

International Trade UPDATE

www.trade.gov

July–August 2008

Bringing Trade with Ukraine into a New Era

During a visit to Ukraine in June, Secretary of Commerce Carlos M. Gutierrez underscored the importance of continued U.S. commercial engagement, while pointing out the significant challenges that must be addressed if the bilateral trade relationship is to grow.

BY JOHN WARD

Since the collapse of communism in the former Soviet Union in the early 1990s—and the subsequent establishment there of market economies—U.S. commercial relations have been growing in size and importance in the region. Testimony to that growth came when Secretary of Commerce Carlos M. Gutierrez, accompanied by members of the President’s Export Council, visited Ukraine on June 4–5, 2008.

“This week I have come to Kiev to strengthen our economic relationship as outlined by Presidents Bush and Yushchenko earlier this year, and to explore ways to increase economic cooperation between our countries as Ukraine continues its progress toward building a market economy,” said Gutierrez.

Gutierrez was the first secretary of commerce to visit Ukraine since its independence in 1991.

The secretary’s visit coincided with changes in the political and economic landscape in Ukraine that could make this country a more important trading partner for the United States. Since the so-called “Orange Revolution” of 2004–2005, Ukraine’s government has followed a policy of seeking closer ties with the West. More significantly, from the point of view of its commercial relationships, Ukraine recently became a member of the World Trade Organization (WTO), with active support from the United States and the assistance of the Commerce Department’s Commercial Law Development Program.



On June 5, 2008, Secretary of Commerce Carlos M. Gutierrez (left) toured the newly opened Cisco Entrepreneur Institute in Kiev. The institute will offer opportunities for leaders of small and medium-sized businesses in Ukraine to learn from and collaborate with one another. (U.S. Department of Commerce photo)

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Kiev, the capital of Ukraine. Bilateral trade between the United States and Ukraine grew from \$800 million in 1997 to \$2.5 billion in 2007. (© iStockphoto.com/Pavlo Maydikov)

Growing Bilateral Trade

With a population of 46 million, Ukraine is the second-largest market for U.S. exports in the former Soviet Union. Bilateral trade between the two countries, which was \$800 million in 1997, exceeded \$2.5 billion in 2007. Important market sectors include vehicles, agricultural machinery, aircraft, and food products.

Expanding commercial engagement with Ukraine has been an important element of U.S. trade policy in the region. In April 2008, during a visit to Ukraine by President George W. Bush, the United States and Ukraine signed a trade and investment cooperation agreement. That agreement established the joint U.S.-Ukraine Council on Trade and Investment, which provides a forum for discussing ways to increase commercial opportunities and to reduce impediments to trade.

WTO Accession

In May 2008, after 15 years of negotiations, the WTO extended membership to Ukraine—a development that has enormous ramifications for future

trade relations. During his visit, Gutierrez noted that “Ukraine’s membership reflects its commitment to trade based on market forces, transparency, and the rule of law.”

Under its accession agreement with the WTO, Ukraine made a commitment to facilitate market access by, among other things, capping customs duties, lowering tariffs, removing subsidies, and, for services, allowing access to the Ukrainian market for foreign services providers in 11 core service sectors. By fulfilling these commitments, Ukraine will be opening itself to many more potential trading partners in the United States.

Areas of Concern

Although the future expansion of U.S.-Ukraine trade lies in those recent developments, there are still points of contention between the two countries. When Gutierrez spoke to the American Chamber of Commerce in Kiev on June 5, he noted that the United States wants to see progress in its commercial relationship with Ukraine in a number of areas. These include:

- Streamlining the regulatory environment
- Resolving inconsistencies in commercial laws
- Passing a law to improve corporate governance
- Completing the privatization of state-owned industry through transparent tenders

“Those are four things the government can do that will be a major leap forward in giving Ukraine the status of a very, very attractive country in which to invest,” said Gutierrez.

U.S. Firms’ Success Noted

During his visit, Gutierrez witnessed evidence of successful U.S. commercial engagement with Ukraine. On June 4, he met with Sergiy Polovenko, Ukraine representative at the North Dakota Trade Office. With help from the U.S. and Foreign Commercial Service, exports of agricultural equipment

from North Dakota to Ukraine grew from \$35.3 million in 2006 to nearly \$52 million in 2007.

On June 5, Gutierrez visited the newly opened Cisco Entrepreneur Institute at the National Technical University of Ukraine–Kiev Polytechnic Institute. According to Cisco Systems, the institute will offer in-person and distance learning workshops, and was specifically created to help entrepreneurs improve their skills and enhance business development opportunities, particularly small and medium-sized businesses.

These developments point to the potential that exists in Ukraine for future trade with the United States. “U.S. companies,” remarked Gutierrez, “are eager to work with and become partners with

Ukraine as it continues on the path to a market economy and implements pro-growth policies that welcome trade and investment.”

John Ward is a writer in the International Trade Administration's Office of Public Affairs. Christine Lucyk, senior policy advisor in the International Trade Administration's Market Access and Compliance unit, assisted in the preparation of this article.

“ With a population of 46 million, Ukraine is the second-largest market for U.S. exports in the former Soviet Union. ”

Czech Republic Embracing “Freedom and Economic Openness”

Before Secretary of Commerce Carlos M. Gutierrez visited Russia, he stopped on June 3, 2008, in Prague, Czech Republic, where he met with Prime Minister Mirek Topolánek and Minister of Finance Karl Schwarzenberg to discuss bilateral trade and investment. Here is an excerpt from a statement issued by Gutierrez during his visit.

This week, I have come to Prague to highlight our strong bilateral relationship, acknowledge the Czech Republic's commitment to democracy, and forge stronger political and economic ties that will benefit all of our citizens. . . .

The Czech Republic has embraced freedom and economic openness and, as a result, has the highest gross domestic product per capita of any of the countries of Central and Eastern Europe.

To continue to attract investment and grow foreign trade, the Czech government must push for greater transparency and judicial reform, as well as step up protection of intellectual property.

In an increasingly knowledge-based economy, protecting the fruits of one's labor from infringement or theft is critical. Foreign companies must know their products are protected and their brands are respected in the Czech Republic. Such protection only serves to benefit Czech industry, as well. . . .

As the Czech Republic assumes the presidency of the European Union next year, I look forward to strengthening our collaborative efforts. Through stronger ties—both political and economic—the United States and the Czech Republic will continue to work toward a freer, more prosperous future.

Helping Clean-Energy Companies Enter the Emerging Markets of China and India

Demand for energy is growing at a rapid pace in China and India. The Department of Commerce, using a variety of strategies, is helping U.S. firms to successfully compete in both countries.

BY RYAN MULHOLLAND



Windmills in Jaisalmer, Rajasthan state, India. (© iStockphoto.com/Roger Van Bulck)

During the past several years, the clean-energy market has expanded rapidly, driven by an increased demand for renewable resources and the need to more efficiently produce and consume energy. In particular, China and India offer numerous opportunities to U.S. firms looking to advance clean-energy development worldwide.

Clean-energy technologies include renewable resources, such as solar, wind, and biofuels; hybrid and cogeneration; and energy-efficiency technologies (see sidebar). They often produce energy using no fuel or less fuel than conventional sources, and unlike fossil fuels, they are not depleted over time. In 2007, according to New Energy Finance, a renewable energy consultancy, more than \$100 billion was invested worldwide in those technologies, with billions more expected to be invested during the next several years.

Commerce Department Commitment

The clean-energy sector has become an exciting investment opportunity for firms looking to penetrate new markets, particularly China and India. The Department of Commerce, through its Office of Energy and Environmental Industries, is committed to turning those opportunities into a reality for U.S. companies.

The department recently underwrote two comprehensive studies about the clean-energy markets in those two countries, *Clean Energy: An Exporter's Guide to China* and *Clean Energy: An Exporter's Guide to India*. The reports offer U.S. exporters information regarding the potential for clean-energy development, as well as a detailed look at the regulatory policies and trade barriers.

Chinese Demand Outstrips Supply

The opportunities for U.S. firms entering the Chinese clean-energy market have grown tremendously during the past several years. The reasons include China's developing market economy, increasing concerns over energy security, and mounting environmental pressures. In 2007, more than \$12 billion was invested in clean energy throughout China, including investments in clean-coal technologies, wind and solar power, biomass, and energy-efficiency improvements.

Since the start of its open-door and reform policies in 1978, China has experienced consistent economic growth, averaging 9.5 percent annually. For most of that time, energy demand grew 5 percent per year. But in the past seven years,

China has seen a surge in energy-intensive heavy industries. According to China's National Bureau of Statistics, the country's current energy demand growth has increased to 9.3 percent per year, with similar annual increases expected to 2020.

Although China's energy resources are substantial, the intense demand for energy has outstripped the country's ability to produce it. The government has responded with new policies that mandate renewable energy and energy-efficiency investments. U.S. firms with expertise in those areas will find tremendous market opportunities. In fact, China is predicted to surpass the United States as the largest energy consumer soon after 2010.

Indian Market Growing 25 Percent

Opportunities for U.S. firms in India are numerous, thanks to growing energy demand and the government's warm response to clean-energy development. The market for clean-energy technologies is estimated at more than \$600 million, and it is growing at an annual rate of 25 percent.

India is rich in potential energy resources, which provide opportunities across a wide spectrum of renewable technologies. In particular, wind energy is expected to increase substantially in the coming decades, from more than 7,000 megawatts of installed power in 2007 to 45,000 megawatts by 2030. According to India's integrated energy policy, the power sector will need to add 150,000 megawatts of additional power by 2030 to sustain the 8 percent gross domestic product growth rate that the country has experienced recently. Ten percent of this new power is expected to come from renewable sources.

September Trade Mission

The Department of Commerce's strategy to help U.S. industry enter the Chinese and Indian markets also includes a series of clean-energy and environment

trade missions. The third mission is scheduled for September 1–12, 2008, and will be led by David Bohigian, assistant secretary of commerce for market access and compliance.

The trade mission will take U.S. companies to Beijing, Jinan, and Shanghai in China and to New Delhi, Hyderabad, and Mumbai in India. Par-

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A CLEAN-ENERGY LEXICON

Biomass: plant and plant-derived materials that can be used directly for energy production or processed into fuels.

Cogeneration: a power plant's collection of heat that would otherwise be lost and use of it for thermal applications.

Hybrid: renewable-based power system that uses a combination of wind turbines, photovoltaic panels, and small hydropower generators to generate electricity.

Solar: power that is derived from the sun through technologies such as photovoltaic systems that convert sunlight into electricity or solar systems that collect and store heat for air- and water-heating applications.

Waste-to-energy: technology that produces energy from waste, such as energy from municipal waste systems, farms, or other commercial and industrial operations.

Wind: technology that converts energy in the wind into useful power, such as from wind turbines, which convert wind energy into electricity.

—adapted from *Clean Energy: An Exporter's Guide to India*

For More Information

Copies of *Clean Energy: An Exporter's Guide to China* and *Clean Energy: An Exporter's Guide to India* are available on the Web at www.ita.doc.gov/media/Publications. For more information about the upcoming third clean-energy and environment trade mission to India and China, visit www.export.gov/cleanenergymission.

News from the International Trade Administration

Commerce Department Issues First Countervailing Duty Order against China

On July 22, 2008, the Commerce Department's Import Administration (IA) issued its first-ever countervailing duty (CVD) order against China on circular-welded, carbon-quality steel pipe (standard pipe). The CVD order reflects the department's finding that Chinese imports were subsidized. This order cemented the precedent-setting decision made by IA in March 2007 to reverse a 23-year-old policy of not applying CVD law to non-market economies. (See the April 2007 issue of *International Trade Update*.)

IA's decision to countervail Chinese subsidies makes available yet another tool for its efforts on subsidies enforcement. Many U.S. industries that complained about being injured by Chinese imports can now seek relief under the CVD law. The United States can offset unfairly subsidized Chinese imports by collecting extra duties.

On June 20, 2008, the U.S. International Trade Commission (ITC) found that the domestic industry is materially injured by Chinese exports of standard pipe. U.S. law requires that the Commerce Department and the ITC find dumping or subsidization, as well as injury, before an antidumping duty (AD) or CVD order is issued. Standard pipe from China is now subject to AD rates ranging from 69.20 to 85.55 percent and to CVD duties ranging from 29.57 to 615.92 percent.

In five additional CVD cases, the Commerce Department found that other Chinese imports are subsidized. Thus far, the ITC has found injury in two of those cases, and the Commerce Department will soon issue CVD orders on laminated woven sacks and light-walled rectangular pipes and tubes. If the ITC makes additional affirmative injury determina-

tions regarding the other three cases, the Commerce Department will issue more CVD orders.

For more information on the orders, visit the "Highlights and News" section of the IA's Web site at <http://ia.ita.doc.gov>.

U.S. Travel and Tourism Industry Posts Gains in 2008

In the first five months of 2008, international visits to the United States rose 11.9 percent and visitor spending increased by 22 percent compared to the same period in 2007. Spending by international travelers while in the United States, including travel receipts and passenger fares, is defined as a U.S. export. Travel and tourism to the United States contributes positively to the overall economy.

"The United States continues to be a favorite destination for international travelers," said William G. Sutton, assistant secretary of commerce for manufacturing and services. "These record-breaking May numbers underscore the strength of the U.S. tourism industry and highlight the economic importance of America's openness to the world."

Visitations from Canada and Mexico were strong during this period. Canada, the No. 1 country of origin for visitation to the United States, accounted for 7.7 million visits, which represents an increase of 16.8 percent over 2007. Mexico, with 2.5 million visits, was up 4.2 percent. Western Europe also showed strong growth, recording 4.5 million visits, which represents a gain of 16.2 percent. Total visitor spending from all countries during January to May 2008 was \$57.4 billion.

The International Trade Administration's Office of Travel and Tourism Industries collects, analyzes, and disseminates international travel and tourism. Visit the office's Web site at www.tinet.ita.doc.gov/

view/m-2008-I-001/index.html to view tables containing detailed data on travel and tourism receipts.

Trade Mission Participants Find That Iraq Is Open for Business

On June 22–25, 2008, John J. Sullivan, deputy secretary of commerce, led the first official U.S. government trade mission to Iraq in 10 years. Participants from nine U.S. companies visited Erbil in the Kurdistan region of Iraq. The companies represented a broad range of sectors, including agribusiness, franchising, financial services, health care, construction, logistics, and engineering.

Sullivan remarked on the gains already made in the region toward creating a secure and stable business environment, “I’m impressed by the people of the Kurdistan region of Iraq and the remarkable signs of progress in Erbil. Security and stability are increasing. Now is the time for American firms to explore and expand their businesses in this part of the world.”

During the four-day mission, delegates participated in more than 75 business-to-business meetings, exploring opportunities for new partnerships, investments, and strategic alliances. Ambassador Charles Ries, U.S. coordinator for economic transition in Iraq, joined the delegation. Participants also met with senior officials from the Kurdistan regional government, including Omar Fatah, deputy prime minister.

In an effort to further the ongoing bilateral commercial dialogue between Iraq and the United States, the trade mission participants engaged their Iraqi counterparts in discussions on topics of mutual interest, including creating a corruption-free business environment, enacting policies that favor unhindered trade and investment, and establishing closer economic and commercial ties.



Deputy Secretary of Commerce John J. Sullivan (center) with U.S. officials and representatives of the Iraqi Kurdistan regional government during his visit to Erbil in June. (U.S. Department of Commerce photo)

Citing the need for U.S. businesses to participate in recent economic gains in Iraq, Sullivan noted that “too few U.S. companies are taking advantage of the favorable opportunities for U.S. goods, services, and investment in this region.”

A wide range of services and goods is needed in Iraq. Lucrative opportunities are available to exporters of electrical generation equipment, engineering and design services, franchises, oil equipment, construction equipment, agricultural machinery, aircraft parts, and other industrial goods. For investors, numerous opportunities exist to enter into production and profit-sharing agreements with many of Iraq’s state-owned enterprises and with businesses in the housing, construction, agribusiness, tourism, and other sectors.

For more information on commercial opportunities in Iraq, visit the Web site of the Department of Commerce’s Iraq Investment and Reconstruction Task Force at www.trade.gov/iraq.

Contributors to this section include Richard Champley of the International Trade Administration’s Office of Travel and Tourism Industries, Katherine Prada of the Iraq Investment and Reconstruction Task Force, and Tim Truman of the Import Administration.

September 1–12
Clean-Energy and
Environment Trade Mission
China and India
www.export.gov/cleanenergymission

David Bohigian, assistant secretary of commerce for market access and compliance, will lead this trade mission to six cities in China and India. The application process is now closed. For more information, contact Brian O'Hanlon of the Department of Commerce, tel.: (202) 482-3492; e-mail: brian.ohanlon@mail.doc.gov.

September 6–14
Thessaloniki International
Trade Fair
Thessaloniki, Greece
www.export.gov/eac/show_detail_trade_events.asp?EventID=15115

This trade fair, which is Greece's largest trade event, attracts more than 250,000 visitors and hundreds of exhibitors from more than 20 countries. For more information, contact Teresa Gile of the USFCS, tel.: +30 (210) 720-2302; e-mail: teresa.gile@mail.doc.gov.

September 8–11
MSPO Regional Defense
Industry and Safety/
Security Trade Show
Kielce, Poland
www.export.gov/eac/show_detail_trade_events.asp?EventID=15379

This trade show is a very effective venue for promoting defense and security products and services in Central and Eastern Europe. For more information, contact Zofia Sobiepanek of the USFCS, tel.: +48 (22) 625-4374; e-mail: zofia.sobiepanek@mail.doc.gov.

September 16
Tourism Video Conference
Quito, Ecuador
www.export.gov/eac/show_detail_trade_events.asp?EventID=25614

This videoconference is designed to promote travel destinations in the United States to tour organizers in Ecuador. It has been organized by the Visit USA Committee Ecuador, with support from the USFCS, and will have a special emphasis on Colorado destinations. For more information, contact Ximena Reyes of the USFCS, tel.: +254 (20) 363-6000, ext. 6424; e-mail: ximena.reyes@mail.doc.gov.

September 11–13
ExpoMedical 2008
Buenos Aires, Argentina
www.export.gov/eac/show_detail_trade_events.asp?EventID=15565

This event is the leading international trade show in Spanish-speaking South America for health care products, equipment, and services. More than 240 exhibitors and 14,000 professional visitors are expected. For more information, contact Liliana Paz of the USFCS, tel.: +54 (11) 5777-4519; e-mail: liliana.paz@mail.doc.gov.

September 18
Export Strategies Seminar
Portland, Oregon
www.buyusa.gov/oregon/exportstrategiesseminar.html

This daylong seminar is designed to help businesses establish an international market with the advice and guidance of international trade professionals. Topics include developing an export plan, selecting international markets, and understanding export controls. For more information, contact Jennifer Woods of the USFCS, tel.: (503) 326-5290; e-mail: jennifer.woods@mail.doc.gov.

September 25
Tijuana's Border Program
Tijuana, Mexico
www.export.gov/eac/show_detail_trade_events.asp?EventID=14773

This program offers participants hands-on exposure to the physical transportation and documentation process of cross-border trade. It will be a unique opportunity to gain specific insight on how to export to this important business market. For more information, contact Monica Rosas of the USFCS, tel.: +52 (664) 622-7419; e-mail: monica.rosas@mail.doc.gov.

September
28–October 4
Business Development
Mission to Costa Rica, the
Dominican Republic, and
Nicaragua
www.export.gov/caftadmission

Led by Secretary of Commerce Carlos M. Gutierrez, this mission will focus on assisting U.S. companies doing business in Costa Rica, the Dominican Republic, and Nicaragua. The application process for participation is now closed. For more information, contact the Office of Business Liaison of the Department of Commerce, tel.: (202) 482-1360; e-mail: caftadmission@doc.gov.

September
29–October 11
Study USA at Education
Fairs
Guadalajara, Mexico City,
Monterrey, and Queretaro, Mexico
www.export.gov/eac/show_detail_trade_events.asp?EventID=25888

Study USA is a series of events organized by the USFCS that promote education opportunities in the United States. It will be held in conjunction with the American School Foundation's education fairs running in four cities in Mexico. For more information, contact Martha Sanchez of the USFCS, tel.: +52 (55) 5140-2621; e-mail: martha.sanchez@mail.doc.gov.

On The Horizon

October 6–7

U.S.–Southeast Europe Trade and Investment Conference

Vienna, Austria
www.bciu.org

This two-day conference, organized by the Department of Commerce, the Department of State, and the Business Council for International Understanding (BCIU), will be a unique venue for government officials and representatives of the private sector to discuss business opportunities and ways to enhance trade and investment ties between the United States and the countries of southeast Europe. For more information, contact Jeffrey Donald, senior vice president of the BCIU, tel.: (202) 775-6074; e-mail: j-donald@bcIU.org.

October 24

Passage to India
Philadelphia, Pennsylvania
www.export.gov/eac/show_detail_trade_events.asp?EventID=28342

This half-day seminar, organized by the USFCS and Philadelphia University, will offer information on a fast-growing market for U.S. goods and services. Carmine D'Aloisio, minister–counselor for commercial affairs at the U.S. embassy in New Delhi, will be the featured speaker. For more information, contact Janice Barlow of the USFCS, tel.: (215) 597-6126; e-mail: janice.barlow@mail.doc.gov.

October 26–29

Commercial Service Trade Mission to Panama

Panama City, Panama
www.export.gov/eac/show_detail_trade_events.asp?EventID=28269

This trade mission will offer U.S. firms in multiple sectors the opportunity to explore the Panamanian market and to take advantage of the momentum generated by the proposed U.S.–Panama free trade agreement. The mission includes one-on-one business appointments and a reception at the U.S. ambassador's residence. For more information, contact George L. Martinez of the USFCS, tel.: (727) 893-3738; e-mail: george.martinez@mail.doc.gov.



President George W. Bush speaks from the South Lawn with a backdrop of U.S.–made products. Bush delivered remarks in recognition of World Trade Week on Friday, May 23, 2008, at the White House. (White House photo by Eric Draper)

Featured Trade Event U.S. Exporters Honored at White House Ceremony

by Laura Walach

On May 20, 2008, President George W. Bush and Secretary of Commerce Carlos M. Gutierrez presented the “E” Award to 19 American organizations at a White House ceremony. The award is for contributions in promoting and increasing U.S. exports.

“These award recipients are helping to keep America competitive in the global marketplace,” said Gutierrez. “Thanks to these companies and the thousands of others that compete in the global market, U.S. exports last year rose 12.6 percent over the previous year to more than \$1.6 trillion, making an important contribution to U.S. economic growth.”

President John F. Kennedy presented the first “E” Award in 1961. This award is the only one given by the federal government to companies, organizations, and people for helping increase exports. A companion award, the “E Star,” was first presented in 1969. That award is given to companies that have already received an “E” Award and have continued to show excellence in promoting exports.

The 2008 “E” Award recipients included Automation Alley in Troy, Michigan; Dredging Supply Company Inc. in Reserve, Louisiana; FedEx Corporation in Memphis, Tennessee; Health Enterprises Inc. in North Attleboro, Massachusetts; Home Instead Senior Care in Omaha, Nebraska; It Straps On Inc. in Covington, Louisiana; Johnsonville Sausage in Sheboygan Falls, Wisconsin; Massachusetts Export Center in Boston, Massachusetts; Neutrex Inc. in Houston, Texas; NOW International in Bloomingdale, Illinois; Seattle University, Albers School of Business and Economics Global Business Edge Program in Seattle, Washington; Separation Systems in Gulf Breeze, Florida; Treatment Products Ltd. in Chicago, Illinois; and Vitamec USA Inc. in Van Nuys, California.

“E Star” Awards were presented to Aquathin Corporation in Pompano Beach, Florida; Environmental Dynamics Inc. in Columbia, Missouri; Port of Houston Authority in Houston, Texas; Virginia Economic Development Partnership, Division of International Trade in Richmond, Virginia; and Voss Industries Inc. in Cleveland, Ohio.

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New Business Center Opens Doors to India

Within the next 25 years, India will likely be the world's third-largest economy. A new resource from the Department of Commerce can help U.S. exporters take advantage of opportunities in this growing market.

BY DOUG BARRY



Doing business in India just got easier thanks to the new India Business Center launched recently by the Trade Information Center of the Department of Commerce. On June 12, 2008, Secretary of Commerce Carlos M. Gutierrez announced the new center at the U.S.-India Business Council Summit.

U.S. companies' interest in India is growing because of the country's rapid economic growth and population of 1.3 billion. India's gross domestic product is increasing between 8 and 9 percent per year, making it one of the fastest-growing economies in the world. In 2007, the United States exported goods to India worth \$18 billion, up 75 percent over 2006.

The India Business Center will help U.S. companies take advantage of emerging market opportunities and the fast-growing purchasing power of India's expanding middle class.

"U.S. businesspeople, especially from small and medium-sized enterprises, tell me that they'd do busi-

ness in India if they just had more information," said Israel Hernandez, assistant secretary of commerce for trade promotion and director-general of the U.S. and Foreign Commercial Service. "Now we have the information decision-makers need on key sectors, business culture, regulations, and much more."

Market Information and Contacts

The Web portal for the India Business Center, www.export.gov/india, contains all the basics on exporting to India, including educational opportunities such as Webinars and seminars conducted by the U.S. and Foreign Commercial Service and its partners. Companies can also find information on the leading sectors for U.S. exports, which include medical equipment, oil and gas field machinery, education services, computers and peripherals, pollution control equipment, telecommunications, and retail and franchising services.

Trade Missions

Are you looking for opportunities to enter India's market? The India Business Center's Web site features a section devoted to upcoming trade missions organized for specific industries, such as environmental technology, or for multiple sectors. For example, the third clean-energy trade mission will take place in September 2008. (See related story on page 4.) Another mission in September, sponsored by the U.S.-India Business Council, will focus on agriculture, real estate, retail trade, and transportation supply chain opportunities. Coming up in November 2008 is a Department of Commerce-certified mission organized by FedEx for its customers.

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U.S. Export Assistance Centers

U.S. Export Assistance Centers (USEACs) are located in more than 100 cities throughout the United States. They are supported by five federal agencies, and serve as one-stop shops that provide small and medium-sized businesses with hands-on export marketing and trade finance support. For more information, visit the U.S. government's export portal, www.export.gov.

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Birmingham: (205) 731-1331

ALASKA

Anchorage: (907) 271-6237

ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

ARKANSAS

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San Diego: (619) 557-5395

San Francisco: (415) 705-2300

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Ventura County: (805) 488-4844

COLORADO

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CONNECTICUT

Middletown: (860) 638-6950

DELAWARE

Served by the Philadelphia, Pennsylvania, U.S. Export Assistance Center

DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

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Louisville: (502) 582-5066

LOUISIANA

New Orleans: (504) 589-6546

Shreveport: (318) 676-3064

MAINE

Portland: (207) 541-7430

MARYLAND

Baltimore: (410) 962-4539

MASSACHUSETTS

Boston: (617) 424-5990

MICHIGAN

Detroit: (313) 226-3650

Grand Rapids: (616) 458-3564

Pontiac: (248) 975-9600

Ypsilanti: (734) 487-0259

MINNESOTA

Minneapolis: (612) 348-1638

MISSISSIPPI

Mississippi: (601) 965-4130

MISSOURI

St. Louis: (314) 425-3302

Kansas City: (816) 421-1876

MONTANA

Missoula: (406) 542-6656

NEBRASKA

Omaha: (402) 597-0193

NEVADA

Las Vegas: (702) 388-6694

Reno: (775) 784-5203

NEW HAMPSHIRE

Portsmouth: (603) 334-6074

NEW JERSEY

Newark: (973) 645-4682

Trenton: (609) 989-2100

NEW MEXICO

Santa Fe: (505) 231-0075

NEW YORK

Buffalo: (716) 551-4191

Harlem: (212) 860-6200

Long Island: Harlem Export Assistance Center

New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

NORTH CAROLINA

Charlotte: (704) 333-4886

Greensboro: (336) 333-5345

Raleigh: (919) 281-2750

NORTH DAKOTA

Fargo: (701) 239-5080

OHIO

Akron: (330) 237-1264

Cincinnati: (513) 684-2944

Cleveland: (216) 522-4750

Columbus: (614) 365-9510

Toledo: (419) 241-0683

OKLAHOMA

Oklahoma City: (405) 608-5302

Tulsa: (918) 581-7650

OREGON

Portland: (503) 326-3001

PENNSYLVANIA

Harrisburg: (717) 872-4386

Philadelphia: (215) 597-6101

Pittsburgh: (412) 644-2800

PUERTO RICO

San Juan (Guaynabo): (787) 775-1992/1974

RHODE ISLAND

Providence: (401) 528-5104

SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 738-1400

Greenville (Upstate): (864) 250-8429

SOUTH DAKOTA

Sioux Falls: (605) 330-4264

TENNESSEE

Knoxville: (865) 545-4637

Memphis: (901) 544-0930

Nashville: (615) 259-6060

TEXAS

Austin: (512) 916-5939

Fort Worth: (817) 392-2673

Houston: (281) 449-9402

Grapevine: (817) 310-3744

San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

UTAH

Salt Lake City: (801) 255-1871

VERMONT

Montpelier: (802) 828-4508

VIRGINIA

Arlington: (703) 235-0331

Richmond: (804) 771-2246

WASHINGTON

Seattle: (206) 553-5615

Spokane: (509) 353-2625

WEST VIRGINIA

Charleston: (304) 347-5123

Wheeling: (304) 243-5493

WISCONSIN

Milwaukee: (414) 297-3473

WYOMING

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Helping Clean-Energy Companies

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ticipants will meet with potential partners, agents, distributors, licensees, and retailers who have been prescreened by the U.S. and Foreign Commercial Service. Participants will also engage in high-level discussions with national and subnational government officials and will have the opportunity to attend networking events, country briefings, and site visits.

Past Successes

The previous two clean-energy and environment trade missions were extremely successful in helping U.S. companies make important contacts and gain market access. AzurePower, for example, signed an agreement to establish a 2-megawatt, grid-connected solar plant in India after it participated in the second trade

mission in January 2008. (See February 2008 issue of *International Trade Update*.) Other participating companies have met with similar successes, including Eaton Industrial Products and Capstone Turbines, which have found captive markets for their products.

“As Chinese and Indian economies expand, the need for clean, sustainable energy grows,” noted Bohigian. “U.S. businesses produce the world’s most innovative clean-energy technology, which can help ensure a reliable and secure source of renewable energy in these countries, as well as create jobs and economic opportunity here at home.”

Ryan Mulholland is an international trade specialist with the International Trade Administration’s Office of Energy and Environmental Industries.

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Trade Leads

The Web site also contains trade leads that are carefully vetted by the U.S. and Foreign Commercial Service in India. The site can also be used as a gateway to locating resources in the business and government hubs of Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, and New Delhi. Market research on those cities and other regions is also available on the site’s searchable databases.

Opportunities and Challenges

India represents diverse and lucrative opportunities for U.S. exporters with the right products and services. English is the main language of business, and the legal system is based on English common law. But the country is full of micromarkets, supply chain challenges, and government regulatory hurdles.

“This is a vast megamarket that is changing rapidly,” counsels Dr. Abdul Shaikh, senior trade specialist with the India Business Center. “It’s important that U.S. companies do their homework and take advantage of U.S. government business assistance programs.”

Shaikh adds that India will be a land of opportunity for years to come. By 2035, the country is predicted to be the world’s third-largest economy after the United States and China. He also notes that there is a bottomless demand for investment, processed foods, alternative energy technology, and infrastructure that is either in need of upgrading or doesn’t exist yet. “This is a megamarket. We can’t ignore it, and we should embrace it.”

Doug Barry is an international trade specialist in the Department of Commerce’s Trade Information Center.

Accessing the India Business Center

U.S. companies can access the India Business Center at www.export.gov/india, e-mail an India business expert at the Trade Information Center at india@mail.doc.gov, or call 1-800-USA-TRAD(E) (1-800-872-8723) for specialized counseling. The India Business Center provides business counseling on market-entry strategies, product placement and pricing, and assistance with documentation and compliance.