

Canton Trade Fair Visit Guangzhou, China



Sasan "Sonny" Sohrab (ABRO U.S.A.), Peter Baranay (ABRO U.S.A.) and Emil Armanyos (Fast Trading Overseas, Egypt) pose before entering the Canton Trade Fair in Guangzhou, China.

Peter Baranay, Tim Demarais and Sonny Sohrab all arrived in Guangzhou on April 14, 2010 to attend one of the largest trade fairs in the world. The 2010 Spring Fair set a record for attendance and business turnover during the two week period. This year's Canton Trade Fair was a comprehensive, multi-functional event of international importance as many of ABRO's customers around the world attended the trade show.

ABRO management also worked closely with private investigators during the show to monitor the exhibition to look for any companies selling counterfeit ABRO products which has been a problem at previous shows. While

definite progress has been made in this area, several companies were cited for selling counterfeit ABRO products and they were quickly dealt with by local Chinese authorities. These companies are now facing severe government repercussions for their illegal activities. ▶



Sasan "Sonny" Sohrab, Tim Demarais and Peter Baranay (ABRO USA) with the group from Wang Cheng, our distributor in China.

automechanika 2010

September 14-19th, 2010

Booth Location:

Hall 9.1, F69

Messe Frankfurt Germany


More information on Pgs. 9-10
automechanika.messefrankfurt.com


Inside This Issue


 CHINA
Guangzhou Conference 1-2

 UKRAINE  LATVIA
AMT-28 & Grats3-4

 GEORGIA  ALBANIA
Line Media & Treg Auto5

 HONDURAS
Agencia la Mundial5


 PHILIPPINES
Vicma Marketing6

 ETHIOPIA
A.I.A7

 MALI  SENEGAL
Balde Ibrahima8

 GERMANY
Automechanika Info9-10

 BELARUS  RUSSIA
Billboards11

 ALBANIA
Lubricant Sell Sheets12

continued from page 1

Canton Trade Fair Visit

We enjoyed meeting a number of our leading ABRO customers from around the world including Mr. Igor Zorin from Russia, Mr. Safdari from Dubai, Mr. Upjit Singh Sachdeva from Liberia, Mr. Emil Armanyos from Egypt, Mr. Mohammed and Mr. Amin Al-Alimi from Yemen, Mr. Victor Sy and Mr. John Sy from the Philippines and Mr. Mohammad Ibrahim from Ethiopia. We also held a separate meeting with our ABRO distributor in China, Dongguan Wan Long Auto Care Products Company, who was exhibiting at the show. A number of constructive meetings were held with these fine customers and during this period, we were able to have dinner meetings to go over various issues that our ABRO distributors are facing worldwide.

Also, a productive meeting was held with Mr. Zhou and Mr. Tony Chan of Shantou Smith during the exhibition. Shantou Smith is ABRO's largest tape customer in the Far East and we have been doing business with this fine company in China for over 14 years.

The visit to Guangzhou was most productive for all of those who attended and our relationships with our valued customers were certainly further strengthened by our meetings during this stimulating exhibition.



Mr. Upjit Singh Sachdeva (Jeety Trading, Liberia) meets with Tim Demarais and Sasan "Sonny" Sohrab.



Peter Baranay, Emil Armanyos (Fast Trading Overseas, Egypt) and Sasan "Sonny" Sohrab compare notes.



Tens of thousands of business-people pour through the expansive grounds throughout the duration of the fair.



Peter Baranay works in a business meeting over lunch.



The beautiful and modern grounds at the Canton Fair Complex.



Tim Demarais and Peter Baranay with John and Victor Sy of Vicma Marketing in the Philippines.

UKRAINE

AMT-28 & The SIA Kiev Motor Show

ABRO Salesman, Mike Molnar, visited Ukraine during the last week in May. His first stop was to Dnepropetrovsk. While there, Mike visited AMT-28's new office. The President of AMT-28, Mr. Yuriy Rabinovich, described how the new office's meeting area is a great place for all of AMT-28's ABRO customers to come and visit. The new office has helped point out to all of AMT-28's current and potential customers that ABRO in Ukraine is in strong standing.

Mike then traveled to Kiev for the SIA Kiev Motor Show which AMT-28 participates in annually. This show is very important for ABRO in Ukraine. The show was very successful this year. New clients were made and discussions with current customers were had. Additionally, representatives from ABRO Russia also attended the show. Together Mike, and our ABRO partners from Moscow, Saint Petersburg and Rostov in Russia meet AMT-28 at the show. New products and ideas on how to grow the business were discussed at the show and over dinner. To date, 2010 ABRO sales in Ukraine are progressively increasing.



Boris Babenchik (NPTK Krepost), Vadim Poliakov (NPTK Krepost), Mike Molnar (ABRO USA), Yuriy Rabinovich (AMT-28), Igor Zorin (JSC Himavtoprom), Oleg Kunakov (Albionex LLP), Sergey Kostiankov (JSC Himavtoprom).



Yuriy Rabinovich (AMT-28), Dmitriy Pochtin (AMT-28), Vadim Poliakov (NPTK Krepost), Boris Babenchik (NPTK Krepost), Oleg Kunakov (Albionex LLP), Igor Zorin (JSC Himavtoprom), Sergey Kostiankov (JSC Himavtoprom), Andrei Tarasov (AMT-28), Mike Molnar (ABRO USA), Natalia Rabinovich (AMT-28).

LATVIA

Grats

Meeting in Riga

During the middle of May, ABRO Salesman, Mike Molnar, visited our Latvian distributor, Grats. They discussed the current market in Latvia and new products amongst many other topics. Mr. Prieditis and Mr. Gravitis are always looking for ways to grow their ABRO business. Additionally, Latvia is surrounded by many other countries that have ABRO distributors and Grats has been very helpful in helping these distributors with many aspects of their businesses. It comes as no surprise to us that one member of the ABRO family is helping another.



Mike Molnar, (ABRO U.S.A., center) meets with Kaspars Prieditis and Janis Gravitis of Grats in Latvia.

GEORGIA

Line Media

First visit from ABRO USA in Georgia

This May was the first visit from an ABRO USA employee in Tbilisi, Georgia. Mike Molnar flew to Tbilisi to discuss current business issues and opportunities. President of Line Media, Mr. Alexander Khakhiashvili, is fully invested in the ABRO brand and has recently opened a new ABRO shop and service station. His warehouse is near his new shop so it is very easy to make sure that the full range of ABRO



From left to right, Hamlet Malkhazian, Mamuka Khakhiashvili, Mike Molnar (ABRO U.S.A.), Alexander Khakhiashvili and Shengeli Kokiashvili.

products are always on the shelves. Line Media has also invested in ABRO's new line of motor oils which are selling very well in Georgia. This was the

first visit to Georgia for Mike but this will surely not be the last. We are looking forward to continuing to grow the business in this market.

ALBANIA

Treg Auto

Mike Molnar traveled to Tirana to visit the Vocaj family who own and operate Treg Auto. Treg Auto has been busy creating new brochures for the new line of our ABRO motor oils which they are introducing into the Albanian market. As always, their marketing strategies are very creative and professional. We are excited to see how the Albanian market reacts to the new packaging and product quality. Treg Auto has also remodeled their offices to give off a fresh new look and to increase efficiency. ABRO is in great hands in Albania.



Adrian Vocaj, Mike Molnar (ABRO U.S.A.) and Klodian Vocaj.

HONDURAS



Mario Manta (ABRO U.S.A.), Celso Cepeda, Leiby Gabriel, Jenny Yuja, Kenny Yuja, Cesar Hernandez and Tito Herrera enjoy dinner out in Honduras.



Staff members of Agencia La Mundial listen closely to speakers at the company's recently instituted training sessions.

Agencia La Mundial ABRO Helping ABRO

Mario Manta was not the only member of the ABRO family from outside Honduras to attend the recent Agencia La Mundial training sessions. Two of the company's peers from other nearby countries attended the event in order to share their hard-won wisdom.

Celso Cepeda, from Abroadesivos Del Ecuador, gave an address on general ABRO products. He focused on new additions to the ABRO line and provided specific sales points that he suggested the sales staff use in discussing the products with potential customers.

Tito Herrera of Distribuidora de Aditivos traveled from Panama to also attend the

event. His address was focused on ABRO's lineup of motor oils. He was able to provide important technical information which Mario expected would be of great benefit to those salespersons dealing with the products.

"The fact that both of these gentlemen would travel internationally in order to help a fellow ABRO distributor fills me with a strong sense of pride" commented Peter Baranay, President of ABRO Industries, Inc. upon hearing a report of the event from Mario. "It shows why ABRO continues to achieve significant growth not just in one market but across our entire brand distribution network. Our distributors are like a family and each looks out for the other."

"I'm proud to call men such as these my partners" said Mr. Baranay.

AGENCIA LA MUNDIAL PREPARES FOR TOMORROW

Never one to rest on past accomplishments, Agencia La Mundial recently hosted a major series of training sessions for its sales staff. Mario Manta attended the conference and addressed the attendees. He reiterated ABRO's strong commitment to its distributors and his own high opinion of the efforts and ability of Agencia La Mundial as an organization. Afterwards, several members of the audience spoke to Mario and thanked him for his unfailing work to help their company be a success.

Agencia La Mundial Rises From Fire Bigger Than Ever

In ancient mythology, the Phoenix was an ancient bird that would burst into flames every 1000 years and was then reborn from the ashes stronger than ever.

The Phoenix is also a good symbol for Agencia La Mundial. In July of 2009, their entire warehouse facility burned to the ground and was completely destroyed. Not only has Agencia La Mundial rebuilt its facility, it is now also dramatically expanding its warehouse.

This expansion is in response to the phenomenal growth Agencia La Mundial has experienced over the last three years. A growth which ABRO Sales Manager, Mario Manta, attributes to Kenny Yuja's hard work and

dedication to serving his customers. "The entire Yuja family is a great partner for ABRO. He has all the qualities we look for in a distributor and I'm not at all surprised that his virtues have lead to the great success he now reaps".

"Kenny didn't let the fire, as devastating as it was, stop him" said Mario "Instead, he took it as a challenge and a chance to do even better. He rose from the ashes and is now making preparations for even greater success in the future".



Philippines

Vicma Marketing

Diligence Leads to a Bright Future

ABRO's presence has been getting stronger in the Philippines because of the hard work being done by one of ABRO's newest distributors, Vicma Marketing, owned by Victor and John Sy. The sales staff has had great success in gaining placement of ABRO products in several large retail store chains located in major shopping malls in the Philippines. During his most recent trip to the Philippines, Sales Manager, Tersandro Santos, participated in a training seminar organized by Vicma for their national sales force. "I expect big things from Vicma Marketing" said Tersandro upon his return to ABRO headquarters, "they've made large market share gains in a short period of time and are poised to do even better in the future".



ABRO products on display in various areas of a popular retail store in the Philippines.



Tersandro (Stan) Santos giving his input during the sales training seminar.



Vicma's show room prominently displays many popular products.



Sales force and merchandisers take notes during the seminar.

ETHIOPIA

A.I.A. Pvt. Ltd.

New Marketing Scores in Ethiopia

Ethiopia is one of Africa's fastest growing non-oil based economies. It is also one of ABRO's fastest growing territories. Mr. Mohammad A. Ibrahim, owner of A.I.A. Pvt. Ltd., and his staff have accomplished this fast paced growth by implementing ingenious marketing ideas.

One highly successful example was their distribution of a popular World Cup schedule. This was printed in all of the major newspapers in Ethiopia for several months and proved very popular with potential customers. A.I.A. has also converted all of their delivery vehicles into moving billboards by adding colorful and high quality ABRO logos and product images to the sides of the trucks. This makes sure that thousands of people all over Ethiopia take note of ABRO every day.

Mr. Mohammed has been greatly helped in the expansion of his company by his brothers and sisters along with a very highly motivated staff. His brother, Abdul Aziz Ibrahim, has also joined the company now. Just a few years ago, Aziz left a prestigious job at NASA, the American space agency, to come home and join the family business. Already his addition to the company has had a significant impact.

"A.I.A. has always been a strong company and Mr. Ibrahim has always been a great leader" said ABRO International Sales Manager Sasan "Sonny" Sohrab, "but once Aziz joined the team, sales really increased. I guess, because he worked at NASA, you could say that his involvement helped A.I.A. to 'blast off'".

The advertisement features a soccer player in a yellow jersey diving for a ball. Below the player is a large table titled "WORLD CUP SCHEDULE" with columns for dates, times, and teams. The table is filled with text in Amharic and English. At the bottom of the advertisement, there is a logo for A.I.A. PLC and contact information.

A.I.A. sponsors a popular World Cup schedule distributed in the major newspapers in Ethiopia.



LEFT: Mohammed Ibrahim with his brother, Abdul Aziz Ibrahim. RIGHT: Mr. Mohammed with Peter Baranay, President, ABRO U.S.A.



MALI & SENEGAL

Balde Ibrahima

ABRO Expansion in Africa

Mali and Senegal are not the typical places to find an American-based company doing business, but then again, ABRO is not a typical company.

Balde Ibrahima, owner of his self-named company distributes ABRO products throughout both countries. In a relatively short amount of time, Mr. Ibrahima has built an impressive distribution network throughout these nations.

"I was amazed at the job Mr. Ibrahima and the people of his company had done" exclaimed Sasan "Sonny" Sohrab. "ABRO products move quickly both through and between Mali and Senegal so that customers can have what they want when they want it. It really is quite an accomplishment".



Employees show off their custom made ABRO shirts.



Balde Ibrahima poses with his professionally dressed staff amongst the impressive selection of ABRO products sold at his store.



TOP: Part of the team pauses for a picture outside of Mali's main distribution center in Bamako. BOTTOM: ABRO signage outside of the center.

A tour of Balde Ibrahima's operations also shows Mr. Ibrahima's commitment to the ABRO brand.

"The distributions centers are focused only on ABRO products" noted Sonny "the employees are dressed in clothing prominently displaying the ABRO brand and everywhere you look the ABRO logo is prominent. Mr. Ibrahima has certainly carved out the beginnings of an ABRO empire here."

Mr. Ibrahima's work has also had a real impact on the local economy. ABRO is one of the strongest import brands in both countries and it is not only popular, but strongly respected in Balde Ibrahima's territory.

"Considering the foundation that Balde Ibrahima has built in both Mali and Senegal, I am predicting fantastic growth in the coming years. He has done a solid job and is well positioned for the future" said Sonny.

GERMANY

automechanika

The International Leading Trade Fair For The Automotive Industry

It's **automechanika** year again! Come and see us in Frankfurt, Germany. We have a new and much larger trade show booth and invite you to a fun filled evening program. (See next page for details).

**Easiest way to get to
the ABRO booth from
any hotel in Frankfurt**

By public transportation:

Take S-Bahn to exit train stop MESSE,
walk through Galleria and take the
escalator up to Hall 9.1

By taxi:

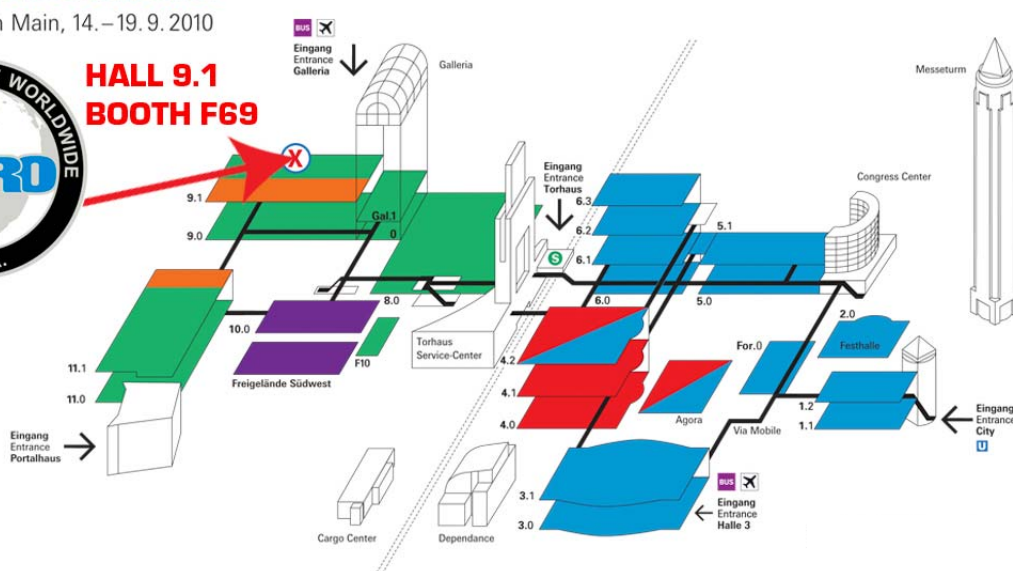
Stop at Entrance Galleria

automechanika

Frankfurt am Main, 14.-19.9.2010



**HALL 9.1
BOOTH F69**



Show Dates:

**Tuesday, September 14
through Sunday,
September 19, 2010**

ABRO Booth:

**Hall 9.1, F69
Messe Frankfurt
Germany**

ABRO Hotel:

**THE WESTIN
GRAND
FRANKFURT**

The Westin Grand Frankfurt
Konrad-Adenauer-Strasse 7
60313 Frankfurt
Germany

Phone: (49) (0) 2981-0
Fax: (49) (0) 2981-810

www.starwoodhotels.com/westin

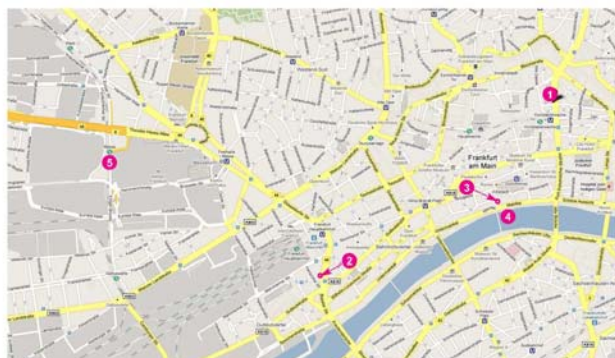
automechanika



Click Here for More Info

automechanika *continued from page 10*

ABRO Evening Program Automechanika Frankfurt - September 14-19, 2010



- 1 **ABRO Hotel**
Westin Grand Frankfurt, Konrad Adenauer Strasse 7
Frankfurt, 60313 Germany. Phone: 069 / 29810
- 2 **San San – Chinese Restaurant in ABRO Hotel**
Inside of Westin Grand Frankfurt, Konrad Adenauer Strasse 7
Frankfurt, 60313 Germany. Phone: 069 / 97768735
- 3 **Hafez – Persian Restaurant**
S-Bahn Stop: Main Train Station
Exit the Building on South Side
Baseler Strasse 21 (Near Main Train Station)
60329 Frankfurt am Main, Germany. Phone: 069 / 231654
- 4 **J. W. von Goethe**
Boat Cruise down the River Main
Primus-Linie, Mainkai 36, 60311 Frankfurt
Phone: 0 69 / 13 38 37 - 0 / -12
- 5 **Automechanika - Messe Frankfurt**
S-Bahn Stop: Messe (Train Stop: Messe)
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main, Germany
069 / 7575-4811



The 2010 ABRO booth space will double in size! Our newly designed ABRO booth will offer four enclosed meeting areas, a lounge and a computer station for distributors and customers.

With long travel commutes and exhausting show days, mostly consisting of walking from hall to hall, the trade show fair in Frankfurt, Germany can be a very tiring and stressful event.

To ease the stress, ABRO wants you to relax and enjoy the evenings with us. In 2008, all customers were treated to a charter cruise down the River Main. Everybody had so much fun, that we decided to repeat this event. To accommodate a growing number of guests, ABRO has booked the larger and more luxurious cruise ship "Johann Wolfgang von Goethe". Please check out the ABRO Evening Program to the right. This will allow you to plan ahead of time.

If you have any questions or need assistance with hotel, visa forms and ticket orders, please feel free to contact your ABRO sales representative.

ABRO Evening Program Automechanika Frankfurt - September 14-19, 2010

Monday 09-13-10

Arrival at ABRO Hotel
Westin Grand Frankfurt, Konrad Adenauer Strasse 7
Frankfurt am Main, 60313 Germany. Phone: 069 / 29810
No Evening Program

Tuesday 09-14-10

San San – Chinese Restaurant in ABRO Hotel
Westin Grand Frankfurt, Konrad Adenauer Strasse 7
Frankfurt am Main, 60313 Germany. Phone: 069 / 2981181
Meeting Point: 6:50 pm in the Lobby of Hotel
*Enjoy this modern and elegant interpretative cuisine of China.
Conveniently located at the ABRO Hotel.*

Wednesday 09-15-10

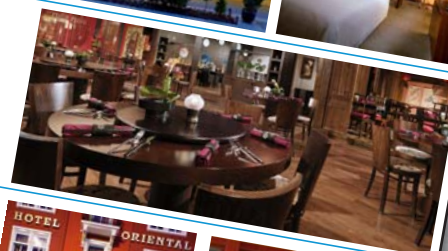
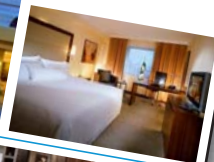
Hafez – Persian Restaurant in Hotel Oriental
Baseler Strasse 21 (Near Main Train Station)
60329 Frankfurt am Main, Germany. Phone: 069 / 231654
Meeting Point: 6:30 pm in the Lobby of Hotel
or 7 pm at Hafez
*Fine Persian Cuisine paired with Middle Eastern Music and
Belly Dancers will make this a memorable night.*

Thursday 09-16-10

Haus Wertheim – German Restaurant near Old Town
Fahrtor 1 (Near Old Town District)
60311 Frankfurt am Main, Germany. Phone: 069 / 281432
Meeting Point: 6:30 pm in the Lobby of Hotel
or 7pm at Haus Wertheim
*This Authentic German Restaurant is located in the oldest timbered
house in Frankfurt (15th century). Try their famous Bock Beer.*

Friday 09-17-10

J. W. von Goethe – Boat Cruise down the River Main
Primus-Linie, Mainkai 36, 60311 Frankfurt am Main
Phone: 0 69 / 13 38 37 - 0 / -12
Meeting Point: 6:30 pm in the Lobby of Hotel
or 7 pm at Boat "J. W. von Goethe"
*Enjoy an evening of fun on the cruise boat chartered for ABRO guests.
The Nautilus Buffet will offer a scrumptious meal.*



Minsk, Belarus

Marketing Campaign

The President of ABRO's Belarusian distributor, Mr. Igor Medvedev, has begun a new marketing campaign for ABRO. The first aspect of this campaign includes billboards which are strategically placed next to car markets. The second aspect of the campaign is radio spots. On some of the most popular radio stations in Belarus, you will hear that ABRO is a sponsor of a show. The 15 second advertisement always talks about who ABRO is and what ABRO sells.



Vladivostok, Russia

New Advertisement

ABRO-DV has been a distributor for ABRO in Vladivostok for over a year now. They are not only distributing to the market but they have also opened their own retail shop. President of ABRO-DV, Mr. Eugene Yakovlev, is reinvesting money into promoting the ABRO name with billboards. The ABRO business in Vladivostok is steadily growing.



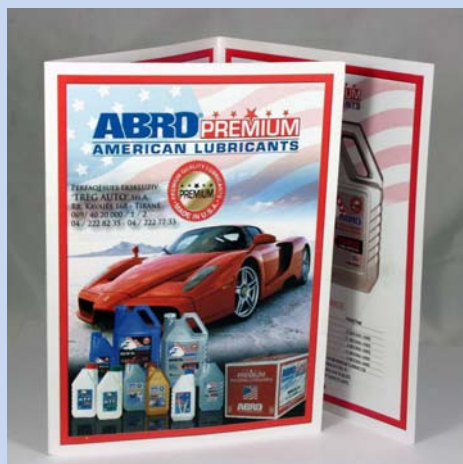
ABRO RACES TO VICTORY IN ECUADOR How many ABRO logos can you spot?

Xavier Villagomez has advanced the ABRO brand in Ecuador through an aggressive use of marketing.

Xavier has sponsored the premier racing circuit. They have also sponsored two cars currently competing in that circuit.

But their commitment is not just financial. The two ABRO cars are driven by Javier Gonzalo Villagomez and Miguel Villagomez. The young men are not just brothers but also the sons of the owner of Abroadesivos Del Ecuador, Xavier Villagomez.

!!! LET'S SHARE IDEAS !!!



Albanian distributor, Treg Auto, recently began providing its customers with these comprehensive sell sheets. This brochure focuses on the popular range of ABRO Lubricants sold by Treg Auto. The colorful and conveniently sized tri-fold pamphlets provide both a general overview of the product line and

details on each specific lubricant. In addition to being a resource for drawing new customers, this information also serves as a great reference for current customers as well. So far, customer feedback has been very positive and Treg Auto plans to expand their literature to other product lines to assist in further increased sales.

Meet ABRO's Staff

Please meet **Cheryl Wieczorek**

Cheryl handles the communications for ABRO. She has been with ABRO since November of 2006. She is a native of Cleveland, OH and worked at the Corporate Headquarters of The Sherwin-



*Cheryl Wieczorek,
Communications*

Williams Company for six years in the Tax and Legal Departments prior to relocating to Naperville, IL and working in the Chicago Loop for five years for a family owned real estate investment firm.

When Cheryl is not at ABRO, she is taking care of her almost 8 year old twin boys, Miles and Samuel, who keep her on the move.

When Cheryl is not with her twins, she enjoys traveling, antiques, shopping, art shows, comedy writing, decorating her house or socializing.

If you ever visit the ABRO offices, Cheryl has the candy dish always stocked with chocolates so stop by and help yourself!

Curt Hanson of Trade Acceptance Group Ltd. fishing in Canada. Curt is our Export-Import Bank of the United States broker and never fails to promote ABRO - even in the Canadian wilderness.



Thailand A MEMBER OF THE ABRO FAMILY PASSES AWAY

The ABRO family experienced a very sad moment last month when it learned that Mrs. Ranu, owner of Coala Enterprises, passed away in Bangkok, Thailand after a long illness. Mrs. Ranu had been a loyal and committed customer of ABRO for the past 25 years. She was an intelligent, decisive and successful business woman who will always be appreciated by the ABRO family. Our deepest condolences go out to Mr. Suchin, her cherished son, who now runs Coala Enterprises and Mr. Thattri, who was her long time friend and confidant.