

# Commercial News<sup>®</sup>

XXVIII:4

The Showcase for American-Made Products and Services

www.export.gov/cnusa

July/August 2007

## USA

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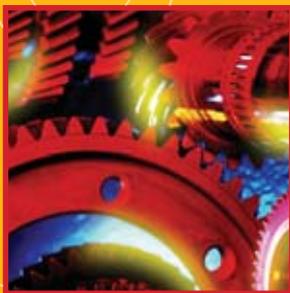


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Gregory Sandler, Publisher  
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## Commercial News<sup>®</sup>

July/August 2007

USA

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# There's Only One World of Concrete

## January 22-25, 2008; Seminars January 21-25 in Las Vegas



Join more than 90,000 construction professionals from around the world at the 2008 World of Concrete in Las Vegas, Nevada, January 22-25, 2008 – seminars January 21-25.

The construction industry's largest annual international event features more than 900,000 net square feet of the newest products, ideas, and technologies from more than 1,700 exhibiting companies.

"World of Concrete 2008 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 (IBP)," said Senior Show Manager Jackie James. "By partnering with WOC, the U.S. Commercial Service can make a significant contribution to the worldwide attendance in 2008. U.S. embassies, consulates, and commercial centers worldwide will promote World of Concrete, help organize delegations, and encourage international buyers and distributors to attend. International visitors who attend through this program will receive free exhibits-only admission and discounted seminar rates."

For more information, contact the nearest U.S. Embassy or Consulate in your country ([www.buyusa.gov](http://www.buyusa.gov)).

World of Concrete is not only the place to find the newest products, but the place to source new suppliers as well. Product offerings include everything from batch plants, concrete mixing equipment, scaffolding, and grout pumps to trucks, loaders, cranes, sawing equipment, business and project management software, and more.

The World of Concrete Education Program is lauded as one of the finest. More than 10,000 attendees participated in sessions last year. The World of Concrete program is the most in-depth in the industry, featuring more than 130 educational sessions in targeted tracks covering everything from Concrete Fundamentals to Decorative Concrete and Business Management Practices.

90-minute topics include Field Productivity, Safety, Technology, Legal Issues, Women in Construction, Money Matters, General Business, Sales and Customer Service, and more.

World of Concrete features special product and action areas including The Producer Center, a dedicated marketplace of materials, equipment, demos, and seminars for concrete producers; Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving; Concrete Repair and Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment, and other demolition products; World of Masonry, showcasing a full range of products, tools, information, and technology for masonry professionals; and Technology for Construction, featuring the newest products and tools for the commercial construction industry from top information technology and systems providers.

Don't miss the outdoor action! Each year World of Concrete exhibitors and attendees alike enjoy the entertainment of several popular World of Concrete special events, including the exciting Artistry in Decorative Concrete, the competitive Masons' Challenge, and more. World of Concrete has action-packed special events to educate and entertain.

*For more information about the 2008 World of Concrete event, visit [www.worldofconcrete.com](http://www.worldofconcrete.com).*



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11842

October 29-31, 2007, in Miami Beach

# IFE Americas 10th Food and Beverage Show



Food producers, retailers, and service providers from 55 countries will give IFE Americas—10th Americas Food and Beverage Show in Miami Beach on October 29-31, 2007—a distinctly international flavor. The show provides a dynamic environment for food and beverage buyers from the Western Hemisphere to connect with 300 exhibitors, arrange face-to-face meetings with potential business partners, and sample more than 5,000 food and beverage products.

This year, IFE Americas will include new participants from Asia such as Malaysia, Taiwan, and Thailand and from Europe such as Italy, Greece, and Poland. The show also features national pavilions from Australia, Brazil, Canada, Colombia, DR-CAFTA countries, South Africa, South Korea, and Turkey, and is strongly endorsed by trade promotion groups from countries as diverse as Argentina, Australia, Canada, Peru, Colombia, Chile, and Brazil.

IFE Americas is sponsored by the National Association of State Departments of Agriculture (NASDA) and the U.S. Department of Agriculture (USDA). Working with the Foreign Agricultural Service, NASDA and USDA promote the export of U.S. agricultural products and provide reliable information about agricultural production and market development throughout the world.

“The Americas Food and Beverage Show provides a great opportunity for U.S. companies to interact with retailers and food service buyers from the U.S., Latin America and the Caribbean, and around the world,” said Dewitt Ashby, director of trade shows at NASDA. “The adoption of the IFE Americas brand will expand the reach of the event into Europe, Asia, and beyond.”



The show is located in Miami because of the city's strategic location, multi-cultural/lingual workforce, and dynamic international business community. More than 1,200 food and beverage importers, exporters, and distributors are based in and around Miami.

Key industry decision-makers attend IFE Americas. In fact, 43% of attendees are presidents/owners/CEOs or vice presidents/general managers/directors. Nearly two-thirds of attendees have final purchasing authority, and another 25% make buying recommendations.

In addition to international pavilions and hundreds of exhibitors, the show features Americas Food and Beverage Awards, a New Products showcase, an Organics and Natural Products pavilion, an alcoholic and non-alcoholic beverages pavilion, the Americas Chef Competition, an Americas Café Bar, a Trends pavilion, and much more.

“No matter what you want to achieve—find new buyers, launch a new product, increase awareness of your brand, promote your business, generate new sales leads, or connect with existing customers—IFE Americas is where your company needs to be,” said Ashby.

For more information, contact Jelena (JT) Meisel, 305-871-7910 ext. 221 or e-mail [jmeisel@worldtrade.org](mailto:jmeisel@worldtrade.org).



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October 29-31, 2007

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# Top U.S. Automotive Aftermarket Companies To Exhibit at AAPEX, Oct. 30 – Nov. 1 in Las Vegas

Many of the top 100 automotive aftermarket companies and U.S. exporters will be at the Automotive Aftermarket Products Expo (AAPEX), providing buyers with a one-stop source for the latest products and services and new business opportunities. AAPEX will be held Tuesday, Oct. 30, through Thursday, Nov. 1, at the Sands Expo Center in Las Vegas, Nevada, and will take place during the same week as the SEMA Show, also held in Las Vegas at the Las Vegas Convention Center.

Among the aftermarket suppliers to exhibit at AAPEX are Affinia Group, Beck-Arnley Worldparts, Delphi Corp., Denso, DuPont, Federal-Mogul, NGK Spark Plug Co., Robert Bosch Corp. and Standard Motor Products. The show expects to have 2,000-plus exhibitors and nearly 5,000 stands.

AAPEX will have more than 150 companies showcasing their products and services side-by-side for easy comparison. There will be suspension and front-end products, engines, engine parts and fabricators, paint and body products, heat transfer and mobile air conditioning products and parts, and chemicals and lubricants.

In addition, AAPEX will feature a New Product and New Packaging Showcase with more than 500 innovative entries, 20-plus educational programs, and opportunities to network among the best and the brightest in the global aftermarket industry.

In 2006, AAPEX and the SEMA Show drew more than 117,800 trade visitors from 125 countries, making it the largest automotive trade event in the world. AAPEX extends a warm welcome to international visitors as part of the U.S. Department of Commerce International Buyer Program and hosts an on-site Center for International Commerce (CIC). The CIC has computerized product and exporter locator services, interpreters, and private meeting spaces as well as credit card, telephone, and fax services. Representatives from the U.S. Department of Commerce and association trade specialists will be available for consultation.

AAPEX also has a matchmaking tool called NetZone that international buyers can use to set up appointments and connect with exhibitors before the show even starts. This year, NetZone has been expanded to include SEMA Show exhibitors. NetZone is online at [www.AAPEXShow.com](http://www.AAPEXShow.com).

AAPEX also provides the chance to experience Las Vegas, the Entertainment Capital of the World. With non-stop attractions, big-name shows and events, fine dining, endless shopping and exciting casinos, Las Vegas draws more than 38.9 million people annually. For more about Las Vegas, visit: [www.visitlasvegas.com](http://www.visitlasvegas.com).

Registration and housing can be done on the AAPEX Web site. Registration is \$15 if completed online before Oct. 19 and



the AAPEX badge gives buyers access to both AAPEX and SEMA. Buyers who attended these shows in 2005 or 2006 are encouraged to use their Alumni Numbers to speed the registration process and avoid lines on-site. International buyers who wish to travel as part of an official International Buyer Program delegation can contact their local U.S. embassy or consulate.

*AAPEX is jointly sponsored by the Motor & Equipment Manufacturers Association (MEMA) and the Automotive Aftermarket Industry Association (AAIA).*



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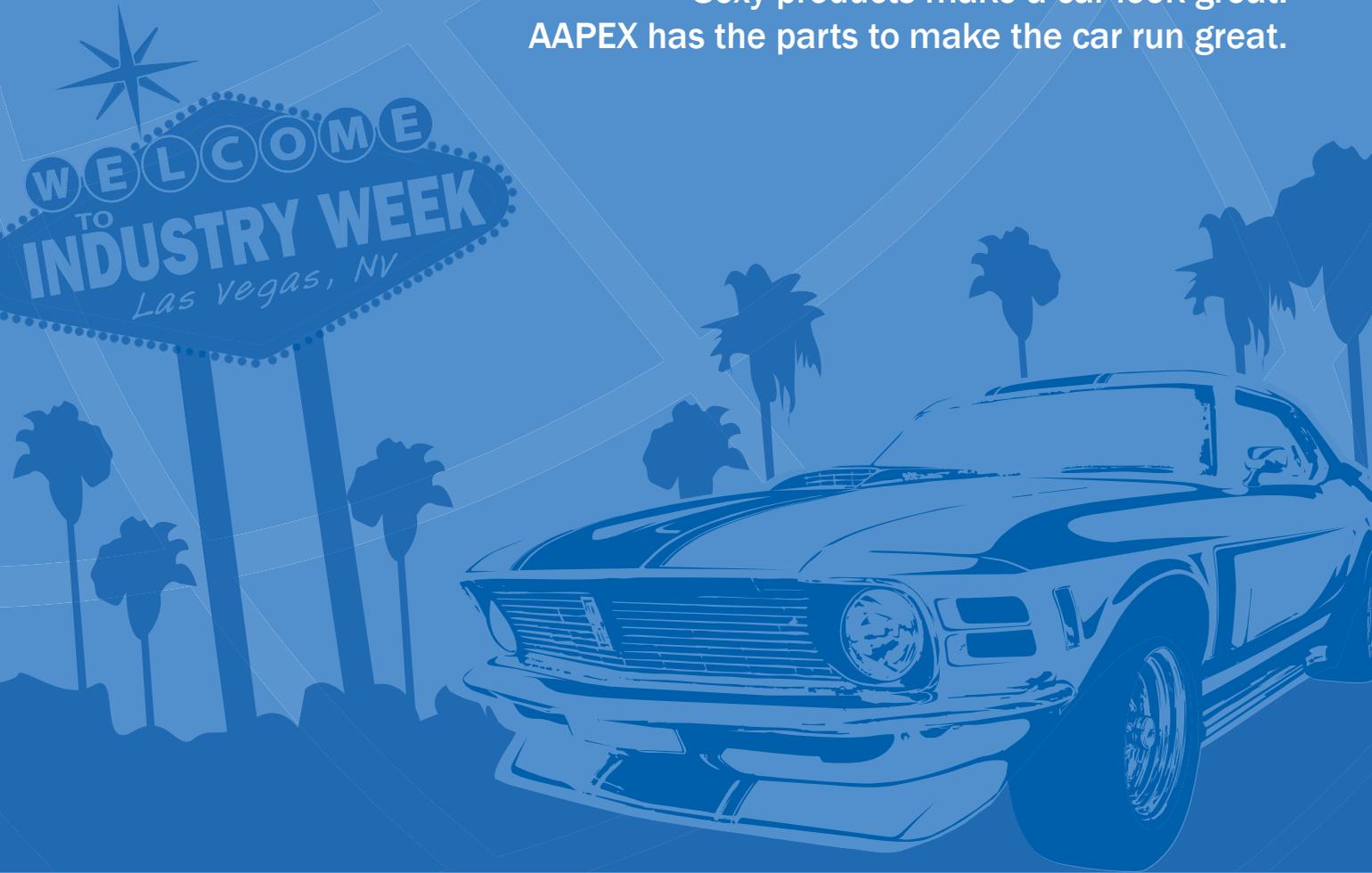
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**AAPEX Oct 30 - Nov 1**  
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**SEMA Oct 30 - Nov 2**  
Tuesday - Friday

**Register at [aapexshow.com](http://aapexshow.com)**  
enter A42 when registering

December 11-13, 2007, in New Orleans

# Power-Gen International To Convene

More than 17,000 attendees from 75 countries will gather in New Orleans, La., December 11-13, 2007, for POWER-GEN International, the world's largest power generation event.

Featuring presentations from more than 200 speakers in 14 tracks, POWER-GEN International addresses a broad range of business and technical issues including power industry trends and strategies, power plant technology, renewable energy, environmental issues, distributed generation/on-site power, gas turbine technologies, plant performance, emerging technologies, and more.

This year's event also offers an in-depth curriculum of 14 Competitive Power College pre-conference courses covering a range of topics from beginner courses to advanced technical sessions. Other educational offerings include Mega-Sessions; technical tours to Hoover Dam, Apex & Silver Hawk Generating Stations, and Yucca Mountain; targeted roundtable Networking Breakfasts; and the new Power Engineering Networking Reception. Attendees include professionals from electric utilities, independent power producers, merchant plants, co-generators and self-generators, unregulated generation subsidiaries, industrial facilities, project development companies, architect/engineering firms, OEMs and others.

Featuring the world's largest industry exhibit floor with more than 1,100 exhibiting companies from around the world, POWER-GEN International is also the platform for numerous new product launches and unveilings—a showcase for such products and services as boilers, turbines, engines, boiler water and feedwater treatment services, computer hardware and software, controls and instrumentation systems, engineering and construction services, generators, plant electrical systems, pumps, valves and valve actuators, and more.

POWER-GEN International 2007 has been chosen by the U.S. Department of Commerce to participate in the International Buyer Program, a joint U.S. government-industry effort designed to stimulate U.S. exports by promoting major U.S. industry exhibitions to international markets.

As part of the International Buyer Program, a USDOC Global Business Center will be located on-site at POWER-GEN International. The following services will be available for international delegates and exhibitors interested in establishing international business relationships:

- Translation assistance
- Matchmaking services
- Conference rooms
- Business services
- Market information
- Trade lead assistance

Participants of international delegations receive the following:

- Complimentary admission to the exhibit floor
- 50% discount on registration fees for conference sessions
- Informal briefing at show (upon request)
- International Reception (free admission)
- Access to the USDOC Global Business Center, offering meeting rooms (staffed by USDOC personnel to provide assistance), translators, telephones, fax machines, photocopier as well as a lounge area with refreshments
- Complimentary hotel room (up to three nights) for embassy delegation leaders heading a delegation of at least 15 international buyers, excluding spouses, family members or guests

*For more information about joining a delegation, contact your local U.S. Commercial Service office. To register, visit [www.power-gen.com](http://www.power-gen.com) or call +1-888-299-8016.*



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*For more information, call toll-free at +1-888-299-8016 (in the U.S.), direct at +1-918-831-9160, or visit the POWER-GEN International website at [www.power-gen.com](http://www.power-gen.com).*

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October 23 - October 25, 2007

# LAGCOE: Fueling The Global Quest for Energy

The Cajundome and Convention Center in Lafayette, La., will host LAGCOE, the Louisiana Gulf Coast Oil Exposition, one of the two largest petroleum industry conferences in the U.S., on October 23-25, 2007. More than 16,000 petroleum industry professionals and 340 exhibitors are expected to attend this year's event.

Exhibits and technical sessions are designed to support bold, innovative approaches in the quest for energy and to highlight state-of-the-art technology for onshore and offshore drilling, exploration, production, and environmental protection.

"The products and services showcased here are the tools of the 21st century," said David Shealy of Hughes Christensen, chairman of LAGCOE 2007. "Our technical presentations offer cutting edge solutions for the challenges of today's oil and gas environment, where new technologies and approaches are critical to enhancing production and minimizing costs."

International attendance at the 2007 event will be strong. Visitors and delegations are expected from Angola, Argentina, Brazil, Canada, Colombia, England, Equatorial Guinea, Kazakhstan, Mexico, Nigeria, Russia, Scotland, South Africa, Suriname, Switzerland, Taiwan, Trinidad, the United Arab Emirates, and Venezuela. The U.S. Department of Commerce

has included LAGCOE among a select number of 2007 International Buyer Program expos and events, and LAGCOE is consistently named one of the Top 200 Tradeshows by Tradeshows Week Magazine.

## LAGCOE Golf Tournament

### Monday, October 22, Oakbourne Country Club

Start the LAGCOE week by playing in the 1st Annual LAGCOE Open Golf Tournament, a 4-man scramble-style tournament and networking event on Monday, October 22, 2007, at Oakbourne Country Club in Lafayette, La. Oakbourne is an 18-hole Bermuda grass course designed by Dick Wilson highlighted by tight fairways lined with beautiful oak and pine trees.

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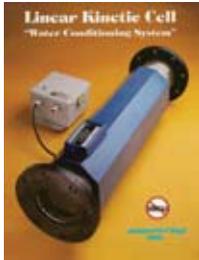


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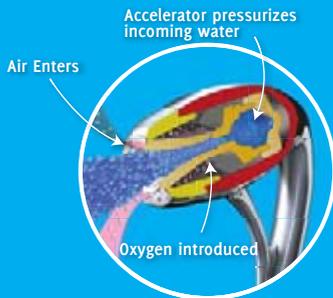
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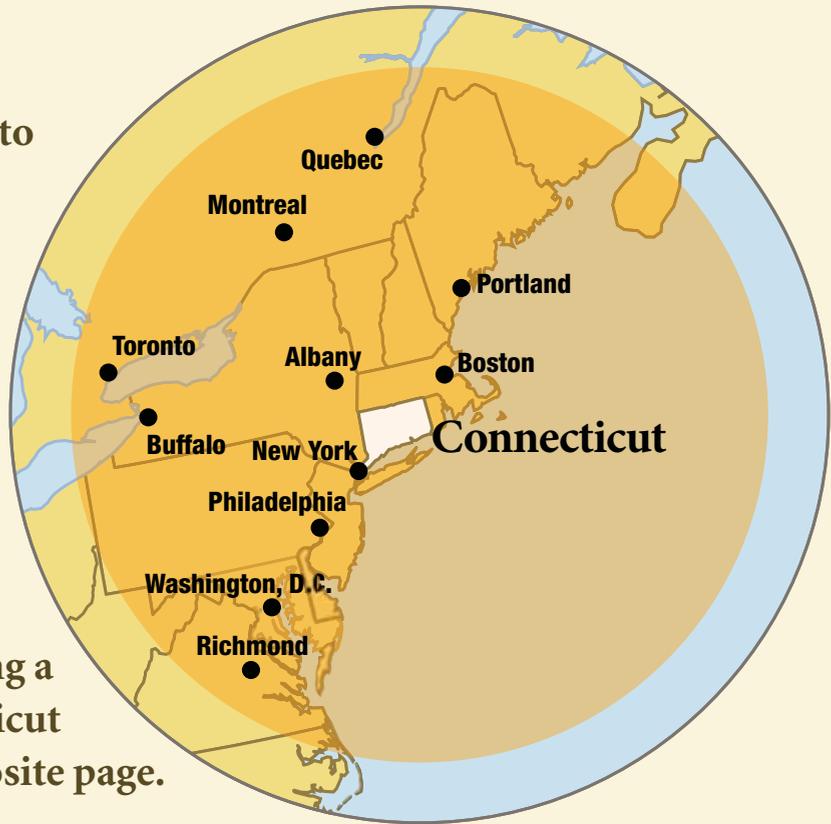


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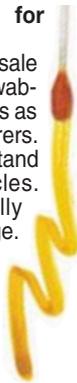
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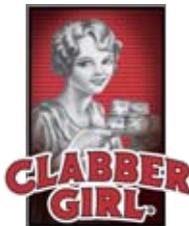
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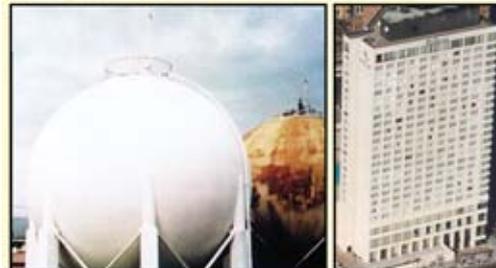


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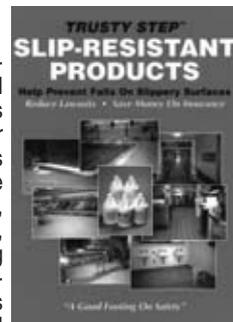


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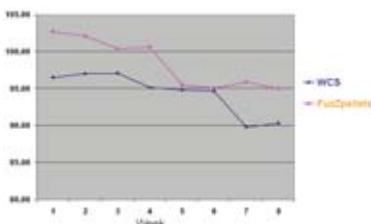
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The patented posts weigh up to 60% less than wood posts which makes them faster and easier to install. They do not leach harmful chemicals into the soil, making them the obvious choice for organic growing practices that have been gaining popularity in use in the industry. In addition, fruit and canopy wire retention clips are already formed on the posts, saving countless hours of onsite work.

VPI President Brad Jones, who co-developed the post through years of research and testing, says the PVC vineyard post offers vineyard owners “many upsides and not a single downside compared to using wood, steel or other conventional materials.

“PVC is stronger, lighter, more durable and requires less maintenance than wood, and the posts are expected to last at least 50 years before replacement,” he adds. “It’s a monumental improvement over conventional wood posts since approximately 10 percent of all wooden vineyard posts, having reached the end of their life cycle, must be replaced annually.”



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“We can’t wait to start using the new vinyl post,” says Anthony Burée of the Le Vieux Pin winery in Canada’s grape-rich Okanagan Valley. “I think this really fits with what we are trying to do with our wineries (Le Vieux Pin is one of three), especially in regard to sustainable practices, environmental focus and state-of-the-art vineyard management. This will be a huge competitive advantage for us and something that could revolutionize the industry,” he concludes.

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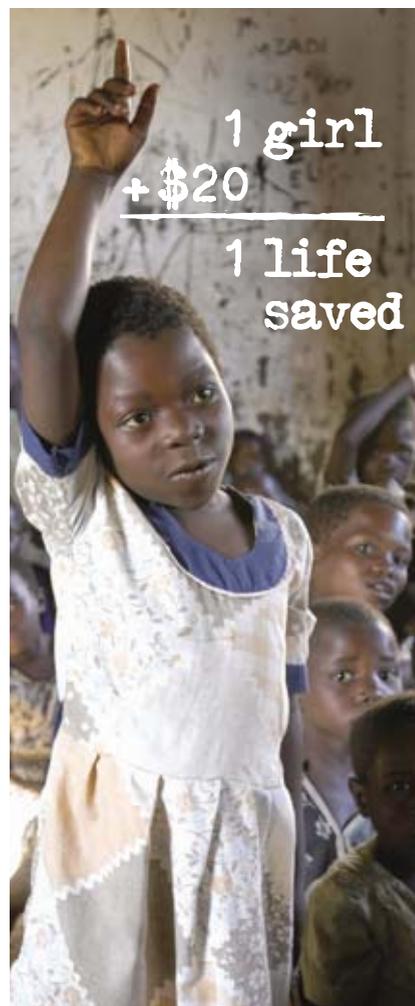
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  - Dealer
  - Manufacturer
  - Export Trading Company/Broker
  - Government
  - Agent/Broker
  - Service
  - Other
- How many employees work for your company?**
  - 1  2-10  11-50  51-100
  - 101-500  More than 500
- How much does your company spend each year on products and services from other countries?**
  - Less than \$100,000
  - \$100,000-499,999
  - \$500,000-999,999
  - More than \$1,000,000
- How comfortable are you reading documents written in English?**
  - Very comfortable
  - Somewhat comfortable
  - Not comfortable at all
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