Commercial News USA Online

Commercial News USA has made it easy to learn more about products and services being offered by American companies.

The new Commercial News USA online gateway includes a U.S. Exporters Directory that features information about products and services featured in the magazine, as well as direct links to the Web sites of American companies.

Register online for free access to the new and improved Commercial News USA Web site.

www.export.gov/cnusa
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Letter to Our Readers

Like most issues of Commercial News USA, the March/April issue features several outstanding trade shows located in the United States that are promoted by the U.S. Commercial Service. These shows were competitively selected by the Commercial Service for worldwide promotion with you, the customer, in mind.

The International Buyer Program works with major U.S. trade shows to introduce and support international attendees at each of its nearly 40 events annually. Each event selected for the program is one of the leading world-class trade shows in its industry. As such, it provides attendees with an opportunity to see the latest and most competitive products and services available from the United States. In many countries, the Commercial Service organizes delegations of business executives to travel to the show where they receive a range of value-added counseling and practical assistance to help them achieve their business objectives.

Each event features an international business center including interpreters, communication facilities, and trade counselors to help international business visitors find prospective U.S. suppliers and business partners. An export interest directory of the exhibiting U.S. firms is prepared for each event and features contact information for U.S. companies seeking overseas distributors, agents, and partners. If you are looking to grow your business, find solutions for your clients, or meet new business partners from the United States, consider joining a delegation or attending an International Buyer Program–supported trade show.

We hope you enjoy this issue of Commercial News USA—a great source of information about U.S. products and services, and U.S. companies interested in doing business abroad. If you would like more information about the shows promoted in this magazine, or other shows promoted by the U.S. Commercial Service, please log on to www.export.gov/tradeevents.html.

Sincerely,

Rhonda N. Keenum
Assistant Secretary for Trade Promotion and Director General of the U.S. Commercial Service
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Request Free Information
Profit from finding an American business partner. Request information directly from the companies you want to do business with today. Or fax back the free Reader Service form on Page 29 to request information from many different companies.
Patented Keyless Security System
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Exporters of the Year Award
ThinkGlobal Inc., publisher of Commercial News USA, is seeking nominations for the 2005 ThinkGlobal/Commercial News USA Exporter of the Year awards.

Awards will be given to U.S. companies in all of the categories included in the magazine. The list of categories corresponds with the Table of Contents on Page 5 of the magazine. (See Page 28 for more details).

Nominate your American partners for this prestigious award. The deadline for responses is May 31st.

Nomination forms can be downloaded from the Commercial News USA Web site at www.export.gov/cnusa
Latest Technology and Equipment Expected at Gear Expo 2005

Why should you exhibit in GEAR EXPO 2005? Are you involved in any part of the gear manufacturing process? Do you want to reach many high-quality buyers at a modest cost? Are you interested in introducing new products and technology?

If so, Detroit, Michigan is the place to be Oct. 16-19, 2005, to profit from the international audience that attends “The Worldwide Gear Industry Event.” Your colleagues, competitors, customers and prospects will be there – so make the best marketing decision you can for 2005. Send in your exhibit contract now!

“GEAR EXPO brings together all facets of the gear industry from around the globe,” says Joe T. Franklin Jr., president of the American Gear Manufacturers Association. “That’s why GEAR EXPO is ‘the’ trade show for equipment manufacturers, gear manufacturers and suppliers to the gear industry. It is also the best networking opportunity of the year. Connect with customers and potential customers who are looking for the newest in technology, equipment and services.”

Exhibiting companies include the full range of manufacturing capabilities. Manufacturers of gear blanks, bearings, machine tools, companies that provide components, as well as suppliers of critical processes such as heat treating, coating and shot peening exhibit. Gear manufacturers include those making the full range from small to large as well as special purpose.

GEAR EXPO visitors are CEOs, CFOs, senior engineers and purchasing agents for major manufacturing companies around the world – the people who play vital roles in the buying process: evaluating, recommending and purchasing products, equipment and services.

More information is available online at www.gearexpo.com

Kurt Medert, Vice President and Show Manager
Gear Expo
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Alexandria, Virginia 22314-1581 USA
TEL: (703) 684-0211
FAX: (703) 684-0242
gearexpo@agma.org
www.gearexpo.com
While you’re at the IFE, make it a point to attend one or all of these special Symposia

Symposium 1:
The A To Z’s Of Buying A Franchise
Presented by: John P. Hayes, Ph.D., President/COO, HomeVestors of America

**Dates:**
Starts Saturday – April 9, 2005 - 9:00 am to 11:00 am
Continues Sunday – April 10, 2005 - 10:00 am to 12:00 pm

**Rates:**
Advance - US $180.00  On-site - US $210.00

*Over two days, this symposium will look at:*
- **Introduction to Franchising**
- **How To Investigate The “Ideal” Franchise System**
- **Understanding the UFOC and Franchise Agreement**

*Who Should Attend:*
This symposium focuses on the most important topics and issues related to buying a franchise in the United States. Subject matter will appeal to prospective franchisees and franchisees, as well as existing franchisees, consultants, and others who want to know the basics of exploring franchising and how the relationship works between franchisors and franchisees.

Symposium 2:
Franchising Your Business
Co-Moderated by: Michael H. Seid and Kay Marie Ainsley, Managing Directors, Michael H. Seid & Associates, LLC

**Dates:**
Starts Saturday – April 9, 2005 - 1:00 pm to 4:00 pm
Continues Sunday – April 10, 2005 - 10:00 am to 12:00 pm

**Rates:**
Advance - US $300.00  On-site - US $330.00

*Here are some of the topics this symposium will look at over two days:*
- Benefits/risks of franchising your business
- Difference between licensing and franchising
- Franchise Feasibility
- Retrofranchising
- Tactical Business Planning
- Using the Business Overlay®
- Technology
- Setting Fees
- Financing your growth
- Operation Manuals
- Retail Advertising

*Who Should Attend:*
Anyone looking to grow their business or seeking information on the use, benefits and risks associated with an indirect method of distribution such as franchising.

Symposium 3:
Selecting, Negotiating and Operating a Master Franchise
Presented by: Carl E. Zwisler, Attorney, Franchise and Distribution Law Practice Group of Haynes and Boone, LLP

**Dates:**
Saturday – April 9, 2005 - 9:00 am to 1:00 pm

**Rates:**
Advance - US $300.00  On-site - US $330.00

- **How to Evaluate a Master Franchise**
- **How to Negotiate a Master Franchise Agreement**
- **How to Negotiate Fees**

*Who Should Attend:*
International investors seeking franchises which can be introduced into the investors’ countries; international franchisors; consultants, brokers, franchise association leaders, lawyers and government officials who wish to learn more about how to facilitate sound investment and franchising into their countries; franchisors desiring to increase their understanding of issues affecting investment decisions made by international franchise investors; and owners of master franchises seeking a better understanding of how to address common issues which arise in a master franchise relationship.
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This new countertop “water filter” features U.S. government and NASA-developed EPA registered media for safe, delicious drinking water. Assembly can be made without drilling, cutting or gluing in about 5 minutes to save on duty, taxes and labor. Weighs about 1.8-kg and has a replaceable cartridge. Free samples available.

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Mr. Tumee Vitamins Prove Popular with Kuwaiti Children and Their Parents

Mr. Tumee vitamins are gaining market share in Kuwait thanks to the efforts of Ali Abdul Wahab Sons & Co. The company is its Kuwaiti distributor of the vegan, no gelatin, all-natural children’s vitamin line from Vitamec USA Inc., a subsidiary of Moba Inc. in California.

Alamaldin Adi, general sales manager of Ali Abdul Wahab Sons & Co., learned about an opportunity to distribute the Mr. Tumee product line after reading about the products in Commercial News USA, the official export promotion magazine of the U.S. Commerce Department.

“Thanks to the magazine, Mr. Tumee has now been introduced to Kuwaiti children by a renowned distributor in Kuwait,” said Joe Schlah, vice president of Moba Inc. “Sales of Mr. Tumee have been increasing tremendously since its introduction in Kuwait in 2002. In 2005, we expect export sales of more than $200,000 to our partners in Kuwait.”

Adi said that the Mr. Tumee line has proven successful in Kuwait because it is an all-natural, gelatin free vegetarian product. “The delicious fruit flavors, combined with vitamins and minerals, have proven to be irresistible to the children of Kuwait,” said Adi. “It has also made life easier for parents who want their children to take vitamin supplements every day.”

At the Kuwait Child Expo held in November 2004, the Mr. Tumee booth was a shining star in the exhibition hall. Children and their parents sampled the company’s vitamins at the Expo, and were treated to Mr. Tumee promotional items, such as tattoos, balloons and autographed posters.

The Mr. Tumee dietary supplement for children and adults was developed by Los Angeles-based Vitamec USA, Inc. Thanks primarily to the worldwide visibility it receives in Commercial News USA, Vitamec is now selling its patented vitamin products in over 40 countries worldwide. “More than 80% of our annual sales are now coming from export markets we have developed as the result of using Commercial News USA as our exclusive global marketing tool,” said Schlah.

Since the early 90’s, the Vitamec USA R&D team has been manufacturing and distributing natural products worldwide under the Vitamec label. The Vitamec vitamin line is available in a vast variety of formulas for adults, and is available for private label as well.

“We are dedicated to providing supplements that kids love,” said Schlah. “Our research team has recently come up with a new multivitamin and mineral antioxidant, fruit and vegetable with fiber product. This is considered a breakthrough by all standards in the children’s vitamin industry. Since the gelatin-free gumee contains no animal products, it is ideal for vegetarian families.”

With new innovative products in the pipeline, Vitamec continues to seek new distribution partners worldwide. For more information, visit the following Web sites: www.mrtumee.com or www.vitamec.com

More information about Ali Abdul Wahab Sons & Co. is available by sending e-mail to alam@3cw.com or online at www.aaw1.com. More information about the Mr. Tumee product line and Vitamec USA Inc. is available by sending e-mail to info@mrtumee.com or online at www.mrtumee.com

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Joe Schlah, vice president of Moba Inc. (right), with Alamaldin Adi, general sales manager of Ali Abdul Wahab Sons & Co.
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**Rostra Precision Controls Inc.**

Rostra Precision Controls Inc., located in Laurinburg, NC, manufactures and sells vacuum and electric Cruise Controls, Collision Avoidance Systems, Lumbar Controls, and Seat Heaters – for cars, trucks, school buses, and recreational vehicles; Brand names include: Global Cruise, ROSS, RearSentry, ParkPilot, RearSight, Comfort Heat, Comfort Seat, and SDS. Rostra’s products are manufactured in the United States in compliance with ISO9001 and QS9000 controls, and sold internationally through distributors and OEMs.

**QMI/Ever-Wear International**

QMI/Ever-Wear International, Dept. CN
202 Travis Pkwy
Houston, TX 77002 USA

TEL: 713-237-8120
FAX: 713-237-8752
G.JHigginsQMI@aol.com
www.QMIInternational.com

**Diversified Marketing Solutions Inc.**

Diversified Marketing Solutions Inc., Dept. CN
4329 Arden Drive
Fort Wayne, IN 46804 USA

TEL: 260-469-2400
FAX: 260-469-3389
ghdixon@diversifiedmktg.com
www.diversifiedmktg.com

**Nostalgia Classics USA**

Nostalgia Classics USA

Michel Kordas, Export Manager
Nostalgia Classics USA, Dept. CN
8878 Orchard Valley Rd.
West Bend, WI 53090 USA

TEL: 262-692-9507
FAX: 262-692-2999
mkliberty@earthlink.net
www.nostalgiaclassics.net

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422 Sales

Use School Buses at Auction

Welcome to 422 Sales. Organizations and individuals may purchase used school buses at auction in the United States for export. Laws require schools and contractors to retire buses before the end of their useful lives. Every year, exporters purchase hundreds of such buses at our auctions for school, public and private transportation, tourism, churches, etc. This is an easy and affordable way to buy a large number of buses. Let us help you!
Superior Moisture Protection
Stay Dry While Getting Wet!!! SEAL-TIGHT® Cast and Bandage Protector provides dependable watertight protection while showering and bathing. Reusable, SEAL-TIGHT® is made of durable textured vinyl. Patented application ring eliminates the need for strapping or Velcro® closure. Simple to apply. Latex-free diaphragm stretches easily over cast to form comfortable, leak-free seal. Seeking distributors worldwide. To inquire, contact Lisa Baskett, lbaskett@oakworks.com or dwilliams@princetoncare.com.

Healthcare Products and Services
Princeton Healthcare Inc (PHI) is an award-winning international exporter and financial services company. PHI provides healthcare products and services to hospitals, major clinics, laboratories and governmental institutions. Products offered include medical diagnostic equipment, laboratory equipment, medical supplies and pharmaceuticals. Services include arranging financing for purchases, medium-term financing (5 to 7 years repayment terms), short-term financing (up to 180 days repayment terms), and hospital management services.

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OAKWORKS® Celesta Deluxe™ is the answer for any spa that demands ergonomic support for an active team of estheticians and massage therapists, with more comfort than you thought possible for the widest variety of treatments and clients. The Celesta™ Line’s specially engineered twin lift design combines the unique ability to tilt the table, with laptop computer access enabling maximum relaxation and support as well as best possible body mechanics. You’ll have more satisfaction, more comfortable clients and happier, healthier staff. OAKWORKS® is seeking distributors worldwide. To inquire, contact Lisa Baskett, lbaskett@oakworks.com or call 717-235-6807. www.oakworks.com

Protostar International

Emu Lifestyle Joint Cream
Emu Lifestyle is an effective, safe and powerful joint cream that has been endorsed by athletes. The cream, used by health care professionals, is made from 10% super pure emu oil. It also contains other natural additives, such as moisturizing aloe vera and green tea extract. This odorless, non greasy cream temporarily relieves inflammation from arthritis, exercise and bursitis. Emu Lifestyle is also available with topical analgesic menthol.

March/April 2005
Black Commercial News USA • www.export.gov/cnusa

ThoughtGlobal Inc., publisher of Commercial News USA, is seeking nominations for the 2005 ThinkGlobal/Commercial News USA Exporter of the Year Awards.

Awards will be given to U.S. companies in all of the categories included in the magazine. The list of categories corresponds with the Table of Contents on Page 5.

A grand prize winner will be chosen from among all industry segments based on the total number of documented export deals completed in 2004.

More information about the awards is available on the Commercial News USA Web site.

Winners in each category will receive certificates and an award logo for use online and in printed material. The overall Exporter of the Year also will receive an award plaque.

Deadline for responses is May 31st. Winners will be announced in the September issue of the magazine. Nomination forms can be downloaded from the Commercial News USA Web site at www.export.gov/cnusa

Nominations Sought for 2005 Exporter of the Year Awards

Interactive Multimedia Presentations with the Interactive Presentation Manager (IPM)

If you can browse your computer hard drive, you can create an entertaining and informative computer-generated multimedia presentation easily and quickly. IPM is an advanced digital board that incorporates a PC and LCD projector, creating a large interactive projection screen. Improve audience attention with user-definable Softkeys located on both sides of the IPM that permit launching files, multimedia clips, software applications, web sites, keyboard commands and presentation tools for dynamic presentations. Color annotations can be made by using the electronic pen. The Virtual WhiteBoard software is great for taking notes and creating drawings. Control your computer from the front of the room while maintaining eye contact with your audience. IPM is the ultimate multimedia presentation tool.

Ocean Interface Company

Ocean Interface, a premier PC and server provider with more than 20 years of experience, is committed to providing the highest quality service and products to create lifetime customers. We believe that customer satisfaction in all areas of our operations – quality, service, support – is the key to our success and future growth. Find out how the Ocean $199 PC system can help your bottom line results.

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Bechtel Software Inc

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At Bechtel Software, we offer you more than just great ideas. Our engineering software and consulting services provide powerful, practical solutions that are the result of decades of experience in managing complex projects for a global client base in numerous industries. As a world leader in engineering and construction for over a century, Bechtel can provide you with innovative solutions that do the job efficiently, accurately, and cost effectively. We offer a wide variety of software and services that can be customized to match client requirements.

Ocean Means Quality, Experience and Service
Ocean Interface is a premier PC and server provider with more than 20 years of experience. The company is committed to providing the highest quality service and products to create lifetime customers. We believe that customer satisfaction in all areas of our operations – quality, service, support – is the key to our success and future growth. Find out how the Ocean $199 PC system can help your bottom line results.

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

- Yes, I want to continue receiving Commercial News USA

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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
- Trade Shows

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

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March/April 2005

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But in times of crisis, it’s even more important that we all pitch in, in our own way. Businesses around the world are making vital contributions—leveraging their expertise, reach, and resources.

The world needs the UN, and the UN needs you. Please join us in helping the hundreds of thousands of people still reeling from the tsunami as they recover and rebuild their lives.

To learn more, visit www.unfoundation.org.