

International Trade UPDATE

www.trade.gov

December 2006

Secretary Gutierrez Leads Business Development Mission to China

Secretary of Commerce Carlos M. Gutierrez's recent visit to China saw the signing of several important trade deals with U.S. companies and a renewed push for progress on issues such as the protection of intellectual property rights.

BY JOHN WARD



Secretary of Commerce Carlos M. Gutierrez speaking at the ambassador's reception in Beijing on November 13 during the business development mission that he led to China.

Pressing for progress on a range of bilateral trade issues while witnessing the successful conclusion of deals for several U.S. companies, Secretary of Commerce Carlos M. Gutierrez led a business development mission to the People's Republic of China this past November. The mission began in Beijing on November 13 and 14, 2006, and ended with a visit to Shanghai from November 15 through 17, 2006.

The business delegation comprised 25 firms that represented a broad cross-section of U.S. industries. In the course of the

delegation's two-city visit, the participants had the opportunity to meet with Chinese government officials, including Chinese Premier Wen Jiabao and Minister of Commerce Bo Xilai, business leaders, and potential business partners.

An Important Commercial Partner

China is now the third-largest trading partner and fourth-largest export market for the United States. U.S. firms export some \$50 billion in goods and services to China annually. Since China's accession to the World Trade Organization in 2001, U.S. exports to China have grown an average of 20 percent a year. With its economy growing near 10 percent a year, China represents an important market for U.S. businesses. Total U.S. exports to China in 2005 were \$41.8 billion, an increase of 20.5 percent over 2004. Through July 2006, U.S. exports have grown 35.7 percent over the same period last year.

"Exporting More, Not Importing Less"

While in Beijing, Gutierrez remarked that one of the goals of the business development

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Electronic Education Fair Promotes United States as Higher Education Destination to Chinese Students

A multimedia campaign launched in China in November marks the first step in a U.S. government initiative designed to promote travel to the United States to pursue higher education opportunities.

BY ALEX FELDMAN

The Department of Commerce, in partnership with the Department of State, has embarked on an innovative campaign to promote U.S. higher education opportunities to students in China. On November 15, 2006, during his trade mission to China, Secretary of Commerce Carlos M. Gutierrez announced the initiative in a speech to the Shanghai American Chamber of Commerce.

"We want Chinese students to know that America welcomes them," said Gutierrez. "Our universities are great launching pads for [their] careers. ... This is a testament to the strong bond between our nations and the importance we place on educating our young people to participate in the global marketplace."

Response to University Presidents' Summit

The China campaign is an outcome of the University Presidents' Summit on International Education, which was held in Washington, D.C., on January 5-6, 2006. The summit, which was cohosted by Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings, brought together leading government officials and 121 university presidents. It focused on strengthening international education at U.S. universities, creating more opportunities for U.S. students to study abroad, and attracting foreign students and faculty to the United States. At the conclusion of the summit, university presidents emphasized a desire for the U.S. government to take a more active role in promoting American higher education throughout the world.

Multimedia Approach

The education campaign is officially known as the Electronic Education Fair for China or, in Chinese, as



A customized Web page (www.liuxueusa.cn) is part of the Electronic Education Fair for China that was unveiled in November.

Liu Xue USA ("Study Abroad USA"). It takes a multimedia approach to promoting education opportunities in the United States, and it will reach more than 180 million people in China by using television, the Internet, and on-ground activities. Those activities include the following:

- Two documentary-style, 23-minute television programs in Mandarin that broadcast on local television stations in Beijing, Shanghai, and Guangzhou.
- Two-minute short takes airing every day for more than a month on an international broadcaster with coverage across China.
- A customized Web page (www.liuxueusa.cn) that provides prospective students with additional information about studying in the United States as well as a chance to view video material on the lives of Chinese students currently studying in the United States.
- More than 15,000 DVDs of the programming, which will be distributed at educational fairs and through the network of 47 EducationUSA advisory centers throughout China.



Television programming for the Electronic Education Fair for China features interviews with Chinese students who talk about their experiences with U.S. higher education.

The television programming features interviews with Chinese students who talk about their experiences with studying in the United States. Filming took place at 13 U.S. colleges and universities.

An Important Service Export

Education services is one of the top services export categories in the United States, earning slightly more than \$14 billion in 2005 according to the Commerce Department's Bureau of Economic Analysis. In 2004–05, according to a study published by the Institute of International Education, an estimated 565,039 international students were enrolled in U.S. institutions of higher education. Of that number, 62,523 were Chinese nationals.

China has 630 million people under the age of 24, one of the largest student populations in the world. The campaign will measure its success in penetrating the Chinese market by a variety of means, includ-

ing tracking numbers of visitors to the Web page, of students taking admissions tests, and of students matriculated at U.S. colleges and universities.

Partnership with the Private Sector

The education community and the U.S. Departments of State and Commerce jointly funded the initiative. The private education community, including a major gift from Educational Testing Services' TOEFL (Test of English as a Foreign Language) division, generated approximately 40 percent of the budget.

Alex Feldman is a senior advisor to the under secretary for international trade.

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Secretary of Commerce
Carlos M. Gutierrez

China Business Development Mission

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mission was to “address challenges and to explore opportunities for commercial partnerships and investment.”

Acknowledging the importance of the current trade imbalance between the two countries, and underlining one of the primary purposes for his visit, Gutierrez said to the press that “the way to narrow the trade deficit is by allowing the United States to export more ... and we have to work together to avoid that the solution become ‘import less from China.’”

Aside from closing commercial agreements, one of the means for exporting more is through resolution of policy and commercial challenges that U.S. companies continue to face in the Chinese market, such as intellectual property rights (IPR) protection and enforcement, transparency, and the rule of law.

Intellectual Property Rights Focus of Roundtable

The protection and enforcement of IPR of U.S. firms was one of the key bilateral trade issues under discussion during the visit. According to figures cited by Gutierrez, an estimated 75 percent of the value of publicly traded U.S. companies—about \$5 trillion—derives from intangible assets such as brands, copyrights, and patents. But piracy and counterfeiting, according to the National Chamber Foundation, cost U.S. firms \$200 billion to \$250 billion per year, with more “infringing” goods coming from China than from any other country.

At a roundtable held in Beijing on November 14 to discuss IPR issues, Gutierrez noted that “another victim of widespread [intellectual property] theft in China is American support for expanding our trade relationship.” He expressed the desire that three specific IPR challenges be addressed by China:

- Lowered criminal thresholds for prosecuting those involved in commercial piracy and counterfeiting
- Greater market access for U.S. audiovisual products
- Collaboration with countries that share their factories’ optical disc exemplars with international laborato-

ries so that pirated discs can be traced to their source.

During the roundtable, Gutierrez also announced that the Commerce Department had added a second IPR attaché in Beijing and plans to add an attaché in Guangzhou early next year.

Environmental, Telecommunications Deals Signed

U.S. companies and Chinese buyers signed several contracts during the visit. China Telling Communications of Shenzhen signed an agreement with Motorola for the purchase of 12 million cellular telephone handsets in 2007, a deal valued at some \$1.6 billion. Western Water Corporation, a unit of Han’s Technologies Inc., of Oakland, California, signed an agreement with the county government of Xiangshan for work on a major environmental improvement project. Another U.S. firm, Altec, of Birmingham, Alabama, was in discussions with the Shanghai Municipal Electric Power Company.

Next Step: December Economic Dialogue

The just-completed business development mission is but one piece in a continuing series of dialogues, talks, and negotiations that define the commercial and economic relationship between the United States and China. On December 14 and 15, 2006, Gutierrez joins Treasury Secretary Henry M. Paulson Jr. and other U.S. government officials for the inaugural meeting in Beijing of the U.S.–China Strategic Economic Dialogue. President George W. Bush and Chinese President Hu Jintao launched this dialogue in September 2006 as a forum for discussing ways the two countries can work together to ensure that citizens in both countries benefit fairly from the growing bilateral economic relationship.

John Ward is a senior editor in the International Trade Administration’s Office of Public Affairs.

“Europe’s Growth Is in America’s Interest”

Economic growth, removal of business barriers, and the encouragement of entrepreneurship and innovation were key points made by Under Secretary Franklin L. Lavin during a recent visit to France and Germany.

BY DAVID LEVEY

Franklin L. Lavin, under secretary of commerce for international trade, visited France and Germany on October 16–21, 2006. The trip was designed to strengthen U.S. economic relationships and to encourage economic reforms that would provide sustained economic growth in two of the largest economies of Europe. With a combined bilateral trade of \$175 billion in 2005, France and Germany constitute two of the largest trading partners of the United States. During the first three quarters of 2006, trade with those countries grew at a rate of more than 10 percent.

Market Access Brings Choices, Lower Prices

Stimulating economic growth, removing barriers to doing businesses, and seeking new ways to encourage entrepreneurship and innovation were key points of Lavin’s message to European business and government leaders. “Every German and every French business should have access to the American market, and every American business should have access to German and French consumers, giving them more choices and lower prices,” Lavin said in a speech on October 17, 2006, to the Aspen Institute, a think tank based in Berlin. “This means lowering barriers to trade wherever possible and doing what we can to make both our economies grow and become more competitive.”

In addition to addressing the Aspen Institute, Lavin also spoke to the Transatlantic Forum of the Free Democratic Party in Berlin and the Euro-American Press Club in Paris. He also participated in meetings with U.S. businesses in Europe and in bilateral government-to-government meetings in France and Germany.

Becoming Drivers of World Economic Growth

In his speeches, Lavin noted that the U.S. relationships with France and Germany are better than they have been for a number of years and that our nations are working together to create a prosperous, safe, and stable world.

He advocated, however, that more can be done. As a percentage of gross domestic product, France and Germany export far more than the United States, but their domestic economies have been growing at less than 2 percent a year for most of the past decade. According to Lavin, France and Germany can be even more important drivers of world economic growth. To accomplish that goal, however, they need to boost domestic consumption, increase labor flexibility, reduce tax burdens, and encourage private-sector innovation.

“Prosperity and a growing economy are the best social models. They give hope to those that aspire to accomplish great things in a society, no matter where they are on the social or economic ladder,” Lavin said. “They give the entrepreneur the motivation to work hard and succeed. When Europe grows, so does our trading relationship, as Europeans will buy more of the products we make.”

David Levey is a writer in the International Trade Administration's Office of Public Affairs.

“When Europe grows, so does our trading relationship, as Europeans will buy more of the products we make.”

Under Secretary for
International Trade
Franklin L. Lavin

Second Meeting of the U.S.–Brazil Commercial Dialogue Held in Washington, D.C.

On November 7, 2006, Secretary of Commerce Carlos M. Gutierrez hosted Luiz Furlan, Brazilian minister of development, industry, and trade, for a second meeting of the U.S.–Brazil Commercial Dialogue in Washington, D.C. At the meeting, Gutierrez and Furlan pledged to continue working to improve bilateral economic and business relations and to encourage the public and private sectors of their respective countries to increase and diversify the bilateral flow of goods and services. The two officials made note of the concrete steps taken since the June 2006 launch of the dialogue (see the June 2006 issue of *International Trade Update*). These steps will lead to stronger U.S.–Brazil commercial ties, will promote innovation, and will enhance commercial opportunities, particularly for small businesses.

Commitments made during the November meeting include greater technical cooperation on patents and trademarks, standards, conformity assessment, and technical regulations, as well as the development of best-practice initiatives on business registration and entrepreneurial development.

The Department of Commerce and the Brazilian ministry also agreed to public- and private-sector events designed to highlight the competitive advantage of moving goods efficiently across borders and to support existing customs modernization initiatives, including express delivery services. Moreover, the two governments agreed to undertake cooperative trade show activities and programs that will focus on travel, tourism, and franchising. The Department of Commerce and the Brazilian ministry also decided to exchange information on methods used in the collection, classification, and distribution of statistical data on international trade in services.

The next meeting of the U.S.–Brazil Commercial Dialogue is scheduled in Brazil in early 2007.



Luiz Furlan, Brazilian minister of development, industry, and trade (left), and Carlos M. Gutierrez, secretary of commerce (right), meet with the press after the second meeting of the U.S.–Brazil Commercial Dialogue in Washington, D.C., on November 7, 2006.

Two-Day Forum to Focus on Free Enterprise and Investment in the Americas

Secretary of Commerce Carlos M. Gutierrez announced on November 20, 2006, that the first Americas Competitiveness Forum will be held on June 11–12, 2007, in Atlanta, Georgia. Government ministers and leaders from the private sector and academia from each of the Western Hemisphere's 33 countries will be invited to the forum to explore cutting-edge ideas and to highlight best practices to spark innovation, economic growth, and regional cooperation in the area of competitiveness.

Growth in Latin America has been robust during the past several years. In 2004, foreign direct investment in Latin America was more than \$54 billion, a 46 percent increase over 2003. The International Monetary Fund reports that Latin American economies grew, on average, 4.3 percent in 2005, fueled by demand for commodities. However, the World Bank's 2007 *Doing Business* report found that most Latin American countries have been much slower than the rest of the emerging world to implement business-friendly reforms. Such reforms foster competitiveness, which is a driving factor in economic growth.

"The Americas Competitiveness Forum is an excellent opportunity to work on policies and strategies that attract investment and promote free enterprise throughout the region at a time when we are facing ever-growing competition from Asia and elsewhere," said Gutierrez in announcing the two-day event.

The Department of Commerce's International Trade Administration, with support from other U.S. government agencies, is organizing the forum. Topics will include leveraging public-private partnerships to foster innovation, workforce development and education, and global supply-chain strategies. In addition, private-sector representatives from the region, non-governmental organizations, and universities will be invited to participate.

The Atlanta forum is an outcome of a recommendation made by President George W. Bush after attending the Fourth Summit of the Americas—held November 2005 in Argentina—to meet with leaders to discuss improving the hemisphere's competitiveness. Information on the summit is posted on the Web at www.summit-americas.org. Questions regarding Americas Competitiveness Forum can be directed to Alysia Wilson of the ITA's Market Access and Compliance unit, tel.: (202) 482-5327; e-mail: alysia.wilson@mail.doc.gov.

Commerce Official Elected Vice Chairman of OECD Steel Committee



Joseph Spetrini, deputy assistant secretary for policy and negotiations, who was recently named a vice chairman of the OECD Steel Committee.

Joseph Spetrini, Import Administration deputy assistant secretary for policy and negotiations, has been elected a vice chairman of the Organization for Economic Cooperation and Development (OECD) Steel Committee. Spetrini, along with Alberto Canevali of the European Commission, were selected to assist

OECD Steel Committee Chairman Risaburo Nezu of Japan at the group's 61st meeting, which was held on November 7–8, 2006, in Paris, France.

The OECD Steel Committee, which features 30 full member nations and nine observer nations, accounts for more than 65 percent of world steel production

and 80 percent of steel exports. The committee has emerged as the unique platform where multilateral steel problems can be discussed and political solutions to those issues can be considered.

The November meeting allowed members to follow up on issues that remained outstanding from the unfinished negotiations on steel subsidy disciplines that were conducted under the OECD's High Level Process on Steel. Topics of discussion included steel-related environmental issues and policies (including programs and technologies aimed at reducing greenhouse gas emissions), global steel market developments, and the current situation for steel-making raw materials, such as iron ore, scrap, and coke.

The OECD Steel Committee also discussed the possible development of member surveys on steel-making capacity and trade-distorting steel policies, as well as improvements to the statistical information collected by the committee. The three North American Free Trade Agreement (NAFTA) governments issued a joint statement on the direction of future committee work and a summary of the foreign market development monitoring reports prepared by the North American Steel Trade Committee, which show that significant government support for global steel-making capacity continues.

The next meeting of the OECD Steel Committee is tentatively scheduled for May 2007 in Istanbul, Turkey.

U.S.–EU Ministerial Meeting Brings Progress on Intellectual Property Rights and Regulatory Issues

The Commerce Department hosted the second informal U.S.–European Union (EU) economic ministerial meeting on November 9, 2006, in Washington, D.C. The meeting brought together Commerce Secretary Carlos M. Gutierrez and Energy Secretary Samuel W. Bodman with European Union Commission Vice President Günter Verheugen and Finnish Minister for Trade and Industry Mauri Pekkarinen. They reviewed progress on a number of significant areas of concern

January 8-11**International Consumer Electronics Show****Las Vegas, Nevada**
www.cesweb.org

Some 2,700 exhibitors from 130 countries, as well as 140,000 attendees, are expected to be at this 40th edition of the largest trade show devoted to consumer technology. For more information, contact Jennifer Harrington of the USFCS, tel.: (202) 482-0595; e-mail: jennifer.harrington@mail.doc.gov.

January 10-13**Heimtextil**
Frankfurt, Germanywww.heimtextil.messefrankfurt.com

Home textiles are the focus of this show. Last year, there were 2,810 exhibitors from 73 countries, with a total of 89,073 trade visitors. For more information, contact Mary-Lynn Landgraf of the Office of Textiles, tel.: (202) 482-7909; e-mail: mary-lynn_landgraf@ita.doc.gov

January 16**South Korea Agent Virtual Fair**www.buyusa.gov/studyusa/agentfair.html

This "virtual" trade fair will use Web conferencing technology to connect South Korean buyers located in the U.S. embassy in Seoul with sellers of educational and training services in the United States. Recruitment for this event is now closed. To receive notification of future virtual trade fairs, contact James Paul of the USFCS, tel.: (617) 424-5955; e-mail: james.paul@mail.doc.gov.

January 18**Intellectual Property Rights in China**
www.stopfakes.gov

This program is part of a continuing series of "Webinars" on the protection of intellectual property rights in China. It is sponsored by ITA's China office and begins at 2:00 p.m. Eastern time. For more information or to register, send an e-mail to chinaipr@mail.doc.gov.

January 18-21**Afghanistan: A Rug Revival**
Atlanta, Georgia
www.americasmart.com

With support from the U.S. Department of Commerce, a special exhibition of 50 Afghan rugs will be shown at AmericasMart Atlanta, the annual showcase for area rug and home furnishings retailers. A delegation of 10 Afghan rug producers will also be attending the show. For more information, contact Diana Fonovitch of the ITA, tel.: (202) 482-1677; e-mail: diana.fonovitch@mail.doc.gov.

January 21-23**Intersec Middle East**
Dubai, United Arab Emirates
www.interseceexpo.com

This trade show will feature some 400 exhibitors from more than 40 countries. It is the leading marketplace in the Middle East for commercial security, safety and health, police and homeland security, and fire professionals. For more information, contact Lisa Huot of the USFCS, tel.: (202) 482-2796; e-mail: lisa.huot@mail.doc.gov.

January 22-26**World of Concrete**
Las Vegas, Nevada
www.worldofconcrete.com

This trade show participates in the USFCS's International Buyer Program and is one of the premier shows dedicated to the commercial construction industry. In 2006, there were 1,526 exhibitors and more than 80,000 attendees, including some 6,900 international attendees. For more information, contact Graylin Presbury of the USFCS, tel.: (202) 482-5158; e-mail: graylin.presbury@mail.doc.gov.

January 24-25**International Aid + Trade**
Geneva, Switzerland
www.aidandtrade.org

This show offers U.S. exhibitors the opportunity to show their products and services to key decision-makers within the humanitarian relief, aid, and development communities. Procurement is the special focus of this event. For more information, contact Louis Quay of the USFCS, tel.: (202) 482-2973; e-mail: louis.quay@mail.doc.gov.

January 24-28**Paperworld 2007**
Frankfurt, Germany
<http://paperworld.messefrankfurt.com/frankfurt/en/home.html>

In 2006, this leading show for office products, stationery, school supplies, and graphic arts materials attracted 2,500 exhibitors and more than 64,000 visitors. It is held simultaneously with Christmasworld and Beautyworld. For more information, contact Paul Warren-Smith of the USFCS, tel.: +49 (69) 7535-3153; e-mail: paul.warren-smith@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



INTERNATIONAL
TRADE
ADMINISTRATION

January 27–31

International Dental Fair
São Paulo, Brazil
www.export.gov

This fair expects to receive more than 70,000 attendees and more than 80 U.S. exhibitors. It showcases dental equipment and materials and focuses on dental health care. For more information, contact Carol Rudman of the USFCS, tel.: (202) 482-0905; e-mail: carol.rudman@mail.doc.gov.

January 29–February 1

Arab Health 2007
Dubai, United Arab Emirates
www.arabhealthonline.com

This year's event is expected to draw more than 2,000 companies in pharmaceuticals, medical services, laboratory equipment, rehabilitation equipment, and related fields. For more information, contact Lisa Huot, tel.: (202) 482-2796; e-mail: lisa.huot@mail.doc.gov.

On The Horizon

February 2–5

Salon International de la Lingerie
Paris, France
www.lingerie-paris.com

In 2006, more than 450 exhibitors and 22,000 visitors—mainly trade representatives, with about half of them international—attended this buyers' marketplace for lingerie and intimate apparel. For more information, contact Caroline de Villoutreys of the USFCS, tel.: +33 (1) 4312-2698; e-mail: caroline.de.villoutreys@mail.doc.gov.

February 6–9

ABACE 2007
Hong Kong, China, and Nagoya, Japan
www.abace.aero

ABACE 2007, the Asian Business Aviation Conference and Exhibition, will be held February 6 and 7 at the AsiaWorld Expo adjacent to Hong Kong International Airport. More than 50 exhibitors, and several thousand trade visitors, are expected. A Japan Regional Forum on February 9 in Nagoya, Japan, will be part of the event. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: deborah.semb@mail.doc.gov.

February 7–11

Aero India 2007
Bangalore, India
www.aerolandia.in

The last show attracted 380 exhibitors from 36 countries. This year's show will have much more exhibition space, with a focus on business aviation. U.S. companies can pay to participate in a Commerce Department minibooth or product literature center. The deadline for participation is January 2, 2007. For more information, contact Karen Dubin of the USFCS, tel.: (202) 482-3786; e-mail: karen.dubin@mail.doc.gov.

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

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What Is the “Safe Harbor” Framework?

The United States and the EU share the goal of enhancing privacy protection for their citizens, but each takes a different approach to privacy. The United States uses a sectoral approach that relies on a mix of legislation, regulation, and self regulation. The EU relies on comprehensive legislation, most notably the Directive on Data Protection that went into effect in October 1998. In an effort to bridge these different privacy approaches and provide a streamlined means for U.S. organizations to comply with the EU directive, the U.S. Department of Commerce in consultation with the European Commission developed a “Safe Harbor” framework that was approved by the EU in July 2000. Being certified under its provisions is an important way for U.S. companies to avoid experiencing interruptions in their business dealings with the EU or facing prosecution by European authorities under European privacy laws. For more information on the Safe Harbor framework, go to www.export.gov/safeharbor/index.html.

Rules on Handling Personal Data Subject of U.S.-EU Conference

Reconciling the different approaches taken by the United States and the European Union was the focus of a conference in Brussels, Belgium, this October, with a U.S. delegation led by Deputy Under Secretary Michelle O’Neill.

The transfer of personal data created, collected, and used by companies operating both in the United States and the European Union (EU) is important because it allows for various functions, such as human resources, to be seamlessly performed across borders. Rules governing how personal data are managed differ between the United States and the EU, and finding ways to harmonize them is the objective of the annual Conference on the International Transfer of Personal Data (ITPD).

The most recent of these conferences was held on October 23 and 24, 2006, in Brussels, Belgium. The U.S. delegation was led by Michelle O’Neill, deputy under secretary for international trade. C. Boyden Gray, the ambassador to the U.S. mission to the European Union, also participated, giving opening remarks on the first day of the conference.

The results of those meetings, which have been sponsored by the U.S. Department of Commerce and the European Commission for the past six years, have been impressive. The number of companies participating in the “Safe Harbor” international data-processing regime has increased from 2 to 1,000 since self-certification was first allowed, with more than 200 joining since October 2005.

The most recent meeting of the ITPD came at a time of increasing concern in the EU about the integrity of personal data, because U.S. demands for access to this information for security and law enforcement reasons have increased. “We must continually strive to keep our initiatives fresh, relevant, and oriented to the



needs of the people, businesses, and governments who benefit from our efforts,” O’Neill said.

At the close of the conference, O’Neill invited participants to reconvene in 2007 in Washington, D.C., and to increase the frequency of the meetings from once a year to twice a year. “As data protection has become an increasingly important subject, the opportunities for all stakeholders to regularly exchange views at meetings like this [are] very valuable.”

For More Information

More information on October’s Conference on the International Transfer of Personal Data can be found on the European Commission’s Web site at http://ec.europa.eu/justice_home/news/information_dossiers/conference_personal_data/index_en.htm.

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.

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 U.S. Export Assistance Center

DISTRICT OF COLUMBIA

Served by the Arlington, Va (NoVa) 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

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Short Takes

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for the transatlantic economy, including innovation, the protection of intellectual property rights (IPR), regulatory cooperation, and energy security.

IPR protection was an issue of particular importance to the ministers. In June 2006, the U.S.-EU Summit in Vienna, Austria, adopted an action strategy for enforcing IPR. Since then, U.S. and EU experts have been working closely to protect IPR by improving border enforcement cooperation, by helping the private sector to enforce its rights, and by helping countries such as China and India fight counterfeiting and piracy.

Gutierrez, Bodman, Verheugen, and Pekkarinen agreed at the meeting to strengthen efforts to remove regulatory barriers to trade and investment. An initial step will be exploring a limited number of projects in

the automobile and health-related sectors, including collaboration on standards in emerging technologies.

Other critical economic issues discussed by the ministers included the challenges of the global energy market and the Doha Development Agenda negotiations. They also welcomed the progress made under the Transatlantic Innovation Initiative, which Gutierrez and Verheugen had launched in November 2005, and they agreed to support innovation in areas such as health-related industries, nanotechnology, and automotive technology.

This informal economic ministerial meeting fulfills commitments made at the 2005 and 2006 U.S.-EU Summits, which called for further transatlantic economic integration. The next U.S.-EU Summit is to take place in the first half of 2007.