

Policy Challenges and Commercial Opportunities Beckon in East Asia

A series of recent events this fall—including visits to China, Japan, Singapore, and South Korea by President Obama and meetings of the U.S.-China Joint Commission on Commerce and Trade and the Asia-Pacific Economic Cooperation Forum—underscore the importance of trade with East Asia to U.S. companies.

BY JOHN WARD

The closing months of 2009 brought several high-profile events that served as reminders of the importance that the Pacific Rim holds for the U.S. economy in general and for U.S. exporters in particular. Those events included a meeting of the U.S.-China Joint Commission on Commerce and Trade (JCCT), in Hangzhou, China, on October 28–29; the 17th annual leaders meeting of the Asia-Pacific Economic

Cooperation (APEC) Forum in Singapore on November 14–15; and visits by President Barack Obama to China, Japan, Singapore, and South Korea on November 14–21.

The importance of East Asia—especially the changes to its political and economic fortunes in recent years—was emphasized by President Obama in a speech he gave in Tokyo, Japan, on November 14. “Perhaps no region has changed as swiftly or dramatically. Controlled economies have given way to open markets. Dictatorships have become democracies. Living standards have risen while poverty has plummeted. And through all these changes, the fortunes of America and the Asia-Pacific have become more closely linked than ever before.”

Four Economies, Prodigious Growth

U.S. trade with Asia is huge and growing, as the fall meetings and visits amply attest. For example, U.S. exports of goods to China were \$69.7 billion in 2008. That figure capped nearly a decade of growth since the United States granted permanent normal trade relations to



During his visit to four Asian countries in November 2009, President Barack Obama joined Chinese President Hu Jintao at a reception before a formal state dinner at the Great Hall of the People in Beijing, China. “If we can increase our exports to Asia-Pacific nations by just 5 percent,” noted Obama, “we can increase the number of American jobs supported by these exports by hundreds of thousands.” (White House photo by Pete Souza)

INSIDE

1

Policy Challenges and Commercial Opportunities Beckon in East Asia

4

Flying on Algae: Innovative Technologies Are Driving U.S. Growth in the Clean-Technology Sector

6

Short Takes:
News from the International Trade Administration

8

International Trade Calendar

10

Online Videos Offer Businesses the Basics of Exporting

continued on page 2



Opportunities in East Asia

continued from page 1

China in 2000 and China's subsequent accession to the World Trade Organization in 2001.

Likewise, Japan is an important market for the United States. It is the second-largest U.S. trading partner outside North America, with exports of goods reaching \$65.1 billion in 2008. The city-state of Singapore, where the APEC leaders meeting was held, has had a long-standing, close trading relationship with the United States. In 2004, a free trade agreement (FTA) between the two countries was implemented. U.S. exports of goods to Singapore totaled \$27.9 billion in 2008.

South Korea, which hosted a visit by President Obama November 19–20, has been a significant U.S. export market for many years. It has a pending FTA with the United States, and it imported \$34.7 billion of U.S. goods in 2008.

Anti-piracy, Clean Energy, and Agricultural Agreements with China

The East Asia events started with bilateral talks with China during the 20th session of the JCCT, which took place on October 28–29, 2009, in Hangzhou, China. Secretary of Commerce Gary Locke, U.S. Trade Representative Ron Kirk, and Chinese Vice Premier Wang Qishan cochaired the meetings. Secretary of Agriculture Tom Vilsack led discussions on key agricultural issues.

Established in 1983, the JCCT is the main forum for addressing bilateral trade matters and for promoting commercial opportunities between the United States and China. It meets annually and alternates locations between the United States and China.



Secretary of Commerce Gary Locke at the Pearl River Delta International Forum on Innovation and Intellectual Property in Guangzhou, Guangdong Province, China. (U.S. Department of Commerce photo).

At the meetings, China agreed to reopen its market to U.S. pork products and live swine, to remove some barriers facing U.S. firms seeking to participate in China's growing clean-energy market, and to clamp down on Internet piracy. The U.S. and Chinese governments also signed nine bilateral agreements and witnessed two commercial signings in areas that included aviation, energy, environment, high-technology trade, investment promotion, statistics, and travel and tourism.

The signing of a commercial memorandum of intent supporting the establishment of the U.S.–China Energy Cooperation Program (ECP) was a key highlight. The ECP is an innovative public-private partnership supported by the U.S. Trade and Development Agency that leverages the expertise of U.S. companies to develop clean-energy solutions in China. The two governments also agreed to cooperate on initiatives for the environment, transparency, global distribution services, and standards.

21 Economies Pledge Trade Facilitation

The subsequent leaders' meeting of the APEC Forum, held in Singapore on November 14–15, 2009,

Commerce Department Resources Help U.S. Businesses Export to Asia

The International Trade Administration offers a wide array of resources to help U.S. companies of any size or industry to enter or expand their sales in Asian markets. Foremost among those resources is the Trade Information Center, which is available through a toll-free telephone number at 1-800-USA-TRAD(E) (1-800-872-8723) and on the Web at Export.gov, the U.S. government's export portal.

Other resources include the China Business Information Center (BIC), which offers China-related trade news, sales leads, and information on upcoming trade events on its Web site at www.export.gov/china. It also publishes a monthly e-newsletter, *ChinaPulse*, which is available at www.export.gov/china/chinapulse/. The China BIC can be contacted by e-mail at chinabic@mail.doc.gov.

A variety of other export counseling services is available through the U.S. and Foreign Commercial Service, which has a network of more than 100 Export Assistance Centers located throughout the United States, as well as offices in every major Asian market. A list of those centers is available at www.export.gov.

brought together a wider group of countries from throughout the region. APEC is an organization of 21 Pacific Rim economies that was founded in 1989. It works to bring voluntary commitment by its members to market-opening policies. (See the June 2009 issue of *International Trade Update*.)

“APEC is home to 2.7 billion people. And APEC economies contribute 53 percent of world [gross domestic product] and 46 percent of global trade,” noted Locke in remarks to the American Chamber of Commerce in Singapore on November 13. “This represents enormous market potential. And it’s an opportunity American companies have to capitalize on if we’re going to help the U.S. economy get back on its feet.”

Key accomplishments at the APEC leaders meeting included commitments to strategies that will facilitate trade in the region, such as simplifying customs procedures, improving the enforcement of intellectual property rights, and speeding up the movement of goods across borders. The United States will host the APEC leaders meeting in 2011.

Economic Growth through Trade

Along with the substantive discussions and meetings that took place under the auspices of the JCCT and APEC, the visits to China, Japan, Singapore,

and South Korea by President Obama reinforced existing commercial relationships and laid the groundwork for their continued growth.

Speaking in Seoul, South Korea, President Obama pointed out how trade can have concrete effects on the most basic workings of the domestic U.S. economy, particularly job creation. “Asia is a region where we now buy more goods and do more trade with than any other place in the world—commerce that supports millions of jobs back home. We ... need to place a greater emphasis on exports that we can build, produce, and sell to other nations—exports that can help create new jobs at home and raise living standards throughout the world.”

The implementation of the agreements, as well as the follow-up that U.S. companies engage in during 2010 with the help of U.S. government resources (see sidebar on Commerce Department resources), will determine how successful these efforts have been in supporting the growth of U.S. exports and, ultimately, the U.S. economy.

John Ward is a writer in the International Trade Administration's Office of Public Affairs. Joshua Wu of the International Trade Administration's Market Access and Compliance unit assisted in the compilation of this report.

On Intellectual Property Rights, “More Can and Should Be Done”

On October 27, 2009, before the JCCT meeting in Hangzhou, China, Secretary of Commerce Gary Locke addressed the Pearl River Delta International Forum on Innovation and Intellectual Property in Guangzhou, Guangdong Province. Speaking to government officials and business leaders, Locke stressed the importance of strong intellectual property rights protection and enforcement and support for a system that rewards and protects those who take risks to develop new innovations. Here is an excerpt of his remarks:

While China has made strides in its intellectual property protection, more can and should be done both to entice U.S. companies to invest here and to encourage homegrown Chinese entrepreneurship. For instance, the elimination of overlapping jurisdictions between different

Chinese agencies would help streamline the remedy process. This change would benefit both Chinese and American copyright holders.

Additionally, there is room for improvement with regard to enforcement matters. Consistent application of the law to intellectual property infringement and misappropriation cases would foster more certainty among users of the legal system. And seeking criminal penalties more frequently for intellectual property and trademark infringement violations would add an important level of deterrence. Today, 99 percent of copyright and trademark counterfeiting cases are enforced administratively, rather than criminally. So long as the cost of breaking the law is low, illegal behavior will thrive. But when laws are enforced at all levels of government, including the local levels, the incidence of bad behavior will sharply decline.

Flying on Algae: Innovative Technologies Are Driving U.S. Growth in the Clean-Technology Sector

This month's climate change conference in Copenhagen, Denmark, is just one more sign of the increasing global awareness of the need to develop and use more energy-efficient and environmentally sensitive technologies. According to the U.S. and Foreign Commercial Service's Stephan Crawford, U.S. companies enjoy many advantages that can help them in their efforts to sell such technologies to the world market.



Stephan Crawford is the office director of the U.S. Export Assistance Center in San Francisco, California, and the lead member of the U.S. Commercial Service team that focuses on the clean-technology industry. (U.S. Department of Commerce photo)

Stephan Crawford is the office director of the Export Assistance Center in San Francisco, California. He is also a lead member of the U.S. and Foreign Commercial Service team that focuses on the clean-technology industry. Doug Barry of the Trade Information Center recently spoke with him about export opportunities for U.S. companies that are active in the sector.

Barry: We hear the terms *green-build* and *clean tech*. What is an accurate way to describe this industry?

Crawford: Clean technology is not really an industry; it's a collection of industries. Here in the Bay Area, we're tracking five sectors within clean technology: energy, water, design, transportation, and advanced materials. There's also a sixth category that we count: firms working to directly address climate change.

Barry: Is the goal of all of these industries to reduce our dependence on carbon fuel?

Crawford: That's part of it. But it's also water use, which can be related to energy, and advanced materials, which can provide promising resource-sparing solutions in many areas, such as buildings that shed dirt and don't require exterior cleaning.

Barry: In San Francisco, I've read that there may be more than 400 companies in the clean-tech sector. That doesn't sound like a whole lot.

Crawford: By our strict definition, it's probably not even that many, because the more traditional environmental sector can overlap with what we would call strictly a clean-tech firm. Most are small, and many are factoring international markets into the early stages of their development plans. But an important point here is that the drivers of clean tech—which I count as energy security, climate change, water security, etc.—are long-term issues that are not going to disappear anytime soon. So clean tech is really not another dot-com phenomenon.

Barry: When you mention energy security and water security, what exactly do you mean?

Crawford: I'm referring to such things as supply security: for example, the fact that a significant portion of our energy comes from parts of the world where there is political instability. We are not going to run out of fossil fuels anytime soon, but the question is, at what cost will we be able to recover and convert these resources to usable energy in the future? As for water, the saying is that "water is the new oil" in the 21st century. Like fossil fuels, water security is not about running out of water in the aggregate—we live on the "water planet," after all—but rather it's about

ensuring supply when and where we need it and at an acceptable cost.

Barry: Why is this happening in San Francisco and in northern California generally? Is it because of geographical proximity to markets or is it because of the Silicon Valley phenomenon?

Crawford: It's not just San Francisco. Other regions around the country—states such as Massachusetts and Texas and those in the Pacific Northwest—are also developing clusters of clean-tech firms. In California, though, firms have benefited from access to research and development; the availability of talent and capital; and a supportive policy environment, such as California's energy efficiency regulations.

Barry: Can you tell me about some of the “gee-whiz” technologies that you've seen on the horizon?

Crawford: One example is Tesla, a company that is producing electric sports cars that outpace a Ferrari. There are also companies like Pax Scientific and HOK, which are pioneering biomimicry in their respective fields. Biomimicry looks at how nature solves problems that we also want to solve. Pax Scientific studies how water and other fluids flow in nature. They've taken that idea to develop algorithms that then can be applied in industrial applications to increase the efficiency of fluid flow in industrial applications. HOK is applying the same principle, for example, to design. Another example is Solazyme, which is now producing jet fuel from algae.

Barry: So on a cross-country flight in the future, we might hear the pilot say, “We are low on algae, and we're returning to the nearest airport”?

Crawford: Fasten your seatbelts—it's going to be an interesting ride.

Barry: It seems that the challenge for these clean-tech companies would be in finding markets. How are you dealing with that issue?

Crawford: On a case-by-case basis. Every single company is different, and it really just depends on

what the value proposition of each company is. The green-build road show that we just hosted in San Francisco is a prime example of the fact that even though there is a lot of competition—for example, in mature markets like Europe—there are still a lot of opportunities.

Barry: Are any markets better than others?

Crawford: It really depends on where the companies are placed in the market. A few markets, not in any order, include Eastern Europe, especially countries that need to meet European Union standards. I'd also look at Vietnam; South Korea; and, of course, China and India. The countries in the Americas offer good opportunities, particularly Brazil, Canada, Chile, and Mexico. Turkey is a strong market, as is Australia.

Barry: Does a company have to be fairly large for you to help them?

Crawford: No, in fact, some of the companies that we're working with are actually fairly small. In fact, they're quite small. One interesting phenomenon in the clean-tech space is that these small, early-stage companies are already writing international market strategies into their business plans. And they're doing that because they realize that the international markets will play a very critical role in helping them to not only gain additional revenue, but also stay ahead of their competitors,

Barry: How does a company contact you if it is interested in finding out more about the services that you provide?

Crawford: Our office in San Francisco has a Web site at www.buyusa.gov/sanfrancisco. All of our information is there, including a clean-tech page that has a lot of our current market research, details about upcoming events, and other resources. I am part of a dedicated and able team here in northern California and across the country. We can connect firms that want to know more to one of our colleagues in their area.

21 Companies and Organizations Honored for Their Export Achievements

Secretary of Commerce Gary Locke presented the prestigious 2009 Presidential “E” and “E Star” awards on November 5, 2009, to 21 U.S. companies and organizations in recognition of their export achievements. The awards ceremony took place in Washington, D.C., during the National District Export Council Conference held at the Department of Commerce.

“We’re here today to honor the people, firms, and organizations that produce and promote U.S. goods and services that support American jobs,” said Locke in making the presentations. “Trade has always been crucial to American prosperity. But, in today’s difficult economic times, with other drivers of growth like consumer spending flagging, it’s even more important for American industry to take advantage of every opportunity for export-driven growth.”

The Presidential “E” Award was created by President John F. Kennedy in 1961 to recognize people, firms, or organizations that contribute significantly to increasing U.S. exports. This year, 14 companies and three organizations were given the award.

A companion award, the “E Star,” was authorized by the secretary of commerce in 1969. It is given to companies and organizations that have already received an “E” Award and have continued to show superior performance in increasing or promoting exports. Three companies and one organization received the award this year.

The International Trade Administration manages the Presidential “E” Award program. More than 2,500 firms have been recognized since its inception. A full list of the 2009 recipients is available on the Department of Commerce’s Web site at www.commerce.gov/NewsRoom/PressReleases_FactSheets/PROD01_008598.



Ajay Shankar (L), Indian secretary of the department of industrial policy and promotion, and Michelle O’Neill (R), acting under secretary of commerce for international trade, sign a memorandum of intent in Washington, D.C., on November 23, 2009. Under the terms of the memorandum, India and the United States will jointly collaborate on investment promotion activities. (U.S. Department of Commerce photo)

India and the United States Sign Investment Promotion Memorandum

A memorandum of intent to collaborate on promoting investment in the United States and India was signed in Washington, D.C., on November 23, 2009, during the state visit by Indian Prime Minister Manmohan Singh. The memorandum calls for the two countries to undertake relevant activities through their respective investment programs, Invest in America and Invest India; to strengthen bilateral investment ties; to expand business cooperation between U.S. and Indian enterprises; and to enhance economic growth opportunities. Michelle O’Neill, acting under secretary of commerce for international trade, and Ajay Shankar, Indian secretary of the department of industrial policy and promotion, signed the memorandum.

“We’re very pleased that we are able to enter into this partnership with India during Prime Minister Singh’s visit,” said O’Neill. “[This] agreement will enhance promotion of foreign direct

investment that leads to increased exports of our manufactured goods and services, playing an integral role in getting Americans back to work.”

The memorandum calls for Invest in America and Invest India to be central points of contact for new and existing foreign investors who are seeking opportunities for investment, to exchange information on investment promotion activities and services, to provide information about policies related to direct investment, to share data on bilateral investment flows, and to assist visiting investors from one country in contacting investment and industry experts in the other country.

U.S. subsidiaries of foreign firms employ more than 5.5 million workers in the United States, pay on average 25 percent higher wages and salaries than U.S. establishments (totaling more than \$404 billion in wages in 2007), and generate nearly 19 percent of all U.S. exports.

For more information about foreign direct investment or the Department of Commerce’s Invest in America program, visit <http://investamerica.gov>.

Industry Trade Advisory Committees Recruiting New Members

The Department of Commerce and the Office of the U.S. Trade Representative (USTR) are seeking representatives of exporting businesses and industry organizations who want to play a role in developing U.S. trade policy to serve on the Industry Trade Advisory Committees (ITACs).

The ITACs, which were established by the Trade Act of 1974, give business leaders an opportunity to work side by side with U.S. government officials and trade negotiators in advising the secretary of commerce and the U.S. trade representative on industry-specific issues related to market access

and customs matters, technical barriers to trade, and the protection of intellectual property rights. Currently, 350 members serve on 16 ITACs.

A new ITAC charter term begins in 2010, and the Department of Commerce and USTR are recruiting new members on all of the ITACs for the new term. Candidates for ITAC membership must represent a U.S. manufacturing or service entity that trades internationally or an association of such entities. They must also demonstrate knowledge of their industry sector and the trade policy issues relevant to the work of the ITAC to which they are applying, and they must be U.S. citizens who are not full-time employees of a government entity, registered with the Department of Justice under the Foreign Agents Act, or federally registered lobbyists.

Candidates should send a nomination letter to the Department of Commerce, along with a current resume, a company or organization profile, and a statement affirming that the candidate meets the criteria. Candidates who represent trade associations must provide a membership list and identify all foreign members, including U.S. subsidiaries of foreign firms. Consultants or legal advisers need to identify a sponsoring company or organization to be represented on an ITAC.

Nominations should be sent to: Director of the Industry Trade Advisory Center, U.S. Department of Commerce, Room 4043, Washington, DC 20230. Nominations can also be sent by e-mail to advisory_center@ita.doc.gov. Additional information on the ITACs can be found on the International Trade Administration’s Web site at www.trade.gov/itac or by calling (202) 482-3268.

Contributors to this section include Chris Clements of Invest in America and Brian Brothman of the International Trade Administration’s Manufacturing and Services unit.

December 2

Export Basics: Protecting Your Intellectual Property Rights

Washington, D.C.

www.export.gov/eac/show_detail_trade_events.asp?EventID=29649

Protecting ideas, brands, inventions, and business methods in international markets is an important consideration before making a first sale. This Webinar will review the legal and practical framework for ensuring an exporter's rights in those areas. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: doug.barry@mail.doc.gov.

December 6-11

Minnesota Mission to South America

São Paulo, Brazil

www.export.gov/eac/show_detail_trade_events.asp?EventID=29830

Minnesota Governor Tim Pawlenty will lead this delegation of Minnesota business leaders. The group will visit two of the most promising emerging markets in South America—Brazil and Chile. For more information, contact Valerie Henderson of the USFCS, tel.: +56 (2) 330-3316; e-mail: valerie.henderson@mail.doc.

December 8-10

POWER-GEN

Las Vegas, Nevada

www.export.gov/eac/show_detail_trade_events.asp?EventID=28334

This show is for electric utilities, independent power producers, project developers, architectural and engineering firms, waste-to-energy plant operators, financial and legal firms, cogenerators, self-generators, and other suppliers in the power generation sector. More than 18,000 trade visitors are expected to attend. For more information, contact Amanda Ayvaz of the USFCS, tel.: (202) 482-0338; e-mail: amanda.ayvaz@mail.doc.gov.

December 10

Webinar: International Commercialization and Intellectual Property

Washington, D.C.

www.export.gov/eac/show_detail_trade_events.asp?EventID=29938

This Webinar will highlight the various USFCS products and services offered at the 2010 International Consumer Electronics Show, which is scheduled for January 7-10, 2009, in Las Vegas, Nevada. Topics will include intellectual property rights, risks in legal contracts, and business models for international distribution. For more information, contact Linda Abbruzzese of the USFCS, tel.: (202) 482-1086; e-mail: linda.abbruzzese@mail.doc.gov.

December 12-13

U.S. Special Exhibitors and Visitors Program at Bright Green (United Nations Climate Change Summit)

Copenhagen, Denmark

www.export.gov/eac/show_detail_trade_events.asp?EventID=29066

This show will take place during the United Nations Climate Change Conference. It will be an excellent opportunity for U.S. companies to show how renewable energy and clean-technology industries are providing practical solutions to today's environmental challenges. Participating U.S. companies and organizations will be offered special networking and marketing opportunities in connection with Bright Green and the United Nations summit. For more information, contact Maria Norsk of the USFCS, tel. +45 3341-7315; e-mail: maria.norsk@mail.doc.gov.

December 12-16

Q-Medical Congress

Doha, Qatar

www.export.gov/eac/show_detail_trade_events.asp?EventID=29686

This show will feature health care technology professionals from more than 20 countries who represent more than 120 companies. They will be showing the latest health care technology, including medical equipment, pharmaceuticals, nursing services, telemedicine, and health care information systems. For more information, contact Anissa Lahreche of the USFCS, tel.: (974) 488-4101, ext. 6040; e-mail: anissa.lahreche@mail.doc.gov.

December 15-17

Cosmetics and Toiletries Catalog Show

Cairo, Egypt

www.export.gov/eac/show_detail_trade_events.asp?EventID=28982

This show will offer a rare chance to showcase U.S. cosmetic products, technologies, and services directly to Egyptian distributors and customers. With a population of almost 80 million, Egypt is not only the largest market in the region, but also a gateway to other markets in Africa and the Middle East. Target sectors include cosmetics and perfumes, hair products and equipment, skin products, nail products, and toiletries. Participating companies will benefit from contact lists and follow-up by trade specialists after the show. For more information, contact Hanzada Farid of the USFCS, tel.: +20 (2) 2797-2340; e-mail: hanzada.farid@mail.doc.gov.

December 16

Webinar: U.S. Business Opportunities in Senegal and South Africa

Washington, D.C.

www.export.gov/eac/show_detail_trade_events.asp?EventID=29984

Senegal and South Africa are major gateways to Africa. They possess well-developed infrastructure and access to credit through a number of lending agencies. Webinar participants will hear about trade promotion services offered by the regional USFCS office. They will also hear details about a Department of Commerce trade mission to Dakar, Senegal, and Johannesburg, South Africa, which is scheduled for March 7-12, 2010. For more information, contact Karen Dubin of the USFCS, tel.: (202) 482-3786; e-mail: karen.dubin@mail.doc.gov.

December 24-

January 3 Doha International Book Fair 2009

Doha, Qatar

www.export.gov/eac/show_detail_trade_events.asp?EventID=29687

This show is one of the largest and most visited book fairs in the Middle East. Last year, it attracted about 10,000 trade visitors. A USFCS booth represented 56 U.S. publishers and resulted in more than 300 trade leads, with four signed distributorship agreements. This year, a booth will again display product literature and offer a directory of participating U.S. publishers. For more information, contact Anissa Lahreche of the USFCS, tel.: (974) 488-4101, ext. 6040; e-mail: anissa.lahreche@mail.doc.gov.

Here is a selected list of international trade events of interest, including ITA-sponsored events and 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.

On The Horizon

January 7-10 International Consumer Electronics Show

Las Vegas, Nevada

[www.export.gov/eac/show_detail_trade_events.](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29055)

[asp?EventID=29055](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29055)

This event is the world's largest trade show for consumer technology. This year, it is expected to have more than 2,000 exhibitors, who will be showcasing 20,000 products spanning 30 different categories. The show will feature on-site international business centers, which offer private meeting rooms, Internet stations, a lounge area, and registration assistance. In addition, representatives from the Department of Commerce will be available to assist U.S. companies with any export-related questions and to help match U.S. sellers with international buyers. For more information, contact Vidya Desai of the USFCS, tel.: (202) 482-2311; e-mail: vidya.desai@mail.doc.gov.

January 13-16

Heimtextil 2010

Messe Frankfurt, Germany

[www.export.gov/eac/show_detail_trade_events.](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29725)

[asp?EventID=29725](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29725)

This show will feature an extensive international range of home textile and industry service products. The USFCS in Frankfurt is supporting U.S. firms visiting or exhibiting at the show by conducting a promotional campaign in Germany and around the world. It will also be providing information to U.S. exhibitors on intellectual property rights. For more information, contact Catherine Mayer of the USFCS, tel.: +49 (69) 7535-3159; e-mail: catherine.mayer@mail.doc.gov.

January 15

Webinar: Exporting to Central America

Wheeling, West Virginia

[www.export.gov/eac/show_detail_trade_events.](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29855)

[asp?EventID=29855](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29855)

This Webinar will gather experts from Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama to discuss the many opportunities available in Central America. The region purchased \$24 billion of U.S. goods in 2008, and it offers many advantages for companies doing business there, including relatively low tariffs, few import restrictions, and standards in line with those of the United States. For more information, contact Leslie Drake of the USFCS, tel.: (304) 347-5123; e-mail: leslie.drake@mail.doc.gov.



The harbor in Dakar, Senegal. (photo © Hendrik De Bruyne/iStock)

Featured Trade Event Executive-Led Trade Mission to Senegal and South Africa

March 7-10, 2010

Dakar, Senegal, and Johannesburg, South Africa

www.export.gov/africamission2010

U.S. companies will have the opportunity to launch or increase their current sales in two growing African markets by joining an executive-led trade mission to Dakar, Senegal, and Johannesburg, South Africa.

Senegal is the main portal for doing business in French-speaking Central Africa, while South Africa is the starting point for doing business in southern Africa. Both countries have surging demands for high-end products and increasing numbers of higher-income earners. Each also has a well-developed infrastructure, including ports, airports, and telecommunications systems, which are being upgraded. Senegal, for example, recently received a \$540 million grant from the Millennium Challenge Corporation to fund infrastructure projects. Credit financing is available through the multilateral lending institutions that are very active in the two countries.

Participants in the trade missions will benefit from customized on-site services and opportunities, including one-on-one prescreened business appointments, the latest information on market access and business opportunities, and meetings with government and industry decision-makers at networking events.

This mission is suitable for U.S. companies already doing business in those countries and for experienced exporters seeking to enter those markets for the first time.

The cost to participate in the trade mission is \$5,200, with a reduced rate of \$3,500 for small and medium-sized enterprises of fewer than 500 employees. The fee covers one representative from the participating company. There is a \$650 fee for each additional company representative. Mission participants will be responsible for travel and lodging expenses, as well as most meals and incidentals. Applications must be received by January 15, 2010. For more information, contact Karen Dubin of the USFCS, tel.: (202) 482-3786; e-mail: 2010africamission@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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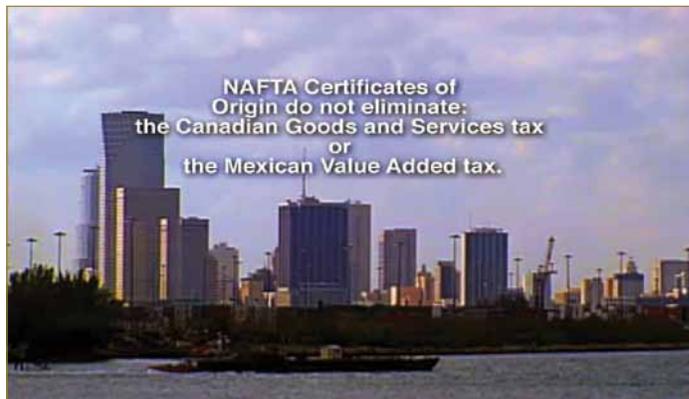
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Online Videos Offer Businesses the Basics of Exporting

A new series of 12 online videos offer exporters another tool in learning about the technical aspects of exporting and dealing with the intricacies of trade rules and paperwork.



A scene from "North American Free Trade Agreement (NAFTA) Basics," one video from the series of 12 produced by the Census Bureau and the International Trade Administration. (U.S. Department of Commerce photo)

In them, viewers see presenters such as JoAnn Queen, a TIC trade specialist, explaining how to fill out a NAFTA Certificate of Origin. She and the other presenters in the videos all do customer-facing work for their Department of Commerce agencies and, thus, are intimately familiar with the subject matter of each video.

Feedback from users has been very positive, with one freight forwarder exclaiming, "You guys are brilliant. What took you so long?"

The Department of Commerce's Bureau of Industry and Security has ordered additional videos for the series. Those videos will primarily focus on export controls. The Census Bureau has ordered other new videos. They will detail how businesses can use foreign trade data to create export plans that identify best markets and sectors.

Filling a Need

Barry explained that the videos tapped into a need for clear, step-by-step instructions on what's needed and how to fill out the forms. "In the current economy, we expect to see many more companies trying to export," he said. "So we're assembling a multimedia toolbox to ease the process and reduce mistakes."

He added that with more online self-service tools, he and his colleagues—both in the TIC and elsewhere in the U.S. and Foreign Commercial Service—can focus more of their time on handling more complex counseling requests from businesses.

Will the videos and the recently published 10th edition of *A Basic Guide to Exporting* replace the popular toll-free service available at 1-800-USA-TRAD(E) (1-800-872-8723)? Not likely, said Barry. "You can't explain everything to everybody in a video. Some people will continue to need the extra help and to have someone answer the question that no one thought of. The world of international trade changes everyday."

Each year, the Department of Commerce's Trade Information Center (TIC) fields thousands of calls about detailed exporting information, such as the Harmonized System (HS) classification numbers, the duty and tax rates, the way to file a Shipper's Export Declaration (now known as Automated Export System Direct), and the way to complete a North American Free Trade Agreement (NAFTA) Certificate of Origin. Callers range from very small businesses to very large ones. What's critical to all of them is getting accurate answers to their questions so that their goods can ship. Mistakes can cause costly delays; lost customers; and, in some cases, stiff fines.

To help exporters better understand those important systems and skills, the TIC recently teamed up with the Census Bureau's Division of Foreign Trade Statistics to produce 12 short instructional videos for Web viewing. In less than three months, the videos have generated more than 20,000 views on the Census Bureau's Web site and on Export.gov, the U.S. government's export portal.

Presentations by Experienced Practitioners

The TIC's Doug Barry produced, directed, and provided the instructional design for each of the videos.

For More Information

The 12 export training videos are available on the Web at www.census.gov/foreign-trade/aes/exporttraining/videos. Each video runs about three or four minutes and can be viewed online or downloaded for off-line viewing. For additional sources of export counseling, contact the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723); www.export.gov.

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) 342-1310

Ontario: (909) 466-4134

Los Angeles (Downtown): (213) 894-8784

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) 535-2757

Ventura County: (805) 488-4844

COLORADO

Denver: (303) 844-6623

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) 648-6170

Tallahassee: (850) 942-9635

GEORGIA

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Libertyville: (847) 327-9082

Peoria: (309) 671-7815

Rockford: (815) 316-2380

INDIANA

Indianapolis: (317) 582-2300

IOWA

Des Moines: (515) 284-4590

KANSAS

Wichita: (316) 263-4067

KENTUCKY

Lexington: (859) 225-7001

Louisville: (502) 582-5066

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New Orleans: (504) 589-6546

Shreveport: (318) 676-3064

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MARYLAND

Baltimore: (410) 962-4539

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Boston: (617) 565-4301

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Grand Rapids: (616) 458-3564

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Mississippi: (601) 965-4130

MISSOURI

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St. Louis: (314) 425-3302

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Missoula: (406) 542-6656

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Omaha: (402) 597-0193

NEVADA

Las Vegas: (702) 388-6694

Reno: (775) 784-5203

NEW HAMPSHIRE

Durham: (603) 953-0212

NEW JERSEY

Newark: (973) 645-4682

Trenton: (609) 989-2100

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Santa Fe: (505) 231-0075

NEW YORK

Buffalo: (716) 551-4191

Harlem: (212) 860-6200

Long Island: (212) 809-2682

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) 678-0695

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

RHODE ISLAND

Providence: (401) 528-5104

SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 732-5211

Greenville (Upstate): (864) 250-8429

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Sioux Falls: (605) 330-4264

TENNESSEE

Knoxville: (865) 545-4637

Memphis: (901) 544-0930

Nashville: (615) 736-2222

TEXAS

Austin: (512) 916-5939

Fort Worth: (817) 392-2673

Houston: (713) 209-3104

Grapevine: (817) 310-3744

San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

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WASHINGTON

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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

Recent Posts to the ITA Blog

On the Green Build Road Show: The Green Build Road Show visited five U.S. cities over the course of two weeks in November. Writing from San Jose, California, Federico Bevini, a commercial specialist responsible for the building products, construction equipment, and architectural, construction and engineering services sectors for the USFCS in Milan, Italy, noted: "After the excellent programs in the green cities of Pittsburgh and Denver, the participants in the Green Build Road Show found their way to San Jose and discovered that Silicon Valley has a green heart." (November 10)

Green Offices: Dorothy Lutter, the minister counselor for commercial affairs at the U.S. embassy in London, England, wrote: "Green Build Road Show Stop Four—Today's event was held in beautiful San Francisco, appropriately enough in the LEED-certified green offices of local sponsoring partner, Nixon Peabody." (November 10)

"Exhausted but Happy": At the Green Build Road Show's final stop in Phoenix, Arizona, Daniel Harris, the senior representative of the U.S. Department of Commerce in the U.S. Mission to France, wrote: "At the end of two weeks of living and breathing 'green,' our Commercial Service travelers feel exhausted but happy. The adrenaline high that comes from pushing into new markets and meeting many innovative companies overcomes the fatigue. We also feel proud of our organization. . . . So, where do we go from here? Already we have a couple of big events on the horizon — the Bright Green Pavilion at the COP 15 in Copenhagen and the Green Industries Trade Mission we're doing with FedEx in April." (November 16)

To read the full text of these and other postings, visit the ITA Blog at <http://blog.trade.gov>.

International Trade UPDATE

available on the Web at www.trade.gov

