

POWER-GEN INTERNATIONAL T O D A Y

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Looking to Export? U.S. Commercial Service Helps POWER-GEN International 2005 Participants Go Global

*Teresa Hansen, Associate Editor,
Power Engineering*

Ninety-five percent of the world's consumers live outside of the United States, and as a result, more and more U.S. companies are looking to increase their international sales with help from the Commerce Department's U.S. Commercial Service and other federal agencies. At POWER-GEN International 2005 the U.S. Commercial Service is literally in the same room with you, offering outstanding export programs to assist you in your export and partnering efforts. So, whether you're new-to-export or want to expand into the expertise that can help add to your bottom line is available, stop in and see the U.S. Commercial Service. For more information visit www.buyusa.gov/eme/powergen.html.

International Buyer Program

Once again, Power-Gen International has been selected by the U.S. Department of Commerce (DOC) to participate in the International Buyer Program (IBP), a service that helps make the show a truly global marketplace. Through this program, the U.S. DOC offer a number of services to

help international attendees make the most of their experience at the show.

Through the IBP program and its globally integrated network, the U.S. Commercial Service provides a three-pronged approach that assists small- and medium-sized U.S. businesses export their products and services.

First, Commercial Service overseas staffs, located at U.S. Embassies and Consulates throughout the world, work to recruit and bring to the show foreign buyer delegations, and help organize their plans for doing business at the show. Even if a delegation cannot be formed in a country, Commercial Service specialists advertise POWER-GEN International 2005 through various media outlets and encourage buyers to register and come on their own. More than 20 official DOC delegations from all over the world were recruited to attend this year's show.

Second, during the show, trade specialists from the Commercial Service will be managing the International Business Center located in the Venetian Ballroom (adjacent to the Sands Expo Exhibit Hall). This is an area where foreign buyers may negotiate with sellers, obtain advice on appropriate



*IFS Fuel Gas Conditioning Package
for Mexico's Pemex Offshore project*

matches, and use the facility as a launching pad for successfully "walking the show floor." Exhibitors are also encouraged to visit the International Business Center for interpreter services and export counseling from the Commercial Service.

Largely as a result of POWER-GEN International's involvement in the International Buyer Program, the international attendance grew from 1,000 in 2003 to more than 1,800 in 2004, with a total of 19 overseas buyer delegations recruited by the Commercial Service for the 2004 show. This year, the Commercial Service is expecting even more International Buyer Program delegations.

Third, with its network of offices across the United States and in more than 80 countries, the Commercial Service uses its global presence and international

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Today's Schedule At-A-Glance:

GENERAL REGISTRATION AT SANDS EXPO	7:30 a.m. - 6:00 p.m.
HRSG DELEGATE REGISTRATION	7:30 a.m. - 6:00 p.m.
CONFERENCE INFORMATION DESK	8:00 a.m. - 4:00 p.m.
SPEAKER READY ROOM	8:00 a.m. - 4:00 p.m.
HRSG USER'S GROUP WORKSHOP SESSIONS	8:30 a.m. - 12:00 p.m.

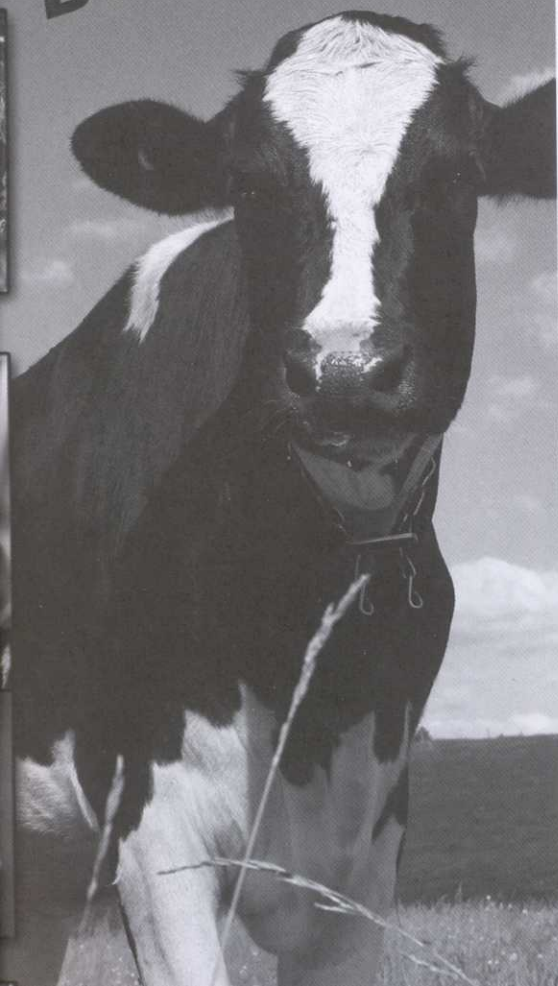
Scheduled Press Conferences

Tuesday, December 6
11:00 p.m. - 6:00 p.m.

11:00 a.m. **Caterpillar EP**
"Caterpillar Announces New Family of Generator Sets with

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marketing expertise to help U.S. companies sell their products and services worldwide. This assistance includes export counseling, market research, matchmaking, pre-arranged business appointments abroad through its Gold Key Service, advocacy, videoconferencing, international partner searches, trade events and more. For more information visit www.export.gov/cs

In addition, companies should take advantage of these key programs and services offered at the show:

U.S. Export Pavilion

The U.S. Export Pavilion helps U.S. companies increase international sales by offering the latest information about U.S. government export services. From market research to financing international buyers, the U.S. Export Pavilion's agencies give American businesses the information and assistance they need to succeed in the global marketplace. Trade specialists from the U.S. DOC, Census Bureau and other government agencies are available to discuss trade opportunities with POWER-GEN International exhibitors and attendees.

Commercial Service Showtime Program

As part of the U.S. Commercial Service's presence at POWER-GEN International 2005, show participants are once again encouraged to participate in the Showtime Program that arranges export counseling for American businesses at the show. Through meetings with the U.S. Commercial Service Foreign Service Nationals from countries represented at the show, participating U.S. firms receive counseling, market research and country briefings and learn latest on doing business in these international markets. Last year, the Commercial Service's Energy Team assisted with matchmaking between the delegation members and PGI exhibitors and attendees.

Showtime Helps Houston Company Make International Sales

Houston-based **Integrated Flow Solutions (IFS)** specializes in the design and manufacture of prefabricated modular systems for a variety of industries, including oil and gas, power, and NOX reduction. For oil and gas, IFS provides custom chemical injection systems to safely store and inject various chemicals into process flowlines. During PowerGen 2004, a Senior International Trade Specialist introduced IFS to the services available to U. S. exporters by the U. S. DOC. IFS representatives met with key U.S. government financing agencies, including the U.S. Export-Import (Ex-Im) Bank and Commercial Service counselors from Brazil to discuss the firm's plans for tapping opportunities in Brazil's Power sector. In June 2005, IFS completed a new banking credit facility which included an Ex-Im Working Capital Guarantee Facility and Ex-Im Project Specific Working Capital Guarantee Facility which has played a key role in helping IFS land several major export sales to Brazil and Mexico.

Conference Addendum

Tuesday, December 6, 2006

Session: **The Future of Competition: Bids, Markets and Fuels – Panel Discussion**
Track: **Competitive Power Generation** Time: 1:30 – 3:30 PM Room: 2002

- Jim Milkovich, Excelsior Energy Inc., will replace Michael Wadley

Session: **Ten Years of Long-Term Service Agreements:**

Past - Current - Future – Panel Discussion

Track: **Highlighted Issues** Time: 1:30 – 3:30 PM Room: 2303

- David D. Whitman, Mirant Corp., will also be participating in this session

Session: **FGD Design and Operating Experience**

Track: **Environmental Issues I** Time: 1:30 – 3:30 PM Room: 2105-2106

- Dan Froelich, Burns & McDonnell, will replace Carl Weilert, Burns & McDonnell

Session: **Advanced Clean Coal Technology**

Track: **Fossil Technologies** Time: 1:30 – 3:30 PM Room: 2304

- Katsuhiko Ota, Mitsubishi Heavy Industries Ltd., will replace Hiromi Nakatani, Mitsubishi Heavy Industries Ltd.

Wednesday, December 7, 2006

Session: **New Coal Plants and Technology Considerations**

Track: **Fossil Technologies** Time: 9:30 – 11:30 AM Room: 2304

- Jeff Welsh, ALSTOM, will replace Nancy Mohn