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Give Peace a Chance

As the cover image of this edition of Export USA suggests, we are deeply concerned about the increasing violence and war around the world. It’s not good for people anywhere. It’s not good for the planet. And it’s not good for business.

In the words of the late John Lennon: It’s time to “Give Peace a Chance.”

That said, here are some thoughts from some of the world’s religions and spiritual leaders:

Since Export USA is based in the U.S., we start with a Native American proverb:

“It is no longer good enough to cry peace, we must act peace, live peace and live in peace.”

The Dalai Lama, the exiled leader of Tibet, says: “Peace does not mean an absence of conflicts; differences will always be there. Peace means solving these differences through peaceful means; through dialogue, education, knowledge; and through humane ways.”

These words are from the Christian bible: “Repay no one evil for evil, but give thought to do what is honorable in the sight of all. If possible, so far as it depends on you, live peaceably with all.” (New Testament, Romans 12:17-21)

The Qur’an says: “Indeed, Allah enjoins justice, and the doing of good to others; and giving like kindred; and forbids iniquity, and manifest evil, and wrongful transgression. He admonished you that you may take heed.” (Al Quran 16:91)

Mahatma Gandhi, leader of the Indian independence movement in the 20th century, captured the essence of Hinduism: “If we were able to define the Hindu creed, I should simply say: Search after truth through non-violent means.”

One nearly universal truth is the so-called Golden Rule, a concept rooted in human religious beliefs:

Hinduism: “One should always treat others as they themselves wish to be treated.” (3200 BC, from the Hitopadesa)

Judaism: “Thou shalt love thy neighbor as thyself.” (1300 BC, from the Old Testament, Leviticus 19:18)

Buddhism: “Hurt not others with that which pains yourself.” (560 BC, from the Udanavarga 5:18)

Confucianism: “What you do not want done to yourself, do not do to others.” (557 BC, from the Analects 15:23)

Christianity: Whatsoever ye would that others should do to you, do ye even so to them.” (30 AD, from the King James Version of the New Testament, 7:12)

Finally, Siddhãrtha Gautama (The Buddha) offered this advice:

• Do not believe in anything simply because you have heard it.
• Do not believe in anything simply because it is spoken and rumored by many.
• Do not believe in anything simply because it is found written in your religious books.
• Do not believe in anything merely on the authority of your teachers and elders.
• Do not believe in traditions simply because they have been handed down for many generations.
• But after observation and analysis, when you find that anything agrees with reason and is conducive to the good and benefit of one and all, then accept it and live up to it.

One of the world’s most admired religious and spiritual leaders, the Dalai Lama, has said: “In the end, we will remember not the years we lived, but the moments we lived.”

We of Export USA believe in theджк’s truth and have chosen to “Give Peace a Chance.”

Penny Pritzker
Secretary of Commerce, U.S. Department of Commerce

Arun Kumar
Director General
U.S. Commercial Service

Stefan Selig
Undersecretary of Commerce for International Trade

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Registration Now Open for NRA Show 2016

Registration for the 2016 Restaurant, Hotel-Motel Show and Beverage Alcohol for Restaurants (BAR) is now open.

The NRA Show 2016 will be held at Chicago’s McCormick Place, May 21-24, 2016. The event is the restaurant and hospitality industry's premier trade show and an opportunity to gain inspiration from renowned experts, innovative suppliers, celebrated chefs and tens of thousands of industry professionals.

The BAR 2016 event will take place May 22-23, and is the only beverage alcohol event exclusively focused on growing restaurant and hospitality bar programs. The hugely successful BAR program features hundreds of established and emerging alcohol brands and labels and influential beverage alcohol buyers.

Each year, more than 60,000 professionals and 2,000 exhibitors gather in Chicago for four days that will shape the foodservice industry for an entire year. Produced by the National Restaurant Association, the NRA Show is the biggest, broadest, most exciting foodservice show in the world. That means everything you need to make your business better is here: Connections, innovations, ideas, education, products, services, inspiration and food.

In 2016 the Bellavita Expo, a traveling exhibition made-up of authentic Italian food and beverage producers, also will be co-located with NRA Show 2016. This is the first time this event will be held in the United States. The event will feature Italian food and beverage producers, wine-focused educational sessions and demonstrations by Michelin-starred chefs. Entrance to Bellavita is included in the cost of a standard NRA Show registration.

Exclusive International Services

The NRA Show helps international attendees with discounted hotel and travel, along with access to travel assistance from the U.S. Departments of Commerce and Agriculture, and U.S. consulates worldwide.

International Trade Center

A home away from home, featuring interpreters, product locator services, private meeting rooms, relaxation rooms and a number of other amenities to make your experience productive and comfortable.

International Reception

Network with trade executives, exhibitors and other foodservice professionals from around the world who are interested in expanding their operations. It’s free with your badge.

Trade Specialists

The NRA’s trade specialist partners organize delegations from all over the world to attend the NRA Show with other professionals from your country.

Help Getting a Visa

For visitors who need a Visa, the NRA Show provides a number of services to make the process as quick and hassle-free as possible. More information is available on the NRA Show website.

Multi-language Brochures

For more detailed information in multiple languages, download one of the translated International Attendee brochures available on the NRA show website.

Additional Questions

Please contact the National Restaurant Association, Convention Office, at nraregistration@restaurant.org.

Register Online: http://show.restaurant.org

The annual National Restaurant Association Restaurant, Hotel-Motel Show brings together more than 61,000 foodservice professionals from all industry segments, all 50 states and more than 100 countries. In addition to finding the newest products and services, attendees will gain access to more than 70 free education sessions, panel discussions and culinary demonstrations led by industry experts. For more information, visit Restaurant.org/Show.
APEX 2015 in Las Vegas delivered its best event ever with a sold-out exhibit hall, thousands of new product introductions and plenty of opportunities to connect with U.S. companies that export. The event featured an all-new look and many new programs, all to keep you ahead of the curve in today’s high tech and ever changing industry. Here are the top 10 highlights of AAPEX 2015:

1. **Automotive replacement parts and products from 2,200+ exhibitors.** Exhibitors from 32 countries participated in AAPEX 2015. Approximately 800 exhibitors were U.S. manufacturers of which many represent leading companies and top brands. For a list of exhibitors by brand, product or company name, visit www.aapexshow.com.

2. **Approximately 300 U.S. exporters.** AAPEX remains the best place to meet U.S. companies who are eager to connect with buyers looking to grow their business with exports. AAPEX also works closely with specialists from the U.S. Commercial Service, the export promotion arm of the U.S. Department of Commerce, to help you identify companies that export.

3. **Attendees from 147 countries.** More than 45,000 targeted buyers, including auto parts retailers, independent garages and warehouse distributors (WDs), were in Vegas during AAPEX. A fully staffed International Buyer Center, complete with translators and private meeting rooms, assisted buyers while at AAPEX. All total, AAPEX and the SEMA show drew nearly 160,000 people to Vegas.

4. **More than 20 international buying delegations.** The total of 21 international buying delegations recruited by U.S. Embassy Posts or International Trade Associations were at AAPEX 2015. To learn more about the many benefits of buying delegations to AAPEX, contact Judy Novak, AAPEX Event Management, judy.novak@aapexshow.com.

5. **The best new products.** The No. 1 reason buyers visit trade shows is to see the latest new products and AAPEX is no exception. The AAPEX 2015 New Product Showcase featured several hundred new products, while new products also were on display throughout the nearly 5,000 stands at the event.

6. **Technology-focused AAPEXedu sessions.** The 2015 AAPEXedu featured more than 55 free sessions, many with a focus on the impact of disruptive and emerging technology. Handouts from some of the sessions can be downloaded from AAPEX website at: www.aapexshow.com/handouts.

7. **A message with a purpose.** Louis Efron’s keynote address, “Why Purpose Matters Most,” was right on the mark as he encouraged buyers and exhibitors to recognize that what they do in the auto care industry has a huge impact on life and the world. “Shout it from the rooftops,” said Efron during his address at the AAPEX 2015 General Session.

8. **AAPEX Live on TV.** For the first time, a crew of journalists reported live from AAPEX 2015, bringing an all-new level of excitement to this year’s event. For a close up look at AAPEX 2015, watch AAPEX TV and videos of the event at: www.youtube.com/user/aapexshow/videos.

9. **AAPEX amplified on social media.** The #AAPEX15 social media team covered this year’s event on several channels. To follow AAPEX 2015 on social media, visit us on: Twitter (www.twitter.com/AAPEXShow); Facebook (www.facebook.com/AAPEXShow); LinkedIn Group Page (bit.ly/AAPEXLinkedInGroup); LinkedIn Company Page (bit.ly/AAPEXLinkedIn); Flickr (www.flickr.com/photos/aapex/) and YouTube (www.youtube.com/aapexshow).

10. **All under one roof in Vegas.** In three days at AAPEX, buyers accomplished what would otherwise easily take weeks, if not months, to get done. It all takes place under one roof in Las Vegas, the entertainment capital of the world.

Plan now to attend AAPEX 2016, Tuesday, Nov. 1 through Thursday, Nov. 3, at the Sands Expo in Las Vegas. AAPEXedu sessions will begin on Monday, Oct. 31.

AAPEX represents the $477 billion global aftermarket auto parts industry, and is co-owned by the Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA). For more information, visit the AAPEX website, www.aapexshow.com or e-mail: info@aapexshow.com.

---

**How to Contact:**

AAPEX Event Management
William T. Glasgow, Inc.
10070 W. 190th Place, Mokena, IL 60448
Tel: 708.226.1300 • Fax: 708.226.1310

www.aapexshow.com
info@aapexshow.com
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The international symbol for anything and everything that matters in the Automotive Aftermarket world.

With more than 2,200 exhibitors from 32 countries, 300 U.S. exporters, attendees from 147 countries and more than 20 international buying delegations, AAPEX 2015 was a real Automotive Aftermarket world of opportunity.

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To learn more, visit: www.aapexshow.com

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gital Signage Expo (DSE), pro-
duced by Exponation LLC, is the
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show exclusively dedicated to showcasing
innovative digital display and interactive
technology solutions for customer- and
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Held at the Las Vegas Convention
Center March 15-18, 2016 – with access
to the Exhibit Hall March 16-17, DSE
features more than 200 exhibitors of
digital display and interactive technology
including hardware, software, network,
delivery and content.

The event offers a large and diversified
educational program, with more than
125 industry experts leading the sessions.
The program will feature 40 individual
seminars, targeted Industry Roundtable
Discussion Groups and free presenta-
tions staged in theaters on the exhibit hall
floor on March 16 and 17. There are also
full day pre- and post-show educational
events on March 15 and 18, as well as a
live, guided tour of installations in Las
Vegas on March 15th.

DSE is a truly global event, with 20
percent of its audience traveling from over
60 countries worldwide.

The 2016 event will feature an opening
keynote session on Wednesday, March 16
with David Meerman Scott presenting,
“Real-Time Marketing, a New Approach
to Expand the Power of Digital Signage.”

Scott’s “real-time” approach focuses on
meaningful, measurable and low/no-cost
strategies that immediately reach digital
signage audiences directly. He will offer
a step-by-step action plan for harnessing
the power of modern marketing and pub-
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directly, raise visibility and increase sales
with his real-time approach that abandons
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Every year, DSE attracts decision-mak-
ers from nearly 20 industry categories,
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to name a few. Attendees also include out-
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executives, brand marketers and systems
integrators.

Early bird discounts will be in place
until February 12, 2016. For more details
about the show and conference visit
www.digitalsignageexpo.net. To reserve
exhibit space, contact Show Director Andrea
Varrone, andreavarrone@exponation.net.
Follow DSE on Twitter – @DSEexpo – or for
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International Buyers: Experience the Sweets and Snacks Expo

The 2016 Sweets & Snacks Expo will be held from May 24-26, 2016, at the McCormick Place Convention Center in Chicago, USA.

In 2016, attendees will not only see candy, chocolate and gum products, they will also have an opportunity to view hundreds of snack, nut and cookie products.

Buyers are a top priority at the Sweets & Snacks Expo. Here are some highlights of what buyers will experience at the fastest growing candy and snack show in the world.

Discover

Thousands of new product launches featuring sweets and snacks. More than 3,000 snack and confectionery items are introduced each year in the U.S. alone, and the New Product Showcase boasts the largest variety of the latest items. Located just outside the exhibit hall, this showcase should be your first stop before navigating the Expo.

New this year, the Showcase will now have a separate area highlighting only specialty products.

More than 650 snack, cookie and confectionery exhibitors: The Expo features the world’s top manufacturers, including the leading multi-national manufacturers and hundreds of new exhibitors.

Connect

Attend the Industry Buzz networking reception.

All Expo attendees are invited to connect and mingle with their peers during this networking event, held right outside the show entrance on Wednesday, May 25 at 5 p.m. Discuss the highlights of your day, and make new contacts while enjoying fun libations and lively music.

Use Internet connections right on the show floor.

The entire show floor and public spaces are a hot spot so you can stay up-to-date and connected. There also will be a charging station in the center of the show floor, and in the NCA Resource area in the Concourse.

Leverage private meeting facilities.

Meeting facilities are available to facilitate better business relationships and connect with your most important contacts.

Visit the Specialty Market (formerly the Gourmet and Natural Marketplace).

Close to 100 companies exhibited in the Specialty Market in 2015, and even more are expected in 2016. Located on the exhibit floor, the Specialty Market features specialty confectionery and snack products including premium and gourmet as well as fortified, all natural, gluten free, and organic.

Learn

Learn about the hottest industry topics in the Keynote Sessions.

Keep ahead of the curve and learn from industry experts about a number of prevalent topics. Sessions are held before show hours to accommodate even the most hectic schedule.

Visit the Sweet Insights Theater.

The Sweet Insights Theater provides informative, inspiring, innovative and dynamic merchandising and in-store shopping solutions. The theater features an interactive arena of ideas and case study success stories, not to mention the popular show floor theater with learning labs featuring shopper-marketing experts.

Register Now for the 2016 Sweets & Snacks Expo.

The National Confectioners Association, which presents the Sweets & Snacks Expo, is the trade organization representing the $35 billion U.S. confections industry. NCA and its members value the fun and enjoyment of chocolate, candy, gum and mints, serving as a transparent and trustworthy source while building and promoting a responsible industry. As the leading trade association for the industry, NCA is proud of the role it plays in the public’s understanding and appreciation of candy’s unique role in a happy, balanced lifestyle. For more information, visit www.CandyUSA.com.

How To Contact:
The National Confectioners Association
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More candy & snacks than any other event!
InfoComm is the leading commercial audiovisual systems trade fair for integrated display, projection, audio, conferencing, lighting and staging, digital signage and communications system solutions.

InfoComm 2016 will take place 4-10 June, with the exposition held on 8-10 June, at the Orange County Convention Center in Orlando, Florida. A record number of visitors is expected at InfoComm 2016.

Although InfoComm occupies nearly 45,000 net-square-meters of exhibit and special events space, and includes nearly 1,000 exhibitors, it is easy to navigate, thanks to pavilions that bring together like technologies.

Audio, Digital Signage, Lighting and Staging, Security and United Collaborative Conferencing are just a few of the pavilions featuring integrated solutions. One of the highlights in 2016 is the Innovations Showcase, an area set aside for start-up companies with exciting new communications technologies. Many products and special exhibits on the show floor can only be seen at InfoComm.

The training program will include hundreds of courses, basic through advanced levels, covering audio, video, projection, digital signage, design, AV-IT integration, project management, house of worship, and unified communications and collaboration.

InfoComm 2016 is supported by the U.S. Department of Commerce International Buyers Program. During the Show, trade specialists from the Commercial Service will be managing the International Business Center (IBC) and the U.S. Export Pavilion. In the IBC, buyers and sellers come together, using the meeting rooms provided free of charge on a first come first serve basis, and taking advantage of the facility to plan their visits to the exhibit floor.

Benefits for organized delegations include:

• Complimentary 3-day exhibits-only registration for InfoComm 2016 — $150 USD value.
• Unlimited access to International Business Center.
• Special invitation to the InfoComm Opening Reception.
• Special VIP international delegate “IBP” identification ribbon and registration badge.
• Dedicated international registration area with multi-lingual staff.

Please visit a U.S. Embassy or consulate in your country to find out more about this program, as there may be an opportunity to join a delegation from your country.

InfoComm is produced by InfoComm International, the trade association representing the commercial audiovisual industry, now in its 77th year. For more information about InfoComm 2016, please visit www.infocommshow.org.

How To Contact:
InfoComm International
1242 Waples Mill Road, Suite 200
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President’s E Award winner

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Zanon USA Inc. is a leader and innovator in the nutraceutical industry, dedicated to improving the health of children and adults worldwide. We believe the foundation of health begins with the right nutrition. We also believe that getting the right nutrition shouldn’t be a difficult task. It should be fun and delicious. This belief is the reason Zanon USA was the first to pioneer the nutraceutical industry combining the worlds of vitamins with gummies.

What are nutraceuticals?
Nutraceuticals are food products that provide health benefits and added nutritional value. Today, the global nutraceutical market is a $150 billion USD industry, with exponential growth over the past decade. Strong growth within the industry is expected to continue for the foreseeable future. Within this segment, gummy vitamins have enjoyed the highest growth rate, at 12%, and this rate is expected to climb higher. Consumer demand for gummy supplements continues to soar as many consumers prefer this delivery system to traditional pills and tablets.

How do we establish and grow your business?
That’s a great question. Our team of qualified experts has more than 15 years of experience in the creation, development and distribution of gummy vitamins in over 40 different countries across the world. We assist in each step of the process, which includes necessary document preparation, registration, translations, labeling, shipping, market research and brand management. Our marketing and R&D teams assist in various activities such as individualized market research information, events, promotions and campaigns best suited for each market.

Why are we unique?
An even better question. We know the key to success is teamwork, and we know every one of our partners is unique. That is why our main priority and focus is to build long-lasting relationships.

Our expert staff and in-depth knowledge of global markets allows us to provide individualized plans and long term strategies that will lead to your success. We believe that nutrition last a lifetime. This is why our team is committed to producing products that will benefit the health of children and adults. Mr. Tumee™, is a line of specially formulated gummy vitamins for children. Mr. Tumee is comprised of 10 great-tasting formulas that are designed to support the health and well being of children. Great tasting nutrition does not stop at childhood.

Our innovative line of gummy vitamins for adults, T-RQ, boasts many unique formulas. This line is highlighted by T-RQ 100% ™ Multivitamin and Mineral, the only complete gummy vitamin in the world. We also believe in flexibility and provide customers with private labeling, bulk and customized formulas in addition to our in house brands. Zanon USA ensures the highest quality gummy vitamins made with only the finest ingredients. Our gummies are made with natural flavors and colors, are gelatin-free, pectin-based, vegetarian, vegan and free of allergens.

The Results?
For its innovation and extensive efforts, Zanon USA has won many awards and accolades. In 2008, Zanon USA was awarded the exclusive Presidential “E” award, which was presented at the oval office by the president of the United States. In 2012, Zanon USA received the most prestigious export award, the presidential “E Star” award given to the top export company in the United States.

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### Background

The international team behind .GLOBAL is highly experienced in the domain name space. In fact, the team originally formed to help other companies apply for new top level domains (TLDs) under ICANN’s New gTLD Program. During that process, they recognized they could go beyond helping others and also expand the domain name space with a multipurpose TLD that reflects an interconnected world. .GLOBAL is applicable to many types of websites and also understood in many languages.

In the spirit of encouraging innovation, which is embodied by .GLOBAL and other new gTLDs, the team also created a new business intelligence dashboard called RegistryOffice. This proprietary system, which tracks everything from number of premium domains in the root zone to revenue generated by transactions, can provide registries with a complete picture of top-level domains, as well as trends in the domain name space.

### Objectives

Choosing a website on .GLOBAL immediately signals that the businesses, organizations or individuals using the domain are operating on a global scale and with a global presence. Because it is not tied to a specific industry or region, it can be used to fit the positioning of many businesses, groups and people who want to create or expand their Internet presence.

Since its launch in June 2014, .GLOBAL has attracted registrants from around the world, from startups and brands to individuals and groups wishing to give global relevance and reach to their idea, intention, plan or vision. While some registrants are using their .GLOBAL domain names in conjunction with existing sites, many have made .GLOBAL their primary domain. For instance, WorldHostingDays, the world’s largest series of events for the hosting and cloud service market, has rebranded to reflect their gathering under whd.global, and Global Career Networks Pte Ltd. is using careers.global to advertise available positions from around the world.

### Background

The international team behind .GLOBAL is highly experienced in the domain name space. In fact, the team originally formed to help other companies apply for new top level domains (TLDs) under ICANN’s New gTLD Program. During that process, they recognized they could go beyond helping others and also expand the domain name space with a multipurpose TLD that reflects an interconnected world. .GLOBAL is applicable to many types of websites and also understood in many languages.

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### TRIVIA

- **Website**
  - http://go.global

- **Registry Name**
  - Dot Global Domain Registry Ltd

- **Location**
  - Dublin, Ireland

---

**Date TLD available on Internet:** 11 June 2014

**Number of registrations:** 13,600 as of 8 June 2015

- The team behind .GLOBAL comes from all over the world, including Australia and Norway.

- .GLOBAL is one of the best-selling domains for premium websites.*

* Source available upon request
Now live!

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.GLOBAL is a NEW domain name extension, specifically launched to serve as a logical alternative to .com /.net /.org for global entities and international matters.

.GLOBAL IS

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DESCRIPTIVE
Registering your domain name under .global adds meaning to your online presence. It allows you to clearly communicate your positioning and also creates valuable and keyword-rich generic web addresses. Examples: shipping.global, going.global, export.global, connect.global.

FORWARD-THINKING
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A BORDERLESS STRATEGY

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As North America’s principal commercial gateway to Latin American, more than $153 billion in goods flowed through Florida’s airports and seaports in 2014.

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To ensure that your goods will get where they need to go, Florida is home to 15 deepwater seaports – including the only Post-Panamax seaport south of Virginia – and 19 commercial service airports.

“North America’s principal commercial gateway to Latin American and the Caribbean, more than $153 billion in goods flowed through Florida’s airports and seaports in 2014.”

According to the U.S. Census Bureau, Florida is home to more than 61,000 exporting companies — second only to California. About 20 percent of American companies that export are located in Florida.

Florida also is a leader in attracting foreign direct investment, ranking 6th among all U.S. states in employment by majority foreign-owned firms. Foreign-owned companies employ more than 245,000 workers in the state.

For companies interested in relocating to Florida and/or in using the state as a springboard for exporting, the best place to start is on the Enterprise Florida website. Visit Enterprise Florida at www.enterpriseflorida.com/international.

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Jackline is a farmer in Kenya who dreamed of sending her children to school. With a Kiva loan of $875, Jackline bought a dairy cow and was able to earn enough additional income to pay for tuition. When her loan is repaid, Jackline’s Kiva lenders can keep those funds or use them again to support another dream on Kiva!

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