

# International Trade UPDATE

[www.trade.gov](http://www.trade.gov)

September–October 2008

## Improving Competitiveness through Innovation and Cooperation

Secretary of Commerce Carlos M. Gutierrez welcomed more than 900 participants, including the presidents of Colombia, Guatemala, and El Salvador, to the Americas Competitiveness Forum 2008, which highlighted innovative methods for achieving economic competitiveness throughout the Western Hemisphere.

BY PETER BOWMAN

**O**n August 17–19, 2008, Carlos M. Gutierrez, secretary of commerce, and Shirley Franklin, mayor of Atlanta, Georgia, welcomed more than 900 participants to the second annual Americas Competitiveness Forum (ACF 2008). ACF 2008 highlighted innovative methods to achieve economic competitiveness from national, regional, and local perspectives.

President George W. Bush envisioned the creation of the ACF after the Summit of the Americas in November 2005, where he discussed ways to create jobs, to fight poverty, and to promote economic prosperity in the Americas. Although many countries in the region have enacted significant reforms and experienced solid economic growth during the past several years, the ACF was designed to deepen cooperation on competitiveness among the 34 democratically elected governments in the Western Hemisphere.

ACF 2008 also provided businesses a platform to learn about and to take advantage of trade and investment opportunities. Senior commercial officers from throughout the hemisphere were on hand to meet with U.S. businesses and to conduct one-on-one export counseling sessions. The International Trade Administration facilitated approximately 200 meetings between the businesses and governments at ACF 2008.



Secretary of Commerce Carlos M. Gutierrez (second from right) joined (from left) President Antonio Saca of El Salvador, President Alvaro Colom of Guatemala, Mayor Shirley Franklin of Atlanta, and President Alvaro Uribe of Colombia at the Americas Competitiveness Forum 2008 on August 17, 2008. The forum provided more than 900 participants information on trade and investment opportunities within the Western Hemisphere. (U.S. Department of Commerce photo)

### INSIDE

- 1  
Improving Competitiveness through Innovation and Cooperation
- 4  
Expanding U.S. Exports Focus of New Commerce Guide
- 6  
Short Takes:  
News from the International Trade Administration
- 8  
International Trade Calendar
- 10  
Sustainable Manufacturing Minimizes Environmental Impact While Improving Bottom Line

continued on page 2



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

Twenty-six of the 34 democratically elected governments sent high-level government delegations. Presidents Alvaro Uribe of Colombia, Alvaro Colom of Guatemala, and Antonio Saca of El Salvador participated in the event, as well as Vice President Jaime Morales of Nicaragua. More than 25 ministers responsible for economic and competitiveness issues, including ministers of trade, commerce, science and technology, and education, also attended ACF 2008.

### **Business Alliances, Energy, Trade, and Travel Highlighted**

The forum highlighted four key program areas: alliances in business and education, renewable energy

and sustainable resources, trade logistics, and travel and tourism.

The alliances in business and education track focused on identifying creative, flexible partnership models between governments, industry, and the academic community. The renewable energy and sustainable resources track highlighted opportunities in the renewable and alternative energy sector that are key to creating greater energy security and economic competitiveness. The trade logistics track emphasized the importance of logistics to trade and growth. The travel and tourism track underscored appropriate sustainable practices, infrastructure, and policies to support each country's tourism development initiatives. In addition to the

## **Impact of Textiles and Apparel Trade Highlighted in Americas Competitiveness Forum Session**

by Richard Stetson

**T**extiles and apparel account for more than \$86 billion annually of trade within the Western Hemisphere. The United States contributes more than \$33 billion of textiles and apparel imports and exports to the region. One breakout session at the Americas Competitiveness Forum 2008 in Atlanta, Georgia, focused on the effect of textile and apparel trade on Western Hemisphere economies.

The session provided a place to discuss steps that can improve competitiveness of the textile sector in the Americas. In recent years, through a variety of multilateral initiatives, including 32 preferential trade programs and 21 free trade agreements, the region has worked to strengthen trade in textiles and apparel within the area and beyond. By taking advantage of the opportunities offered by existing programs and agreements and by exploring ways in which new agreements can be reached, the textile and apparel industries will work together to make the Americas more competitive in the sector.

Matt Priest, deputy assistant secretary for textiles and apparel in the Import Administration, moderated a panel discussion about the regional textile and apparel trade. The discussion focused on future opportunities and challenges

in the region. Panel members included David Spooner, assistant secretary for Import Administration; Beatriz Leycegui Gardoqui, Mexico's undersecretary for international trade negotiations; Carlos Zuniga, executive director of the National Free Trade Zone Commission in Nicaragua; and Jerry Cook, vice president of government and trade relations for Hanesbrands Inc.

The speakers enthusiastically endorsed the potential of the cumulation provision within the Central American Free Trade Agreement–Dominican Republic, and they hope it might expand to include other regional trade partners and industries. Cumulation is a unique trade provision that allows products to be made in a trade bloc and to use inputs from other regional trading partners to gain duty-free market access to the United States. Another common theme was the immediate need for the Western Hemisphere to continue to seek ways to strengthen the textile trade through creative approaches that enhance efficiencies for businesses.

---

*Richard Stetson is an international trade specialist with the International Trade Administration's Import Administration.*

“ Making everyone equal by making everyone poor is not a big, worthy challenge. The challenge is to give everyone opportunities so everyone can improve their life. ”

Carlos M. Gutierrez,  
Secretary of Commerce

four main program tracks, regional market opportunity sessions provided attendees a chance to learn about doing business in each of the countries in the Western Hemisphere.

### Continuing the Conversation

The ACF is an ongoing initiative. It will continue to provide a venue for government ministers from the Western Hemisphere to come together with leaders from the private sector, academia, and non-governmental organizations to explore cutting-edge ideas and best practices in several key areas of competitiveness. One notable outcome of ACF 2008 was a commitment by the participating countries to continue cooperating on economic issues.

Other ACF outcomes include (a) increased trade and investment opportunities for attendees, (b) the Western Hemisphere textiles/apparel cooperation to promote further growth in the region's textiles and apparel trade (see sidebar), and (c) the Latin American Small Business Initiative to help small businesses take advantage of trade opportunities in the Western Hemisphere.

### Meeting the Global Marketplace Challenge

The region must strategically rise to the challenge of an increasingly global and competitive marketplace. Leaders of the public and private sectors must implement policies that expand opportunities for innovators and entrepreneurs who bring new ideas, technology, and capital.

“Making everyone equal by making everyone poor is not a big, worthy challenge,” Gutierrez noted. “The challenge is to give everyone opportunities so everyone can improve their life. Everyone can improve their future. Everyone can improve their family. Everyone can have hope for having a more prosperous future.”

The 2009 ACF will be held in Santiago, Chile, and will build on the success of this forum.

For more information about ACF 2008, the final report from the forum, and the results of the Western Hemisphere Competitiveness Survey, visit the ACF's Web site at [www.competitivenessforum.org](http://www.competitivenessforum.org).

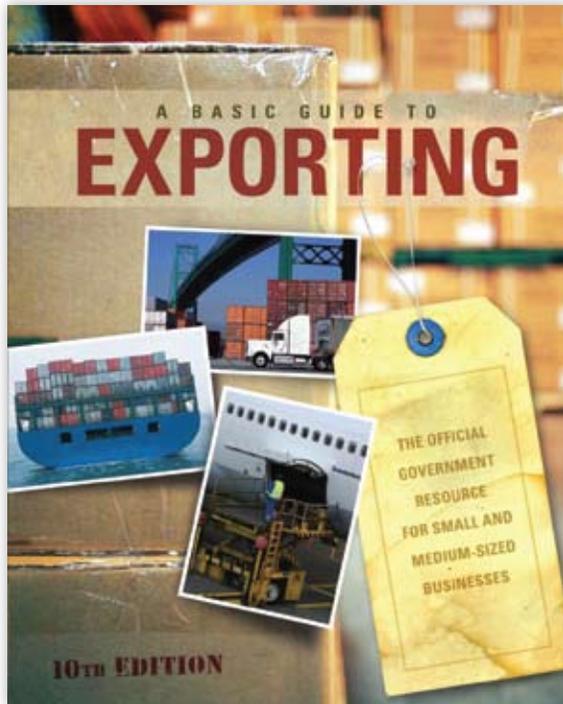
---

*Peter Bowman is an international economist with the International Trade Administration's Market Access and Compliance unit.*

# Expanding U.S. Exports Focus of New Commerce Guide

The latest version of *A Basic Guide to Exporting* includes updated information on identifying new markets and selecting the best finance options, as well as other tips to help businesses take greater advantage of the current boom in U.S. exports.

BY DOUG BARRY



**A** *Basic Guide to Exporting* is a step-by-step manual that covers various topics, including how to identify best overseas markets and financing options and how to create a Web site for selling goods to international buyers. The book contains 17 chapters on the nuts and bolts of the export process, as well as case studies in which owners of mostly small companies share how they've profited from international sales. Some of the featured companies are involved in hair care products for pets, senior care, fiberglass houses that withstand tropical storms, medical devices, and machines that use light bursts to purify water. The merchandise may seem ordinary, but not how the

companies have increased their sales in the face of slowing demand at home.

"Whether you look to make your first export sale or to expand into new markets, this new edition of *A Basic Guide to Exporting* provides expert advice and practical solutions for reaching new customers and making sales around the world," said Secretary of Commerce Carlos M. Gutierrez.

## U.S. Exports Continue to Grow

According to Gutierrez, U.S. merchandise exports grew 19.1 percent during the first seven months of 2008, reaching \$776.4 billion, which is up from \$651.9 billion during the same period in 2007. More than 97 percent of U.S. exporters are small or medium-sized enterprises with fewer than 500 employees.

In 2007, there were more than 235,000 exporters, which is up about 4 percent over 2006. Although the number of exporters is growing as more U.S. companies find overseas opportunities too good to resist, the dollar value of U.S. exports is growing at a much faster rate. This also suggests there is ample opportunity for small and medium-sized companies to add to U.S. export growth in value and volume if these companies can take advantage of the opportunities.

Numerous studies indicate that non-exporters would sell internationally if they had more information on opportunities and on the nuts and bolts of how to complete the paperwork, to reduce risk, and to get paid. *A Basic Guide to Exporting* is intended to fill that information void and to take the exotic and mysterious elements out of exporting.

## Advance Praise

Well-known business advocates of increased U.S. exports have also welcomed the book. Frederick Smith, chair of the FedEx Corporation, said, “*A Basic Guide to Exporting* is a great source for anyone preparing to do business or to increase their sales overseas.” FedEx plans to use the book as a text for a series of nationwide seminars called Exporting 101, which it is hosting with District Export Councils and the U.S. and Foreign Commercial Service.

The first edition of the guide was published in 1935, long before the Internet, credit cards, and jet transportation—things that have revolutionized and hugely increased trade between nations. Jamal Quereshi, an entrepreneur born well after the first edition but featured in the new edition, is the owner of a medical equipment company in California. He recommends studying the book and then learning the rest by doing.

“Get out in the world and get a feel for what people want and how they do business,” Quereshi advises. “Opportunities for growth are tremendous, and the risks are very manageable thanks to advances in logistics, banking, and market intelligence for the small company.”

---

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

### For More Information

Copies of *A Basic Guide to Exporting* are available at bookstores and can be ordered at [www.export.gov/basicguide](http://www.export.gov/basicguide). The Web site features reviews and sample chapters from the book.

## E-Commerce Opens New Markets for Exporters

Since the publication of the 1998 edition of *A Basic Guide to Exporting*, e-commerce has exploded, offering many new opportunities for exporters. Because of this change, an entirely new chapter, titled “Going On Line: E-Exporting Tools for Small Businesses,” was added to the 10th edition. Here is an excerpt.

Using the Internet to transact business in the global marketplace offers significant advantages to the small or medium-sized company seeking new outlets for its products and services. More than 1 billion people throughout the world have access to the Internet. This presence offers a tremendous potential customer base for the entrepreneur. . . .

For certain industries, products, and services, going online reduces variable costs associated with international marketing. Tasks such as order processing, payment, after-sales service, marketing (direct e-mail), and advertising on various sites may lower the international market development costs that an enterprise would incur if the firm used conventional “brick-and-mortar”

market penetration strategies. You should be aware of one important caveat: although English is spoken in many countries around the world, it is still important to consider using the languages prevalent in the countries targeted in your company's e-business strategy. The Web site should be designed to reach the widest audience in the languages of that audience.

In the context of the Internet, electronic commerce needs to be viewed beyond the traditional commercial arena. E-commerce affects marketing, production, and consumption. Information gathered from customers through Web stores can be used to customize products, forecast demand, and prepare business strategies. . . .

### **Mongolia Trade Mission Promotes Untapped Opportunities**

On September 15–19, 2008, Michelle O’Neill, deputy under secretary for international trade, participated in a certified trade mission to Ulaanbaatar, Mongolia, the first-ever to that emerging Asian market. The American delegation, led and organized by the North America–Mongolia Business Council (NAMBC) comprised 10 U.S. firms that represented a cross-section of U.S. industries with commercial interests in Mongolia.

“As Mongolia moves toward a free market economy, the country presents tremendous opportunities for U.S. investors and exporters in a number of sectors, including mining, medical equipment, pharmaceuticals, construction, high tech, equipment and machinery,” O’Neill said.

Mongolia’s economy continues to grow rapidly at a rate of 10.2 percent gross domestic product in the first quarter of 2008. Mongolia’s vast territory offers a wealth of natural resources—most of them unexplored.

The trade mission helped participating firms obtain market information, make business and government contacts, explore potential business prospects, and solidify business strategies. The trip also strengthened the trade and economic relationship between Mongolia and the United States.

Highlights of the mission included business-to-business matchmaking appointments with local companies, as well as meetings with senior Mongolian government officials and local chambers of commerce. The U.S. delegation also participated in NAMBC’s 11th Annual Investors Conference and Prime Minister’s Roundtable.

For more information on commercial opportunities in Mongolia, visit [www.export.gov/china/index.asp](http://www.export.gov/china/index.asp).



During the recent trade mission to Mongolia, U.S. business representatives and Mongolian trade officials met in Ulaanbaatar on September 16, 2008, to discuss the area’s energy plans and opportunities for American firms. Michelle O’Neill, deputy under secretary of commerce for international trade, participated in certain events with the U.S. delegation to the mission, seated at left. (U.S. Department of Commerce photo)

### **Innovation and Growth of Small and Medium-Sized Enterprises Focus of Peru Gathering**

On August 27–29, 2008, Charles Skuba, chief of staff for the Market Access and Compliance unit of the International Trade Administration (ITA), led the U.S. delegation to the Asia-Pacific Economic Cooperation (APEC) Small and Medium Enterprise (SME) Ministerial Meeting in Chiclayo, Peru.

The 26-member delegation included officials from ITA, the U.S. Small Business Administration, the U.S. Centers for Disease Control and Prevention, and the U.S. Department of Energy. Executives from the Computer Technology Industry Trade Association (CompTIA), the World Federation of Direct Selling Associations, and Sir Speedy Inc., also participated in the meetings.

On August 27, 2008, ITA, CompTIA, and the Peruvian Ministry of Production hosted an APEC SME technology innovation seminar. Skuba opened the seminar, which attracted more than 200 participants, by highlighting how innovation is necessary for SME growth.

“Innovation prospers in societies that value and nurture it,” Skuba said. “There must be a combination of important societal factors, including a strong education system that rewards independent thought, a culture that supports risk-taking, a marketplace that fosters openness (open competition and market-based technology standards), and a government that provides good protection for intellectual property rights and that sees businesses as long-term assets and not just opportunities for tax revenue.”

ITA plans to host an APEC SME technology entrepreneurship seminar next June in Kuala Lumpur, Malaysia.

Skuba represented the United States at the retreat and plenary sessions. Participants discussed the five key SME themes of sustainable environmental initiatives, corporate social responsibility, innovation management, public-private partnerships, and regional economic integration. Skuba also held bilateral consultations with senior government officials from Malaysia, Peru, Singapore, South Korea, and Taiwan.

Ministers released a new four-year APEC SME strategic plan that highlights six priority areas: business environment, building management capability and promoting entrepreneurship, market access and internationalization, innovation, financing, and sustainable business practices. The plan frames the work in the APEC SME portfolio as the United States prepares to host APEC in 2011.

For more information about the event, visit [www.apec.org](http://www.apec.org).

### **President Bush Receives Final Report from Export Council**

On September 19, 2008, the President’s Export Council (PEC) presented its final report to President George W. Bush. The report, “The World Is Our Market: Strategies for American Prosperity,”

chronicles the issues that have been addressed during the Bush administration, including two fact-finding trips, a corporate stewardship report, and numerous recommendations to the president.

In June 2008, several PEC members accompanied Secretary of Commerce Carlos M. Gutierrez on a fact-finding trip to Russia and Ukraine. PEC members learned about the two economies and gave recommendations on how to improve the respective trade and economic relationships with the United States. PEC members met with senior Ukrainian and Russian government officials and private-sector representatives, as well as U.S. businesspeople and members of the American Chamber of Commerce.

The PEC submitted 44 letters of recommendation to the president on issues that range from immigration and visa policy to Trade Promotion Authority, the World Trade Organization, and free trade agreements. One issue, however, stands out as a focus of the PEC’s efforts: immigration and visa policy. Although many of the council’s recommendations have been adopted or taken under advisement, PEC members believe that much more can be done in that area. Immigration and visa policy will be a major issue facing the next council.

For more information about the PEC, visit [www.trade.gov/td/pec](http://www.trade.gov/td/pec).

---

*Contributors to this section include Tu-Trang Phan of the International Trade Administration’s Office of the Deputy Under Secretary, Dan Miller of Market Access and Compliance, and Marc Chittum of Manufacturing and Services.*

# November 2008

## November 4-5

### AES Compliance Seminar and Workshop

Cleveland, Ohio

[www.buyusa.gov/northeastohio/aes-seminar.html](http://www.buyusa.gov/northeastohio/aes-seminar.html)

This two-day seminar and workshop provides details about export regulations, the Automated Export System, and the Schedule B classification requirements. For more information, contact Heather McAdam of the USFCS, tel.: (216) 522-4732; e-mail: [heather.mcadam@mail.doc.gov](mailto:heather.mcadam@mail.doc.gov).

## November 4-7

### Automotive Aftermarket Industry Week 2008

Las Vegas, Nevada

[www.aaiwshow.com](http://www.aaiwshow.com)

Automotive Aftermarket Industry Week is a combination of two shows: the Specialty Equipment Market Association Show and the Automotive Aftermarket Products Expo. For more information, contact Eugene Quinn of the USFCS, tel.: (202) 482-0578; e-mail: [eugene.quinn@mail.doc.gov](mailto:eugene.quinn@mail.doc.gov).

## November 6-7

### Seventh Annual Ambassador's Intellectual Property Rights Roundtable

Beijing, China

[www.buyusa.gov/china/en/iproundtable.html](http://www.buyusa.gov/china/en/iproundtable.html)

This roundtable will focus on new Chinese intellectual property rights legislation and strategies and what they mean for U.S. businesses. For more information, contact Richard Craig of the USFCS, tel.: +86 (10) 8529-6655 ext. 806; e-mail: [richard.craig@mail.doc.gov](mailto:richard.craig@mail.doc.gov).

## November 10-13

### World Travel Market

London, England

[www.wtmlondon.com](http://www.wtmlondon.com)

This is one of the world's leading travel trade shows, attracting more than 5,000 exhibitors from more than 200 countries. For more information, contact Stewart Gough of the USFCS, tel.: +44 (020) 7894-0459; e-mail: [stewart.gough@mail.doc.gov](mailto:stewart.gough@mail.doc.gov).

## November 13

### Exporting 101: How to Market and Sell Your Product or Service Overseas

Arlington, Virginia

[www.buyusa.gov/virginia/export-101govt.html](http://www.buyusa.gov/virginia/export-101govt.html)

This seminar is part of a series targeted at established U.S. companies interested in pursuing opportunities overseas. For more information, contact Sandra Collazo of the USFCS/Northern Virginia Export Assistance Center, tel.: (703) 235-0333; e-mail: [sandra.collazo@mail.doc.gov](mailto:sandra.collazo@mail.doc.gov).

## November 17-21

### Manufacturing and Technology Trade Mission to Australia

Sydney and Melbourne, Australia

[www.export.gov/australiamission](http://www.export.gov/australiamission)

This trade mission is open to U.S. suppliers of innovative products and technologies for building, construction, energy, and transportation. A discount participation fee of \$3,500 is offered to small or medium-sized enterprises. For more information, contact Jessica Arnold of the USFCS, tel.: (202) 482-2026; e-mail: [jessica.arnold@mail.doc.gov](mailto:jessica.arnold@mail.doc.gov).

## November 18-20

### Marine Equipment Trade Show 2008

Amsterdam, Netherlands

[www.metstrade.com](http://www.metstrade.com)

This show offers U.S. companies an excellent opportunity to sell the latest in marine and offshore technology in one of the maritime industry's steady markets. For more information, contact William Corfitzen of the USFCS, tel.: (202) 482-0584; e-mail: [william.corfitzen@mail.doc.gov](mailto:william.corfitzen@mail.doc.gov).

## November 25-28

### bauma China 2008

Shanghai, China

[www.bauma-china.com](http://www.bauma-china.com)

The trade fair bauma China has established itself as one of Asia's leading exhibitions for building machinery. In 2006, 1,088 exhibitors presented the complete range of construction and building-materials machinery at this show. For more information, contact Sam Dhir of the USFCS, tel.: (202) 482-4756; e-mail: [sam.dhir@mail.doc.gov](mailto:sam.dhir@mail.doc.gov).

## November 28-December 3

### Greater New York Dental Meeting 2008

New York, New York

[www.gnydm.com](http://www.gnydm.com)

This meeting showcases the latest technological advances in the art and science of dentistry. Last year, the meeting had more than 55,000 attendees from 113 countries. For more information, contact Carol Rudman of the USFCS, tel.: (202) 482-0905; e-mail: [carol.rudman@mail.doc.gov](mailto:carol.rudman@mail.doc.gov).

Here is a selected list of international trade events of interest, including ITA-sponsored events, as well as a selection of upcoming international trade fairs. The U.S. and Foreign Commercial Service (USFCS) maintains a comprehensive listing of industry shows at [www.export.gov](http://www.export.gov).

# On The Horizon

## December 2–3

### How to Develop an Export Management and Compliance Program

Seattle, Washington

[www.export.gov/tradevents/exp\\_licensing\\_seminars.asp](http://www.export.gov/tradevents/exp_licensing_seminars.asp)

The Department of Commerce's Bureau of Industry and Security is sponsoring this seminar for individuals interested in learning about smart export compliance business strategies and effective solutions to address an export compliance problem. The seminar will be held at the Seattle Fairmont Olympic Hotel. Speakers will be officials from the Bureau of Industry and Security, the Census Bureau, and the State Department's Office of Defense Trade Controls. For more information, contact Diane Mooney of the USFCS, tel.: (206) 553-5615 ext. 236; e-mail: [diane.mooney@mail.doc.gov](mailto:diane.mooney@mail.doc.gov).

## December 10–12

### Automechanika

Shanghai, China

[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)

This show focuses on parts and components, repair and automotive services, accessories, tuning equipment, re-fuelling and care products. It is an international, high quality trading platform for the automotive aftermarket trade in China. This year's show includes a U.S. pavilion that offers U.S. exhibitors streamlined booth arrangements, market-entry counseling, and logistics liaison with Chinese organizers. Assistance with one-to-one matchmaking meetings with Chinese buyers is available for a separate fee. For more information, contact Wenjuan Zhan of the USFCS; tel.: +86 (21) 6279-7630 ext 8958; email: [wenjuan.zhan@mail.doc.gov](mailto:wenjuan.zhan@mail.doc.gov).

## December 20–22

### U.S. Corner: Electric 2008—Power Energy Exhibition

Alexandria, Egypt

As part of the U.S. Corners' initiative, Heba Abdel-Aziz, a commercial specialist, will contact the organizers of the show to ensure the placement of U.S. companies in a premier location that attracts more foot traffic and enables companies to sell more of their product or service. At the event, Amer Kayani, a commercial counselor, and other commercial specialists will start the corner. For more information, contact Amer Kayani of the USFCS, tel.: +20 (2) 2797-2298; e-mail: [amer.kayani@mail.doc.gov](mailto:amer.kayani@mail.doc.gov).



Secretary of Commerce Carlos M. Gutierrez promotes trade opportunities and urges future investment in the Republic of Georgia during Georgia Day, the September 8, 2008, event at the U.S. Chamber of Commerce. (U.S. Department of Commerce photo)

## Featured Trade Event

### Investment and Trade Opportunities in Republic of Georgia Touted at U.S. Chamber of Commerce Forum

by Ellen House

On September 8, 2008, Secretary of Commerce Carlos M. Gutierrez urged U.S. businesses and investors to consider the Republic of Georgia as a prime location for future investment and trade. Gutierrez was the keynote speaker at Georgia Day, which was hosted by the U.S. Chamber of Commerce and the America–Georgia Business Council.

The event highlighted U.S. support for the recovery and reconstruction of Georgia in the wake of its recent confrontation with Russia. Although Georgia is not a leading trading partner, the United States is aiming to restore investor confidence and to help the country build on recent economic reforms.

"Georgia has been a great place to do business—and it remains a great place to do business," Gutierrez said. "The Bush administration will do all it can to help get this message out to companies and investors from all parts of the United States."

John Sullivan, deputy secretary of commerce, will host the Georgia Business Summit in Tbilisi, Georgia, on October 27, 2008. The summit will show U.S. support for investment and trade with the country, and it is designed to help U.S. companies explore trade and investment opportunities. The event targets U.S. companies already doing business with Georgia or in the region and experienced exporters and investors seeking to enter Georgia for the first time. For more information, visit [www.export.gov/georgiasummit](http://www.export.gov/georgiasummit).

The summit will be coordinated with a trade mission certified by the Department of Commerce. The America–Georgia Business Council ([www.agbdc.com](http://www.agbdc.com)) and the American Chamber of Commerce in Georgia ([www.amcham.ge](http://www.amcham.ge)) are organizing the trade mission. Participants will join in the summit, have one-on-one meetings with representatives of Georgian businesses, and have an opportunity to meet Georgian government officials. For more information on the trade mission, please visit [www.agbdc.com](http://www.agbdc.com).

*Ellen House is an international trade specialist in the International Trade Administration's Market Access and Compliance unit.*



### International Trade Update

is published monthly by the Office of Public Affairs of the U.S. Department of Commerce's International Trade Administration (ITA). You can read or download the newsletter from ITA's Web site at [www.trade.gov](http://www.trade.gov). To receive notification by e-mail when new issues are published, visit [www.trade.gov](http://www.trade.gov), click on International Trade Update, and then click on the "Subscribe" link.

For more information and news, visit ITA's Web site at [www.trade.gov](http://www.trade.gov) or contact the Office of Public Affairs, International Trade Administration, 1401 Constitution Avenue NW, Washington, DC 20230; tel.: (202) 482-3809.

### Christopher A. Padilla

*Under Secretary of Commerce for International Trade*

### Matt Englehart

*Director, Office of Public Affairs*

### Tim Truman

*Guest Editor*

### Web edition and electronic dissemination:

*Jeremy Caplan*

### Copyediting:

*Publications Professionals LLC*

### Calendar editor:

*Lorri Crowley*

### Production assistance:

*Michele Robinson*

### Design and composition:

*U.S. Government Printing Office, Creative Services Division*

Material in this newsletter may be reproduced unless otherwise noted. When reprinting, please credit the U.S. Department of Commerce, International Trade Administration.

# Sustainable Manufacturing Minimizes Environmental Impact While Improving Bottom Line

Department of Commerce leads Sustainable Manufacturing American Regional Tours to promote benefits for the environment and business.

BY SLADE BROOM



William G. Sutton, assistant secretary of commerce for manufacturing and services, responds to press questions about the importance of sustainable manufacturing at the SMART event in Rochester, New York, on September 23, 2008. (U.S. Department of Commerce photo)

**S**ustainable manufacturing seeks to profitably produce goods while minimizing a firm's environmental impact, natural resource use, and energy consumption. Evidence shows that companies that use both environmentally and economically sound manufacturing practices can gain significant competitive advantages.

ITA's Manufacturing and Services unit is helping to expand the visibility of resource-efficient and environmentally friendly processes that lead to cost-effective, competitive products through the Sustainable Manufacturing American Regional Tour (SMART). William G. Sutton, assistant

secretary of commerce for manufacturing and services, launched SMART on July 28, 2008, in St. Louis, Missouri. Participants at the launch toured Sunnen Products Company, a precision-machining systems manufacturer that uses energy-efficient technologies and recycles to increase profitability and competitiveness.

"Sustainability is integral to American manufacturing's continued global leadership and growth," Sutton noted. "SMART showcases U.S. companies that have become more competitive and profitable through sustainable production practices, helping other businesses learn from these successes."

## Get SMART

The September 3, 2008, SMART event in Grand Rapids, Michigan, featured tours of production facilities for Steelcase and Herman Miller, office furniture manufacturers; Rapid-Line, a metal fabrication specialist; and Cascade Engineering, a leader in engineered plastic systems and components. Practices exhibited by those companies covered a wide range of approaches toward sustainability, including groundbreaking investments in wind power and innovative heat and energy management techniques, as well as funding in eco-friendly design and ambitious recycling and take-back programs.

Tours of Eastman Kodak, Xerox, and Harbec Plastics highlighted the most recent SMART event on September 23, 2008, in Rochester, New York. All three Rochester-based companies have benefited

continued on page 12

# 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](http://www.export.gov).**

## ALABAMA

Birmingham: (205) 731-1331

## ALASKA

Anchorage: (907) 271-6237

## ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

## ARKANSAS

Little Rock: (501) 324-5794

## CALIFORNIA

Bakersfield: (661) 637-0136

Fresno: (559) 227-6582

Indio/Cabazon: (760) 772-3898

Ontario: (909) 466-4134

Los Angeles (Downtown): (213) 894-4231

Los Angeles (West): (310) 235-7104

Monterey: (831) 641-9850

Newport Beach: (949) 660-1688

Oakland: (510) 273-7350

San Rafael (North Bay): (415) 485-6200

Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

San Jose (Silicon Valley): (408) 351-3390

Ventura County: (805) 488-4844

## COLORADO

Denver: (303) 844-6001

## 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.

## FLORIDA

Clearwater: (727) 893-3738

FT. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

Miami: (305) 526-7425 ext. 27

Orlando: (407) 968-8122

Tallahassee: (850) 942-9635

## GEORGIA

Atlanta: (404) 897-6090

Savannah: (912) 652-4204

## HAWAII/PACIFIC ISLANDS

Honolulu: (808) 522-8040

## IDAHO

Boise: (208) 364-7791

## ILLINOIS

Chicago: (312) 353-8040

Libertyville: (847) 327-9082

Peoria: (309) 671-7815

Rockford: (815) 316-2380

## INDIANA

Indianapolis: (317) 582-2300

## IOWA

Des Moines: (515) 288-8614

## KANSAS

Wichita: (316) 263-4067

## KENTUCKY

Lexington: (859) 225-7001

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

Served by the Denver, Colorado, Export Assistance Center

## Sustainable Manufacturing

continued from page 10

from sustainable practices. Kodak has reduced its total energy usage by 36 percent since 2002. Xerox has set a target to reduce greenhouse gas emissions by 10 percent by 2012. Harbec Plastics has transitioned to all electric presses that have lowered energy costs up to 50 percent while increasing processing speed and cycle time. The practices illustrate a proud, long-standing culture of U.S. innovation that is both technological and process oriented, as well as a culture of environmental stewardship.

### Developing Sustainable Manufacturing Metrics

While in Rochester, Sutton addressed the International Conference on Sustainable Manufacturing (ICSM), which was jointly sponsored by the Department of Commerce, the Rochester Institute for Technology, and the Organization for Economic Development and Cooperation.

ICSM provided further opportunities for companies to examine manufacturing sustainability and featured presentations from a range of domestic and international public- and private-sector experts. The forum is helping to develop sustainable manufacturing metrics for the automotive and con-

sumer electronics sectors, and its aim is to provide industry with a means to benchmark products and production processes. An initial draft of the metrics is anticipated in early 2009.

“Being a good corporate citizen isn’t just the right way to operate: it is the profitable way to operate,” Sutton said. “The companies highlighted in SMART have shown that going green helps their image, attracts new customers, and boosts their bottom line.”

---

*Slade Broom is an international trade specialist with the International Trade Administration's Manufacturing and Services unit.*

#### For More Information

For more information on these events and for updates on other federal government initiatives that support sustainable manufacturing practices, visit the Sustainable Manufacturing Initiative Web site at [www.trade.gov/competitiveness/sustainablemanufacturing/index.asp](http://www.trade.gov/competitiveness/sustainablemanufacturing/index.asp)

# International Trade UPDATE

available on the Web at [www.trade.gov](http://www.trade.gov)

