio, Texas

ACE06, The American Water Works Association Show

For 125 years, the American Water Works Association (AWWA) has paved the way in setting new standards for protecting public health. Now the largest organization of water professionals in the world, AWWA will host its annual conference and exposition, ACE06, at the Henry B. Gonzalez Convention Center in San Antonio, Texas, from June 11 to 15, 2006.

"I have found ACE to be the best opportunity each year to sharpen my professional focus, network with colleagues, and share those invaluable personal moments with friends from the entire water community," said Andy Richardson, president of the AWWA.

This year, international visitors will be welcomed at the International Resource Center which will be open from June 11 to 14. The Center will provide a lounge, rosters of ACE attendees sorted by country, and information regarding companies interested in doing business in specific areas of the world. Staff and volunteers will be available to answer questions on the technical program, technical tours, local areas of interest (including the San Antonio River Walk and the world famous Alamo), and all of the activities at the conference.

The International Reception will take place Monday evening, June 12, at the San Antonio Marriott Rivercenter from 5 to 6:30 p.m. This highlight of the convention is an excellent opportunity to socialize with colleagues from around the world, renew old acquaintances, and make new friends. AWWA's leadership and International Council Members will be available to meet and discuss international issues in a relaxed, social atmosphere.



The World's Water EventSM

ACE06

AWWA Annual Conference and Exposition

For the third year, ACE will host the U. S. Department of Commerce International Buyer Program. This program encourages the export of U. S.-made products by matching international buyers with domestic firms. International attendees interested in participating in this program or coming to ACE06 as part of a delegation can contact Erin Iwata at eiwata@awwa.org for further information.

ACE06 will also feature the grandest party in AWWA history, in celebration of the association's 125th anniversary. The party will take place on Sunday, June 11, from 6 to 9:30 p.m., and it will be one party you won't want to miss. It will be held within the charming plazas of La Villita, the historic little village that marks the site of the city's original settlement. A convenient short walk across the street from the convention center, the party will be patterned after the famous festival, "A Night In Old San Antonio."

At ACE06, international visitors will be able to connect with leading water professionals who work to improve the supply and quality of water around the world.

"Today, we are the ones entrusted with the enormous responsibility of stewarding the water systems and resources passed on from previous generations," said Richardson. "There is no better way to stay focused on this mission than to attend ACE06."

For more information and to register on-line, visit www.awwa.org/ace06

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www.awwa.org/ace06

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125 years of making waves.



June 11-15, 2006
San Antonio, Texas

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Register now at www.awwa.org/ace06



American Water Works
Association

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Oct. 31 - Nov. 2, Atlanta, Georgia

IFAI Expo 2006: The Trade Show for the Global Specialty Fabrics Marketplace

IFAI Expo 2006 will be held Oct. 31-Nov. 2, 2006, at the Georgia World Congress Center in Atlanta, Ga., USA. The event has the largest exhibition in the Americas for the specialty fabric industry in 2006. An extensive series of symposiums focusing on niche end markets for specialty fabrics is also being organized.

IFAI Expo 2006 will mark the first time the show has co-located with ATME-I 2006 (North America's only textile machinery show) and the AATCC International Conference & Exhibition. The combined event is being marketed as MEGATEX and was recently designated an International Buyers Program by the U.S. Department of Commerce for 2006 and is expected to attract more than 15,000 visitors and 1000 combined exhibitors.

Visitors will find IFAI Expo 2006 brings together many of the niche end markets that benefit from the specialty fabrics industry, including filtration, construction, medical, military and architectural applications. There are eight special symposiums taking place: Architectural Structures, Automotive Materials, Marine Fabrication, Medical Textiles, Sewing & Welding,

Small Architectural Structures, Textiles & Graphics and the 5th International Conference on Safety & Protective Fabrics.

More than 450 companies will participate in the IFAI Expo 2006 exhibition. They will be displaying textile materials, equipment and services for the end-product fabricator. Exhibitor benefits include free direct hot-links from the IFAI Expo 2006 website to the exhibitor's website, unlimited VIP passes to invite customers, promotion in more than 50 industry-focused trade publications and Web sites, and premium positioning and discounts for advertising in the Industrial Fabric Products Review monthly trade magazine and the special IFAI Expo Show Directory.



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GLOBALCOMM™ 2006

The entire buying/selling chain for the global information and communications technology industry converges at GLOBALCOMM™... the Next-Generation Communications Marketplace and Summit. Owned, produced and powered by TIA, the exhibition and conference brings together a broad international base of communications technology suppliers, service providers, enterprises and other professionals in a pure business-to-business environment.

For TIA, GLOBALCOMM replaces SUPERCOMM as TIA's annual industry event. The last SUPERCOMM – which TIA managed since its launch in 1988 – took place in June 2005.

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In addition to a wide variety of keynote addresses, panels and

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GLOBALCOMM is proud to participate in the U.S. Department of Commerce International Buyer Program and will offer an International Trade Center, matchmaking program and other amenities and business tools exclusively for international guests.

GLOBALCOMM™ is a trademark of the Telecommunications Industry Association (TIA). SUPERCOMM® is a registered trademark of the Telecommunications Industry Association (TIA) and the United States Telecom Association (USTA).



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www.globalcomm2006.com

WHAT'S THE DIFFERENCE BETWEEN SUPER & GLOBAL?

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SUPERCOMM®	GLOBALCOMM™
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Everyone was there	Everyone will be there

Change is the only constant. So say good-bye to SUPERCOMM® and hello to GLOBALCOMM™ 2006. For TIA, GLOBALCOMM™ replaces SUPERCOMM® as TIA's annual event for the industry. So what's the difference? Decide for yourself and make the connection at www.globalcomm2006.com.

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JUNE 4 – 8, 2006 | MCCORMICK PLACE | CHICAGO USA

August 6-10, 2006

APCO 2006 To Be Held in Orlando, Florida

In the public safety arena, professionals rely on connections every day. Not just the thousands of connections from equipment and technology, but also the “hands-on connections” that save lives.

This August international buyers are invited to take a break from these “occupational” connections and make some personal ones at APCO 2006. The APCO Conference is a participant in the U.S. Commercial Service’s International Buyer Program. Delegations and buying teams are encouraged to attend and will be supported with discounted registration rates based on the size of the delegation.

APCO International’s 72nd Annual Conference and Exposition will take place August 6-10, 2006 at the Orange County Convention Center in Orlando, Florida. Presented by the Association of Public Safety Communications Officials (APCO) International, this is the largest international network of public safety communications officials. Join 6,000 public safety communications professionals and more than 350 exhibiting companies in Orlando for this powerful experience.

Public safety communications professionals from around the world will be in attendance including police, sheriff, and fire departments; Emergency Medical Services personnel; government agencies; dispatchers; training and education facilitators; engineers and technicians, and anyone else involved with utilizing communications and related technologies to save lives and serve their community.

More than 350 companies that provide goods and services to the public safety communications industry will be in attendance. Conference programming will include more than 75 sessions in six tracks including VoIP, recruitment and retention, homeland security, interoperability, funding and telematics.

To register online, visit www.apco2006.org

TRA

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www.apco2006.org

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APCO INTERNATIONAL 72nd Annual Conference & Exposition

August 6-10, 2006 • Orange County Convention Center • Orlando, FL

JUST ANNOUNCED!

OPENING SESSION SPEAKER: GENERAL RICHARD MYERS (RET.)

Fifteenth Chairman U.S. Joint Chiefs of Staff

In his presentation at the APCO Annual Conference Opening Session, Myers will discuss how local, state and federal officials need better communication and coordination strategies in times of emergency.

General Myers led the United States military through four years of tumultuous change on the international and domestic stage. From our engagement in Iraq and Afghanistan to the military's heroic role following Hurricane Katrina, Myers was the principal military advisor to the President, the Defense Secretary and the National Security Council in his role as Joint Chiefs Chairman. In November 2005, President Bush awarded General Myers the Presidential Medal of Freedom, the nation's highest civilian honor.

APCO International's 72nd Annual Conference and Exposition is the largest international network of public safety communications officials. Join 6,000 professionals and more than 350 exhibiting companies at the Orange County Convention Center in Orlando, Florida, for this powerful experience.

SAVE TIME! REGISTER ONLINE AT WWW.APCO2006.ORG



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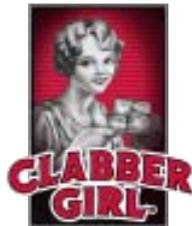


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Candle Lamp Company

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Chef Paul Prudhomme is recognized worldwide for quality in both his restaurant (K-Paul's Louisiana Kitchen) and his seasoning company, Magic Seasoning Blends, which has provided chefs and home cooks alike with a variety of versatile seasoning blends for more than 20 years. Based in New Orleans, Magic Seasonings features 15 all natural herb & spice blends, 4 Magic Sauce & Marinades, Magic Pepper Sauce and 7 pure, ground-dried Magic Chiles. Importer inquiries welcomed.

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Industrial Equipment Special Section

This month's Industrial Equipment Special Section in Commercial News USA features more than a dozen U.S. companies seeking business partners around the world.

Products being offered by U.S. companies are available for immediate export. Contact information is provided for each of the companies. Interested buyers and distributors should contact the U.S. company directly to request more information.

The U.S. Commercial Service also will provide assistance to buyers and distributors seeking U.S. partners. A list of offices worldwide can be found online at www.buyusa.gov

Precision Brand Products Inc.

Distributors Sought for Shim and Toolroom Products



Precision Brand Products Inc. is an ISO registered supplier of shim and toolroom products. For 60 years our broad line of products has helped craftsmen keep manufacturing plants in North America operating at peak efficiency. Our products, which include shim stock, feeler gages, spacers, key steel, and heat treating foil, are used in metalworking, machinery and motor repair, and virtually all areas of industrial production. We are seeking wholesalers/master distributors worldwide.

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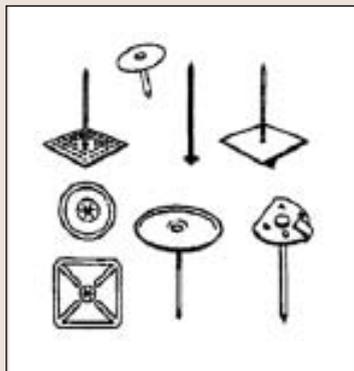
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GEMCO

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EDS	John Tschohl, President Service Quality Institute, Dept. CN 9201 E. Bloomington Freeway Minneapolis, MN 55420 USA TEL: 952-884-3311 FAX: 952-884-8901 john@servicequality.com www.customer-service.com	11198
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Multimedia Inc., the leading U.S. based international media representative, is celebrating its 15th anniversary this year. Established in Orlando, Florida, in 1991 as the exclusive worldwide representative for major Latin American media, the firm has expanded its services to cover European and Asian markets. Multimedia offers media planning and advertising placement in strategic markets worldwide in print, radio, TV, online, and outdoor media. The company has a network of 75 agents in 28 countries.

According to Fernando Mariano, president of Multimedia, the addition of leading European and Asia media to the company's portfolio is a major step to providing more comprehensive service for American companies and institutions making advertising placement from the U.S. easier in such regions. "Multimedia firmly believes in the growing advertising needs of American companies and institutions looking for business opportunities in the giant economies of Asia and the Eastern European countries that recently joined the European Union, and we want to provide them with the best professional service," he said.

Partners Around the World

Among the leading media from Europe and Asia already signed by Multimedia on an exclusive basis for the United States are the general interest newspapers People's Daily from China, JoongAng Ilbo from South Korea, Hindustan Times from India, Philippine Daily Inquirer from The Philippines, Diário de Notícias from Portugal, To Vima from Greece, Népszabadság from Hungary, Mlada Fronta DNES from the Czech Republic, Pravda from Slovakia, Diena from Latvia, Eesti Päevaleht from Estonia, Delo from Slovenia as well as the business newspapers Gazeta Prawna from Poland, Ekonomika i Zhizn from Russia, The Standard from Hong Kong, and Bursa from Romania.

Multimedia is the exclusive worldwide advertising representative for leading Brazilian media including the nationwide general interest newspapers O Globo and O Estado de S. Paulo, the sports daily Lance!, the business newspaper Valor Econômico, and the regional newspapers Zero Hora and Correio Braziliense. The leading Brazilian radio news network CBN and all AM/FM Globo radio stations in Brazil are exclusively represented worldwide by Multimedia as well. The company has commercial agreements with all major media in Latin America and the Caribbean.

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"These special advertising sections are extremely helpful for American companies to identify new potential markets and reach key decision-makers looking to increase business with the U.S.," said Mariano. "This is one more invaluable tool that Multimedia provides for American companies and institutions looking for business opportunities in the new economies of Europe and Asia."

For more information on how to place an advertisement in publications throughout the world, please call Carol Ramos at 407-903-5000, ext. 249, or e-mail cramos@multimediausa.com

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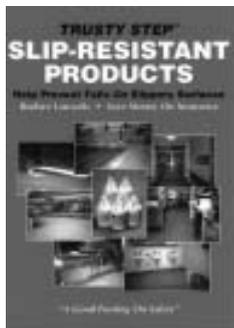


SWC	William Markowitz, CEO Safety Seal Products Corp., Dept. CN 14545 Military Trail, Suite 139 Delray Beach, FL 33484 USA	11903
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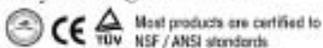
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International Environmental Technologies

Distributors Sought for PuroSmart Water Filter

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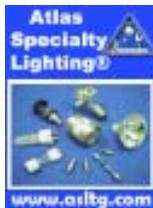
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MED	Eva Salazar, Int'l Marketing Manager Atlas Specialty Lighting, Dept. CN 1111 West 22nd St. Hialeah, FL 33010 USA	10143
	TEL: 305-885-8941 FAX: 305-888-2973 export@asltg.com www.asltg.com	

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MED	Dyna-Flex International, Dept. CN 1144 Grove St. Anaheim, CA 92806 USA	10415
	TEL: 714-630-0909 FAX: 714-632-5470 dynaflexus@aol.com www.centerforcegolf.com	

Amfit Inc.



Leading Manufacturer of Foot Orthotics Equipment and Supplies Seeks Distributors

Amfit produces equipment and supplies for the measurement, modification and fabrication of custom foot orthotics. Foot orthotics are a high growth area in medicine and footwear retailing. Amfit has a world leading position in this market and we are actively looking for representatives worldwide. Qualified distributors benefit from sales of equipment and a continuing revenue stream from supplies.

MED	Arjen Sundman, President Amfit Inc., Dept. CN 5408 NE 88th Street, D-406 Vancouver, WA 98665 USA	11967
	TEL: 360-573-9100 FAX: 360-566-1381 sales@amfit.com www.amfit.com	

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	TEL: 712-336-4395 FAX: 712-336-2874 paul.katzfey@brownmed.com www.brownmed.com	

Medcorp International

Venoscope II Transilluminator

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MED	Dave Berberian, President Medcorp International, Dept. CN 25612 Stratford Place Laguna Hills, CA 92653-7509 USA	10869
	TEL: 949-582-0313 FAX: 949-582-3747 medcorpint@cox.net www.medcorpint.com	

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Seeking Distributors: Microscopes and Other Laboratory Products

LW Scientific is a leading manufacturer of laboratory products for the medical, dental, veterinary, industrial, and education markets. Our core products include laboratory, educational, and inspection microscopes, centrifuges, and a variety of laboratory products. Our popular M2 and M5 Series microscopes are economical, yet feature exceptional optical quality and expandability for top-notch performance in the laboratory. LW Scientific is seeking distributors worldwide.



MED	Ms. Laura Templeton, International Sales Mgr. LW Scientific Inc., Dept. CN 865 Marathon Parkway Lawrenceville, GA 30045 USA	10834
	TEL: 770-270-1394 FAX: 770-270-2389 laurat@lwscientific.com www.lwscientific.com	

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MED	Billy Mitchell, CEO Mitchell Products International Inc., Dept. CN 11616 South Hawthorne Blvd., Ste 207, 2nd Fl. Hawthorne, CA 90250 USA	11969
	TEL: 323-750-9120 FAX: 323-750-9130 mitchellproducts@yahoo.com www.mpi-inc.biz	

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APS	One Shot Wonder, Dept. CN 1832 Cedar Oak Road Placerville, CA 95667 USA TEL: 530-622-8511 FAX: 530-622-5945 info@1shotwonder.com www.1shotwonder.com	11966
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Freedom Fuels

Sales Reps, Distributors and Marketing Firms Wanted for Biodiesel Systems

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TRK	Barry Ware Freedom Fuels, Dept. CN 16524 E. Ketcham Lane Linden, CA 95236 USA TEL: 209-986-9479 biodieselmaster@yahoo.com www.freedomfuels.com	11976
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TRK	Camilo Roa, Bus Coordinator 422 Sales, Dept. CN 190-192 Fisher Rd. Slippery Rock, PA 16057 USA TEL: 724-368-8885 FAX: 724-368-8774 croa@422sales.com www.422sales.com	11719
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Link Trading Co.

Seeking Canadian Distributors for Auto Accessories

Auto accessories exporter seeks representation in Ontario, Canada, marketplace. Our SUV and light truck line includes vent shades, step ups, running boards, bed liners, tool boxes, tonneau covers, gas door billets, bug deflectors, and splash guards. Automobile appearance products include shift knobs, wheel covers, racing pedals, neon lights, xenon bulbs, seats, steering wheel covers, dashboard items, molding, trim, and miscellaneous accessories.



APS	Tim Burke Link Trading Co., Dept. CN 131 Fulton Ave. Poughkeepsie, NY 12603 USA TEL: 845-452-9295 FAX: 845-452-9295 linktrade@usa.com	11968
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Exporter of the Year Award

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APS	Andrew S. Janczak Buddy-Tech, Dept. CN 700 Hicksville Road, Suite 110 Bethpage, NY 11714 USA	11683
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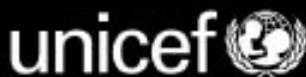
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11938

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PET	Equine Gold Inc. P.O. Box 64, Dept. CN Salisbury, VT 05769 USA	11963
	TEL: 802-247-3100 FAX: 802-247-3700 sales@equinegold.com www.equinegold.com	

Bissell

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CGC	Robert Greene Magna Medical Services (MMS) Inc. 254 S. Ronald Reagan Blvd., Suite 136 Longwood, FL 32750 USA	11964
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 Global Instruments Ltd, Dept CN
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 Trenton, MO 64683 USA
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dpurkapile@global-instruments.com
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Omezone International

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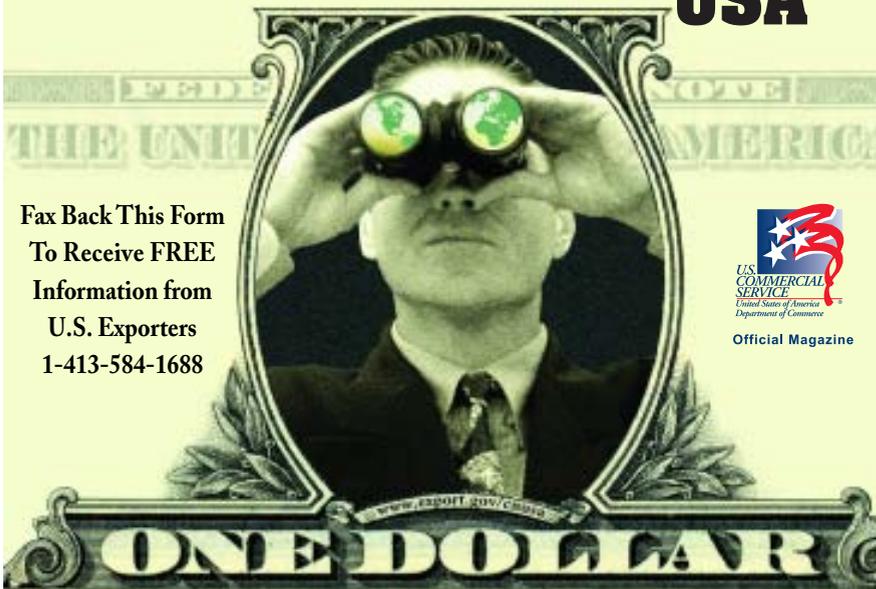
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Eppico



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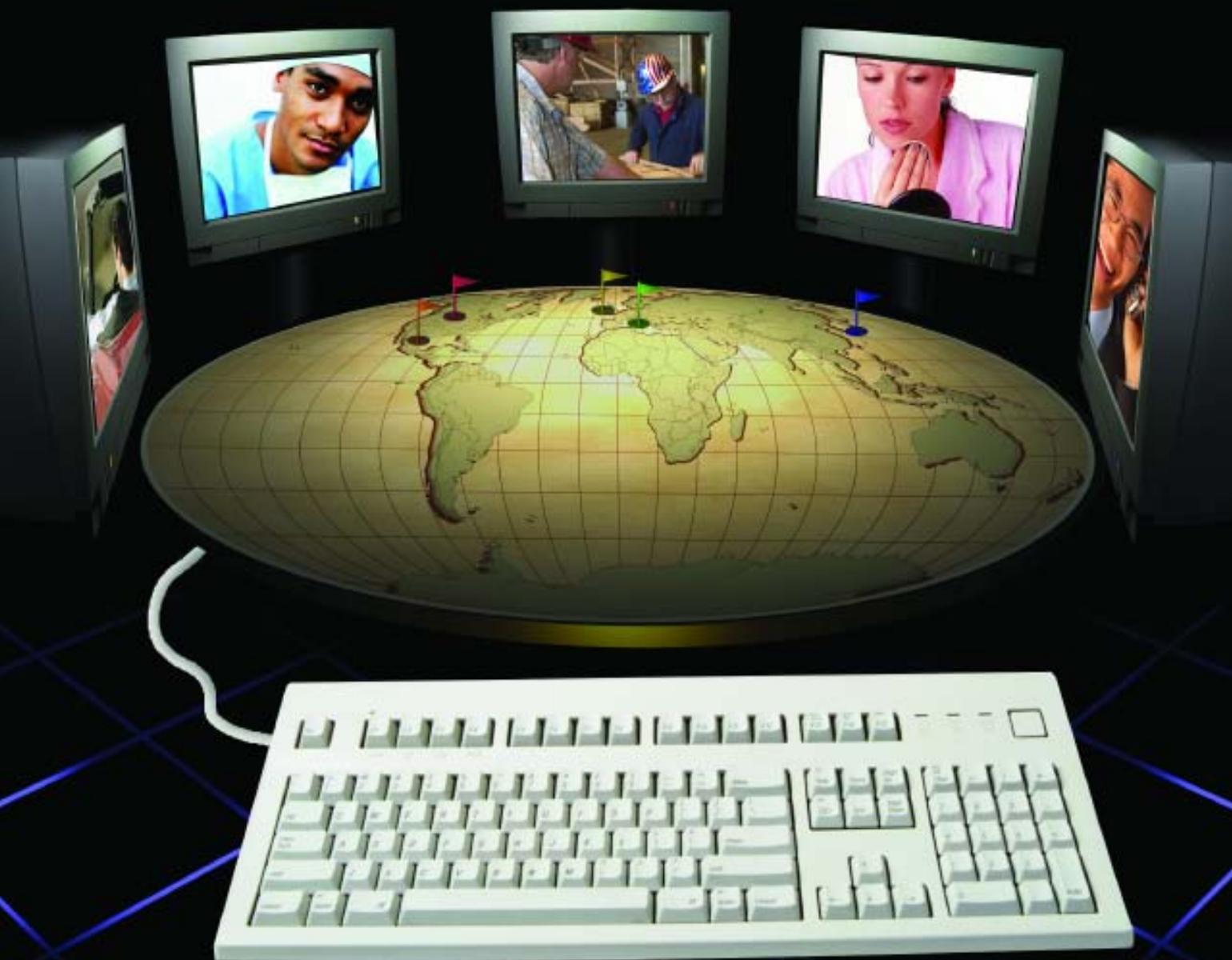
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