

Commercial News[®]

XXVIII:1

The Showcase for American-Made Products and Services

www.export.gov/cnusa

January/February 2007

USA

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Official Magazine

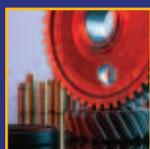
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TRADE FAIRS ORGANISED BY IFEMA

2007

JANUARY

- 18 22** **INTERNATIONAL GIFT, JEWELLERY AND FASHION JEWELLERY WEEK**
INTERGIFT  International Gift Fair
IBERJOYA  International Jewellery, Silverware, Watch and Auxiliary Industries Exhibition
BISUTEX  Fashion Jewellery and Accessories Trade Fair

- 31 4** **FITUR**  International Tourism Trade Fair
Feb.

FEBRUARY

- 12 16** **CIBELES FASHION SHOW** • 
15 18 **CASA PASARELA**
Design Fair for Home Trends

- 15 19** **ARCO**
International Contemporary Art Fair

- 16 18** **SIMM** •  Madrid International Fashion Fair

- 28 2** **GENERA**
Mar. Energy and Environment International Trade Fair

- 28 2** **TEXTILMODA** •
Mar. International Textile Fashion Fair

- 28 3** **CLIMATIZACIÓN** 
Mar. International Air-Conditioning, Heating, Ventilation and Refrigeration Exhibition

MARCH

- 7 11** **AULA**
International Educational Opportunities Exhibition

- 7 11** **INTERIDAC**
International Educational Equipment Show

- 10 14** **INTERSICOP**
International Bakery, Pastry and Related Industries Show

- 14 18** **MADRID BOAT SHOW**

- 23 25** **EXPOÓPTICA** 
International Optics and Optometry Exhibition

- 23 25** **SIPIEL** •
FOOTWEAR AND LEATHER GOODS INTERNATIONAL WEEK
MODACALZADO •  International Footwear Trade Fair
IBERPIEL MARROQUINERÍA •  International Leather Goods Trade Fair

APRIL

- 11 16** **MADRID INTERNATIONAL FURNITURE EXHIBITION**

- 21 29** **ALMONEDA**
Antiques, Art Galleries and Collectors Fair

- 25 29** **MADRID MOTORCYCLE GREAT WEEK - MADRID MÁS MOTO**

- 26 28** **EXPOFRANQUICIA**
Franchising Trade Fair

- 26 29** **FITNESS**
Fitness Industry and Sports Facilities Show

■ To be held at Jardines del Buen Retiro

MAY

- 8 11** **SAL**
Food Trade Show

- 9 13** **MOTORTEC** 
International Equipment and Components for Vehicles Trade Show

- 24 26** **DIVERSE SELECT PRODUCTS**

JUNE

- 15 24** **SECOND-HAND VEHICLE SHOW**

AUGUST

- 29 31** **PROMOGIFT**
Promotional Gift Trade Fair

- 31 2** **SIMM** • 
Sep. Madrid International Fashion Fair

SEPTEMBER

- 13 17** **INTERNATIONAL GIFT, JEWELLERY AND FASHION JEWELLERY WEEK**
INTERGIFT  International Gift Fair
IBERJOYA  International Jewellery, Silverware, Watch and Auxiliary Industries Exhibition
BISUTEX  Fashion Jewellery and Accessories Trade Fair

- 25 27** **TEXTILMODA** •
International Textile Fashion Fair

- 28 30** **SIPIEL** •
FOOTWEAR AND LEATHER GOODS INTERNATIONAL WEEK
MODACALZADO •  International Footwear Trade Fair
IBERPIEL MARROQUINERÍA •  International Leather Goods Trade Fair
CIBELES FASHION SHOW •

Date pending

OCTOBER

- 2 5** **TRAFIC** 
International Road Safety and Equipment Exhibition

- 6 14** **HABITALIA**
The Home Exhibition

- 16 20** **SICI**
International Integral Kitchen Exhibition

NOVEMBER

- 6 9** **BROADCAST**
International Audio-Visual Technology Trade Show

- 6 11** **SIMO** 
International Data Processing, Multimedia and Communications Show

- 17 25** **FERIARTE**
Art and Antiques Fair

- 24 27** **HOREQ**
Hotel and Restaurant Equipment Show



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- MADRID INTERNATIONAL FASHION WEEK
-  INTERNATIONAL EVENT CERTIFIED BY UFI (The Global Association of the Exhibition Industry)

IFEMA's exhibition programming may be subject to change. Consult IFEMA CALL CENTRE to confirm dates and times.

2008

JANUARY

- 17 21** **INTERNATIONAL GIFT, JEWELLERY AND FASHION JEWELLERY WEEK**
INTERGIFT  International Gift Fair
IBERJOYA  International Jewellery, Silverware, Watch and Auxiliary Industries Exhibition

- BISUTEX**  Fashion Jewellery and Accessories Trade Fair

- 30 3** **FITUR**  International Tourism Trade Fair
Feb.

FEBRUARY

- 14 17** **CASA PASARELA**
Design Fair for Home Trends

- 14 18** **ARCO**
International Contemporary Art Fair

- 15 17** **SIMM** •  Madrid International Fashion Fair

- 26 28** **TEXTILMODA** •
International Textile Fashion Fair

- 26 29** **SICUR** 
International Security, Safety and Fire Exhibition

- 26 29** **OFITEC** 
International Trade Exhibition of Office and Contract Furniture and Equipment

- 29 2** **EXPOÓPTICA** 
Mar. International Optics and Optometry Exhibition
CIBELES FASHION SHOW •

Date pending

MARCH

- 8 16** **ALMONEDA**
Antiques, Art Galleries and Collectors Fair

- 12 16** **AULA**
International Educational Opportunities Exhibition

- 12 16** **MADRID BOAT SHOW**

- 13 16** **FITNESS**
Fitness Industry and Sports Facilities Show

- 27 29** **EXPODENTAL** 
International Dental Equipment, Supplies and Services Show

- 28 30** **SIPIEL** •
FOOTWEAR AND LEATHER GOODS INTERNATIONAL WEEK
MODACALZADO •  International Footwear Trade Fair
IBERPIEL MARROQUINERÍA •  International Leather Goods Trade Fair

APRIL

- 1 4** **TEM-TECMA**
International Town Planning and Environment Trade Fair

- 22 27** **MADRID INTERNATIONAL FURNITURE EXHIBITION**

MAY

- 7 10** **PIEDRA** 
International Natural Stone Fair

- 7 10** **VETECO** 
International Window, Curtain Walls and Structural Glass Trade Show

- 22 24** **EXPOFRANQUICIA**
Franchising Trade Fair

- 22 25** **DIVERSE SELECT PRODUCTS**

- 23 1** **MADRID INTERNATIONAL AUTO SHOW**
Jun.

JUNE

- 13 22** **SECOND-HAND VEHICLE SHOW**

- 11 13** **SIMM** • 
Madrid International Fashion Fair

AUGUST

- 27 29** **PROMOGIFT**
Promotional Gift Trade Fair

SEPTEMBER

- 11 15** **INTERNATIONAL GIFT, JEWELLERY AND FASHION JEWELLERY WEEK**
INTERGIFT  International Gift Fair
IBERJOYA  International Jewellery, Silverware, Watch and Auxiliary Industries Exhibition
BISUTEX  Fashion Jewellery and Accessories Trade Fair

- 26 28** **SIPIEL** •
SEMANA INTERNACIONAL DEL CALZADO Y LA MARROQUINERÍA
MODACALZADO •  International Footwear Trade Fair
IBERPIEL MARROQUINERÍA •  International Leather Goods Trade Fair

- 30 2** **TEXTILMODA** •
Oct. International Textile Fashion Fair
CIBELES FASHION SHOW •

Date pending

OCTOBER

- 4 12** **HABITALIA**
The Home Exhibition

- 8 11** **CONSTRUCTEC**
Building Exhibition

- 8 11** **DECOTEC**
Interior Architecture Show

- 14 17** **FIAA** 
International Bus and Coach Trade Fair

- 16 19** **SAVER**
Equipment and Machinery Fair for Parks, Gardens, Forests and other Green-Belt Areas

- 28 1** **MATELEC** 
Nov. International Exhibition of Electrical and Electronic Equipment

NOVEMBER

- 11 16** **SIMO** 
International Data Processing, Multimedia and Communications Show

- 15 23** **FERIARTE**
Art and Antiques Fair

www.ifema.es

USA IFEMA Office Abroad

M.E. Inc.
1221 Brickell Avenue, Suite 1540
MIAMI, FL 33131
Tel.: (1) 305 371 7767
Fax: (1) 305 358 6844
jsanchez@madridoffice.com

IFEMA CALL CENTRE

CALLS FROM SPAIN
INFOIFEMA 902 22 15 15

INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 58 01

IFEMA Feria de Madrid 28042 Madrid España / Spain

ins@ifema@ifema.es
www.ifema.es

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USA

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Request Information from Advertisers

Commercial News USA has made it easy to request information about products and services offered by American companies.

The magazine has an online Reader Service form that enables readers to quickly select U.S. companies it would like to request information from. By filling out the online form just one time, you can send an e-mail request to many potential business partners.

In addition to the online form, a Reader Service Fax Back form can be found on Page 31 of this issue. This form also makes it easy to request information. Simply find the number for the company you are interested in by consulting that company's advertisement or the Index on Page 30. Circle the numbers on the Fax Back form and then fax the form to us. We will forward your request to the U.S. companies.

A pdf version of the current issue of Commercial News USA is located on the top of our Home Page. All advertisements in this section include hyperlinks

for sending email directly to the companies. Past issues can be found by clicking on the Archive link on the left side of the page.

Finally, the Industry Pages of the online magazine now feature Banner Advertisements from advertisers that may not appear in the print version of the magazine. All of these companies are actively seeking buyers and distributors worldwide.

I urge you to visit our Web site at www.export.gov/cnusa. We also welcome your feedback. If you have suggestions or comments about the magazine, please send an email to me at publisher@thinkglobal.us

All the Best,



Gregory Sandler, Publisher
Commercial News USA

Commercial News[®]

January/February 2007

USA

Editor and Publisher
Gregory Sandler
greg@thinkglobal.us

Director of Advertising and Marketing
Paul Adams
paul@thinkglobal.us

Advertising Manager
Janet Laroche
janet@thinkglobal.us

Associate Publisher
Lee Enderlin
lee@thinkglobal.us

Circulation Manager
Jennifer Peotter
jennifer@thinkglobal.us

Webmaster
Timothy Gildea
tim@thinkglobal.us

Administrative Assistant
Brian Chase
admin@thinkglobal.us

Intern
Kevin Pascucci

Western U.S. Advertising
RC Publitz & Associates
bublitz@thinkglobal.us

Advertising Information

For information about advertising in the magazine, please call 1-800-581-8533 from within the United States or send an e-mail to cnusa@thinkglobal.us. For all other questions, please send an e-mail to info@thinkglobal.us

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Interwire 2007: May 5-10, 2007 in Cleveland

Organized by the Wire Association International (WAI) Inc., Interwire is an international event marked by the participation of exhibitors, speakers, and attendees from 50 countries around the world who attend to immerse themselves in the most important business week for wire and cable in the Americas.

First introduced in Atlanta, Georgia, USA, in 1981, the biennial Interwire event is the largest and longest-running wire and cable marketplace in the Americas.

By adding to the Interwire activities and continuously honing the overall program, WAI has helped the event earn its reputation, warranting the loyalty of thousands of return visitors and the ranking as one of the 200 largest trade shows in the U.S. by *Tradeshow Week* magazine.

The event typically includes more than 500 exhibiting companies that are suppliers to and manufacturers of wire, cable and fastener, formed and fabricated wire products. In 2007, the co-location of the International Fastener Exposition, organized by The International Fastener Machinery & Suppliers Association, increases the overall floor space to 138,000 square feet.

The Wire Association International's 77th Annual Convention will run in conjunction with Interwire 2007 and will include an extensive technical papers program, plant tours, guest speakers, an awards ceremony, committee meetings, and several industry networking activities. Keynote addresses, special presentations, and other information exchanges are also part of the Interwire landscape enabling participants to make the most of their trip to the event.

The technical symposium at Interwire features industry experts from around the world who share their insight and research findings on the industry's hottest topics and trends. Ferrous, nonferrous, fiber optic, electrical, fastener, and general-interest disciplines are well covered at each symposium. Interwire 2007 is marked by the support of sponsoring organizations including: the American Wire Producers Association, The Society of Plastics Engineers, and The Wire and Cable Industry Suppliers Association. Educational alliances include the



Australasian Wire Industry Association and the Asociación Nacional de Transformadores de Acero, A.C., which represents ferrous wire manufacturing operations in Mexico.

The Wire Association International Inc., founded in 1930, is a worldwide technical society for wire and cable industry professionals dedicated to the promotion, collection and dissemination of technical, manufacturing, and general business information and trends in the industry. Throughout each year, WAI organizes events such as the Interwire and Wire Expo trade shows, technical workshops and symposiums, an online trade show known as the Virtual Trade Show, and annual International Technical Conferences. Its publications and technical products include *Wire Journal International*, the *WJI Reference Guide*, a wide assortment of technical handbooks and reports, as well as online educational courses.

Contact WAI at (001) 203-453-2777 for more information or visit www.wirenet.org for details and registration options.

David LaValley
Interwire 2007, Dept. CN
1570 Boston Post Road, P.O. Box 578
Guilford, CT 06437

TEL: 203-453-2777
FAX: 203-453-8384
www.wirenet.org
jswindells@wirenet.org

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NXTcomm™ 2007 Set for June 18-21 in Chicago

The Telecommunications Industry Association (TIA) and the United States Telecom Association (USTelecom) are joining together to create NXTcomm, a single new industry venue focused on the converged future as leading telecommunications companies become significant players in the entertainment community and push the boundaries of broadband innovation. NXTcomm will be held June 18-21, 2007, in Chicago and will replace both GLOBALCOMM and TelecomNEXT in 2007.

The two associations have joined together to create a single, much-needed industry venue that will serve as a gathering for where information technology and entertainment meet. NXTcomm will bring together the unique strengths at each trade association—TIA's representation of supplier and technology companies and USTelecom's representation of the world's leading communications and entertainment companies.

USTelecom and TIA unveil NXTcomm, the one venue to showcase the leading telecommunications companies in the new converged ICET industry who are merging communications and entertainment via innovations fueled by broadband deployment. By pooling our resources, our leadership, and our individual strengths into one collective force for the good of the industry, we deliver the next generation show for our customers – NXTcomm.

NXTcomm will be a 50-50 ownership venture held in an independent company that will be overseen by a Board of Directors with equal representation from the two trade associations. The inaugural NXTcomm will take place June 18-21, 2007, in Chicago. For more information, go to www.nxtcommshow.com.

The Telecommunications Industry Association is the leading trade association for the information and communications technology (ICT) industry. TIA serves ICT suppliers to global markets through its leadership in standards development, domestic and international policy advocacy, and facilitating member business opportunities. TIA represents the communications sector of the Electronic Industries Alliance (EIA), online at www.tiaonline.org.

NXTcomm

The United States Telecom Association, USTelecom, is the premier trade association representing service providers and suppliers for the telecom industry. USTelecom represents more than 1,200 companies offering a wide range of services across the communications platforms, including voice, video and data over local exchange, long distance, wireless, Internet and cable services, online at www.ustelecom.org.

NXTcomm 2007
2500 Wilson Blvd., Suite 300
Arlington, VA 22201 USA

TEL: +1-703-907-7000
FAX: +1-703-907-7746
chodges@nxtcommshow.com
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International Buyers Make Valuable Contacts at U.S. Trade Shows

International buyers can make valuable new contacts, attend seminars and information sessions, and generate new business by attending international trade shows in the United States.

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

Each year, the U.S. Commercial Service selects and promotes 35 to 40 leading U.S. trade shows in a variety of leading industry sectors, such as manufacturing, consumer and industrial electronics, automotive equipment and supplies, security, water resources, licensing, franchising,



and many more.

More than 125,000 qualified international buyers, prospective sales representatives, and potential business partners attend these carefully chosen shows. As a show attendee, you can take advantage of excellent opportunities to meet, network with, and develop business partnerships with key contacts at U.S. exporting companies.

How can you join a delegation

from your country to an IBP-related trade show? Simply contact the U.S. Commercial Service office in your country. You can find a complete list of U.S. Commercial Service offices online at www.buyusa.gov.

Below, you'll find a partial list of upcoming trade shows (both IBP and non-IBP) in the U.S. The Web site for each show is also listed for your convenience.

List of Upcoming Trade Shows in the United States

Graphics of the Americas/Xplor 2007
(Printing/Graphic Arts Equipment Expo)
March 2-4, 2007 in Miami
www.graphicsoftheamericas.com

The Work Truck Show 2007
(Commercial Trucks)
March 7-9 in Indianapolis
www.ntea.com

International Home and Housewares Show 2007
(Consumer Electronics)
March 11-13, 2007 in Chicago
www.housewares.org/ihshow

CTIA Wireless 2007
(Telecommunications Equipment)
March 27-29, 2007 in Orlando
www.ctiawireless.com

Int'l Franchise Expo (IFE) 2007
(Franchising)
March 30-April 1, 2007 in Washington, D.C.
www.franchiseexpo.com

NAB 2007
(Audio/Visual Equipment)
April 16-19, 2007 in Las Vegas
www.nabshow.com

Interwire 2007
(Wire and Cable)
May 5-10, 2007 in Atlanta
www.wirenet.org

The Cable Show 2007
(Films/Videos)
May 7-9, 2007 in Las Vegas
www.ncta.com

Waste Expo 2007
(Industrial Chemicals)
May 7-9, 2007 in Atlanta
www.wasteexpo.com

The National Restaurant Association Restaurant, Hotel-Motel Show (NRA Show)
(Hotel/Restaurant Equipment)
May 19-22, 2007 in Chicago
www.restaurant.org/show

Interop Las Vegas 2007
(Consumer Electronics)
May 20-25, 2007 in Las Vegas
www.interop.com/lasvegas

NXTcomm 2007
(Electronic Commerce)
June 18-21, 2007 in Chicago
www.nxtcommshow.com

The Work Truck Show® 2007

March 7-9, Indianapolis

Global business leaders will have the opportunity to view the latest in work trucks and truck-mounted equipment and gain key international contacts during The Work Truck Show® 2007 and 43rd Annual National Truck Equipment Association (NTEA) Convention.

Hosted at the Indiana Convention Center & RCA Dome in Indianapolis, Indiana, USA, the trade fair will run March 7-9, 2007, with the educational conference running from March 6-9.

Produced annually by the NTEA, The Work Truck Show brings together companies that buy, distribute, import and export the trucks and truck-mounted equipment critical to global economic growth. Manufacturers will display the latest in commercial trucks, truck bodies and equipment in 40,000-square meters of show area.

Attendees can view the latest vehicles, products, equipment and accessories, including dump trucks, vans, utility/service vehicles, cranes, agriculture, refuse, snow control equipment, and much more. Visit www.ntea.com for a complete listing of exhibitors and the products that will be on display.

The show has much to offer the international attendee. "I visited for the first time the Work Truck Show in 2006, and I've already reserved a place in my agenda for the coming event in March 2007," said Paulo Silveira, Diretor Presidente, FLEET ONE Gestão de Frotas e Veículos Ltda in Sao Paulo, Brazil. "The combination of the area of exposition where companies can show the innovation of its products and the forum to share the knowledge really adds value to those who visited."

In 2006, The Work Truck Show gathered together more than 7,000 of the primary decision-makers in the industry including representatives and delegations from 17 different countries.

This year's event will also feature the latest advancements in hybrid and alternative fuel work trucks. A Hybrid Truck and Alternative Fuels Summit will be held on Tuesday, March 6, that includes presentations by leading industry experts covering the latest information



and important considerations for development of hybrid technology, clean technology and alternative fuels. A pavilion will showcase hybrid trucks from leading-edge manufacturers. A "Ride-and-Drive" will give attendees the opportunity to touch, feel and drive various hybrid trucks that are commercially available.

Nothing parallels The Work Truck Show's diverse display of equipment, features such a tremendous offering of global solutions, import and export opportunities and the chance to meet the decision-makers to help grow your business. For more information and to register for The Work Truck Show 2007 and NTEA Convention, visit www.ntea.com, call +1-248-489-7090, fax +1-248-489-8590, or e-mail info@ntea.com.

**THE
WORK
TRUCK
SHOW®**
2007
MARCH 7, 8, 9
INDIANAPOLIS, IN
Held in conjunction
with the 43rd Annual NTEA
Convention March 6-9

TRA

Jessica Wimmer
National Truck Equipment Association
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- Make side-by-side comparisons of the newest products and equipment for commercial truck applications
- Spec' chassis, custom bodies, equipment, commercial accessories and components all in one place
- Meet with the engineers who design the products that are crucial to your vehicles



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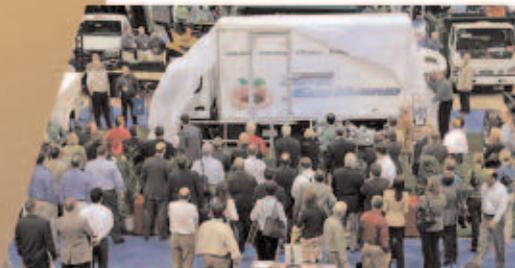
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THE WORK TRUCK SHOW[®]

2007

**MARCH 7,8,9
INDIANA CONVENTION
CENTER & RCA DOME
INDIANAPOLIS, IN**

Held in conjunction with the 43rd
Annual NTEA Convention March 6-9



Over 60 Product Unveillings in 2006

exceed 48 inches for Super Duty F series for
model year 2004
wheels and tires are not included



Over 40 Industry Training Sessions



19-22 May, 2007 in Chicago

NRA Show 2007: The Premier Foodservice and Hospitality Buying Event

More than 73,000 professionals from 108 countries worldwide will attend NRA Show® 2007, May 19-22 at Chicago's McCormick Place.

NRA 2007 will feature special events and services for international guests. Meet 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 also can 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 looking to connect with people, looking for quality products and ideas to improve operations, and looking to gain a 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.



Other 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 2007 is simply the most efficient and most productive way to conduct business.

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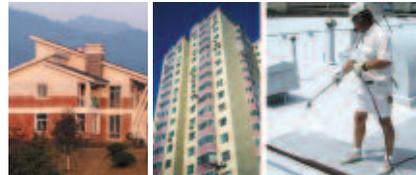
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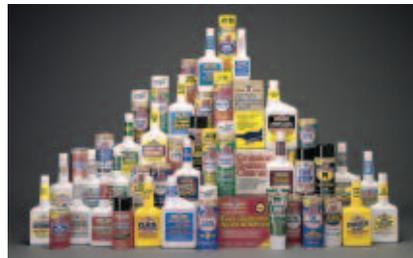


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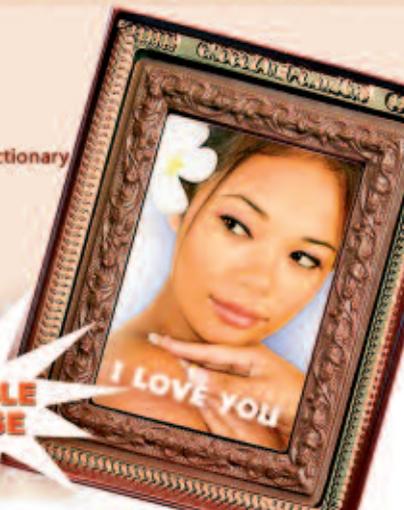
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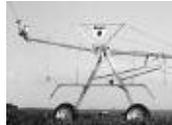


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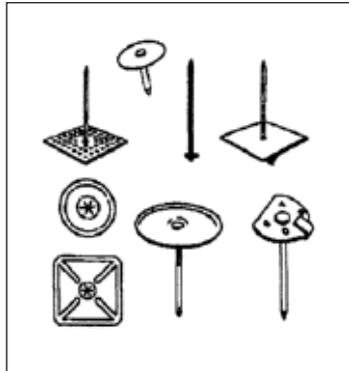


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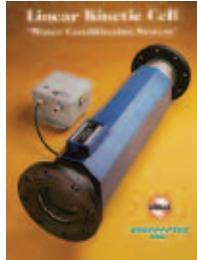
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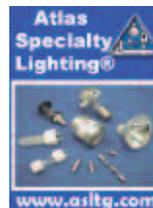
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U.S. Secretary of Commerce Leads Trade Mission to China

Secretary of Commerce Carlos Gutierrez led a broad delegation of 25 U.S. businesses to China November 13-16 where they discussed ways to resolve key bilateral trade issues with senior Chinese officials.

Gutierrez, who leads the Joint Committee on Commerce and Trade (JCCT), the major U.S.-Chinese bilateral trade forum, highlighted core areas for intensified discussions within the JCCT and gave remarks at a major Intellectual Property Rights event hosted by the United States in Beijing.

“U.S. exports to China are already at record levels, but we’re not satisfied—there’s room to grow. China is a key export market for American businesses and workers, and we have a great group of American business lead-



Secretary of Commerce Carlos Gutierrez (front row, fourth from left) and the U.S. Business Delegation met with Chinese Minister of Commerce Bo Xilai (front row, fifth from left) during a recent trade mission to China.

ers who are excited about expanding their exports,” said Gutierrez.

The delegation visited Beijing and Shanghai.

In Beijing, Gutierrez participated in meetings with senior Chinese government officials to help address policy issues that U.S. businesses and delegation members

face when doing business in China. He also spoke at an Intellectual Property Rights roundtable event.

In Shanghai, Gutierrez delivered the keynote address at a luncheon hosted by the American Chamber of Commerce. He also visited the China International Tourism Mart.

India Summit Draws U.S. Businesses

More than 230 representatives from nearly 200 U.S. companies traveled to Mumbai, India for a groundbreaking trade mission on November 29-30.

The goal of the mission was to position U.S. firms for long-term business success in this fast-growing market. It provided U.S. participants with the opportunity to meet India’s business leaders and senior government officials and receive briefings on the trade and investment climate.

The mission was led by Under Secretary for International Trade Franklin L. Lavin, with coordination by the U.S. Commercial Service in the United States and India.

Summit participants had access to India’s high-level business, industry, and

government representatives and opportunities to gain insights into the country’s trade and investment climate during strategic breakout sessions.

Following the opening session, the program continued with sessions on Indian and American company success stories. Speakers included representatives from Citigroup, Gillette, Tata Consultancy Services, and Infotech Enterprises Ltd.

Six spin-off missions on December 4-5 matched U.S. companies with qualified agents, distributors, representatives, licensees, and joint-venture partners in six cities in India including Bangalore, Calcutta, Mumbai, New Delhi, Chennai, and Hyderabad.

The U.S. Commercial Service



Franklin L. Lavin, right, Under Secretary of Commerce for International Trade, shares a laugh with Indian Minister of Commerce Shri Kamal Nath during a recent trip to India.

arranged market briefings, receptions, and one-on-one appointments with agents, distributors, partners, and end-users for each U.S. company.

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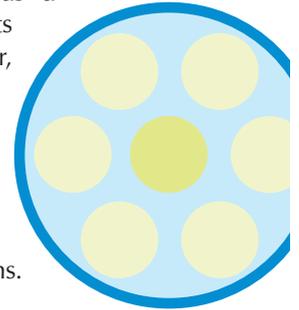
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