

## **MEDIA ADVISORY**

**Contact:**

Richard Corson, Director  
Pontiac U.S. Export Assistance Center  
Tel : **248-975-9600**

**U.S. Department of Commerce Official to Talk Trade,  
Honor Metro Detroit Companies for Recent Accomplishments  
in the Global Marketplace**

**WHAT:** Presentation of Export Achievement Certificates to:  
exCel Cosmeceuticals, Inc.  
Sustainable Development Technologies, Inc.

**WHO:** David Bohigian, Deputy Director, Office of Policy & Strategic  
Planning, Office of the Secretary of Commerce, U.S. Department  
of Commerce, Washington, D.C.

Mr. Martin Davidson, President, exCel Cosmeceuticals, Inc.,  
Bloomfield Hills  
Dr. Sal Hassanien, President, Sustainable Development  
Technologies, Inc., Detroit

**Background:**

The U.S. Department of Commerce's Export Achievement Certificate recognizes companies that are business clients of the Commerce Department's U.S. Commercial Service, and that have used its services to make export sales or open new foreign markets.

exCel Cosmeceuticals, Inc., of Bloomfield Hills recently made its first export sale in Turkey of cosmetics containing AFA's anti-aging skin care products, the first cosmeceutical based on the natural moisture system of the skin. Excel is pursuing additional export sales with support from the Pontiac U.S. Export Assistance Center.

Last year the U.S. Export Assistance Centers in Michigan helped local companies make \$1,269,310,439 in export sales. The Pontiac U.S. Export Assistance Center is part of the global network of the U.S. Commercial Service, a Commerce Department agency that helps small and medium-sized U.S. businesses sell their products and services globally. The agency's worldwide network includes 105 U.S. Export Assistance Centers throughout the United States and more than 140 international offices.

For more information on the U.S. Commercial Service, call the U.S. Export Assistance Center in Pontiac at 248-975-9600 or visit

<http://www.export.gov/commercialservice>