

## Francisco J. Sánchez Sworn in as Under Secretary

A key position in the administration's economic team was filled on March 29, 2010, when Francisco J. Sánchez was sworn in as under secretary for international trade. "With millions of Americans unemployed and looking for work," says Sánchez, "helping find the new jobs of the future is the International Trade Administration's top priority."



Francisco J. Sánchez (center), the new under secretary for international trade, is sworn into office by Dennis Hightower (left), the deputy secretary of commerce, on March 29, 2010. (U.S. Department of Commerce photo)

**F**rancisco J. Sánchez was sworn in as under secretary for international trade on March 29, 2010, after receiving a recess appointment from President Barack Obama on March 27. Dennis Hightower, deputy secretary of commerce, administered the oath of office.

"I'm pleased to have Francisco leading the International Trade Administration," said Hightower. "[He] will be on the front line as the

Commerce Department spearheads the implementation of the president's National Export Initiative and works to expand exports of American-made goods and services, creating new jobs."

Sánchez most recently served as a senior adviser to Secretary of Commerce Gary Locke on international trade issues. Sánchez previously served as a senior policy adviser to Obama during his 2008 campaign and was the chair of the National Hispanic Leadership Council. Sánchez also provided policy support on issues pertaining to Latin America.

"I am honored and humbled by the confidence that President Obama and Commerce Secretary Gary Locke have in my ability to lead this great organization," said Sánchez. "More trade creates more new jobs, and more exports create new demand for workers. The thrust of the National Export Initiative is to create jobs. With millions of Americans unemployed and looking for work, helping find the new jobs of the future is the International Trade Administration's top priority."

Sánchez is International Trade Administration's 13th under secretary since the agency was created in 1980.

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One College Student at a Time



# Growing the Economy of the Future

The son of immigrants, Francisco J. Sánchez, new under secretary for international trade, understood from an early age the importance of the global marketplace to the U.S. economy. His career in trade policy and economic development will inform his leadership of the International Trade Administration.



Francisco J. Sánchez, the new under secretary for international trade.  
(U.S. Department of Commerce photo)

If some individuals find their rhythm in life early, Francisco J. Sánchez embraced his with near prescience. The son of parents who emigrated from Spain, and growing up a mile from the port of Tampa in Florida, Sánchez already knew that his hometown’s economy, like Florida’s, depended on the waters that extend from the Gulf of Mexico into the Caribbean and around into an Atlantic Ocean that laps at four continents. People he knew depended on jobs that the Tampa region’s polyglot economy generated.

When Sánchez was fresh out of law school, he approached Governor Bob Graham about performing some form of public service. He was not surprised to be assigned to direct the state’s office coordinating support for the Caribbean Basin Initiative (CBI), the free trade proposal whose passage would benefit the Floridian economy.

Now, years later, as under secretary for international trade, Sánchez will direct the country’s strategy to increase exports in order to create jobs.

“For me, it has always been about how increased economic activity benefits all sectors of society,” Sánchez said just minutes before being sworn in by Dennis Hightower, deputy commerce secretary. “If we are successful in helping U.S. businesses increase the amount of goods, products, and services they export, we will help create jobs, strengthen the country, and stimulate the creation of more small businesses, and thus will have planted the seeds for future job growth.”

Sánchez took his oath of office in the presence of several individuals who had worked with him in the previous phases of his life—from Florida State University to the Miami law firm of Steel Hector & Davis, where he focused on corporate and administrative law.

## Moving through the Government

With Miami emerging in the 1980s as the trade center between two hemispheres, Sánchez naturally began to engage in matters in which international interests figured prominently. His growing awareness of international affairs and events caught the attention of former Florida governor Kenneth “Buddy” MacKay Jr. In 1999, MacKay, who had been appointed as

the special envoy to the Americas by President Bill Clinton, asked Sánchez to become his chief of staff. Along the way, Sánchez had earned a master's degree in public administration from the John F. Kennedy School of Government at Harvard University, and he was ready to ratchet up his involvement in government on behalf of the public interest.

In his new job at the White House, Sánchez was in a prime position to finish the job he had started in Florida—pushing forcefully for the CBI, which was then making its way through Congress. With passage of the CBI on track, he headed to the Department of Transportation to serve as the assistant secretary for aviation and international affairs under Secretary Rodney Slater. While there, he succeeded in unraveling some of the complexities of managing international air travel.

“ If we are successful in helping U.S. businesses increase the amount of goods, products, and services they export, we will help create jobs, strengthen the country, and stimulate the creation of more small businesses. ”

Francisco J. Sánchez,  
under secretary for international trade

### Resolving Conflicts in Latin America

“It was kismet,” Sánchez said, recalling those days. “After a while, you start thinking something else might be at work.”

And, indeed, after the end of the Clinton administration, he put his experience to work at another level. He formed a company that focused on dispute settlement and conflict resolution. He then worked with the president of Ecuador to settle a nettlesome

dispute with Peru. Not long thereafter, he also directed a conflict resolution team in Medellín, Colombia, to help stop the drug-induced violence that threatened to wreck the country's economy and standing in the international community.

In Tampa, Sánchez worked with and supported local organizations seeking to increase the economic and social well-being of disadvantaged citizens. Because of his continued interest in economic and community development, Sánchez felt that Senator Barack Obama, who was then a presidential candidate, would address most of the issues that Sánchez felt needed attention at the highest level. Obama convinced Sánchez to become a senior policy adviser to him and his fledgling campaign and then asked Sánchez to chair the National Hispanic Leadership Council.

### Making ITA a Force for Economic Development

Through his leadership of the International Trade Administration (ITA), Sánchez will pursue his lifelong belief that economic activity is the basis for social progress. His goal is to maximize ITA's resources to increase exports, which, in turn, will generate jobs.

“It's very simple,” Sánchez said. “To grow the economy of the future and to make sure that Americans have the jobs they need to support family, home, and nation, our businesses must increase their share of the global economy. If we do not, we will fall behind, and America's leadership position in the world would then be seriously and adversely affected. We cannot let that happen.”

Sánchez views his responsibility of leading ITA through the lens of the export growth policies of the Obama administration. “We will be a single, unitary force for economic development and for the creation of jobs that works with our corporate partners and members of trade associations, industry groups, unions, and nonprofits to responsibly expand economic activity and increase employment. The future depends on it.”

# Containing Corruption and Reducing the Cost of Doing Business

For more than a decade the Department of Commerce's Good Governance Program has worked with the private sector in numerous countries to fight corruption and to facilitate transparency in international trade. With its expansion into Latin America, the program has enlisted allies in seven additional countries.

BY MIKE CALVERT AND TIPTEN TROIDL

**T**he impact of corruption on U.S. commercial interests is immense. According to the United Nations, corruption adds 10 percent or more to the cost of doing business in many parts of the world and as much as 25 percent to the cost of public procurement. Corruption also impedes economic growth, distorts competition, and creates serious legal and reputational risks.

The Department of Commerce's Good Governance Program (GGP) works with the private sector to create more transparent business climates. The GGP was first launched in Russia in 1998 and was designed to improve commercial dispute resolution conditions in that country's nascent market economy. The program has since expanded to 15 additional countries in Central Asia, Eastern Europe, and Latin America. The latter region is the program's current focus, under the aegis of the Americas Project Team within the International Trade Administration's Office of the Western Hemisphere.

Currently, programs are operating in seven countries in Latin America: Colombia, El Salvador, Guatemala, Honduras, Nicaragua, Panama, and Paraguay.

## Three Approaches, with Private-Sector Involvement

The GGP is unique among anticorruption efforts because it focuses on strengthening the private sector's leadership and on being involved in the anticorruption dialogue. It does so through a variety of measures, including collective action, capacity building, and public awareness campaigns.

Through its collective action strategies, the GGP assists local businesses, business associations, and civil society in forming coalitions that then work together to reform business climates and to promote a higher standard of business ethics. "The theory," says Alysia Wilson, director of the GGP team at the Department of Commerce, "is that a coalition of businesses will be more willing and more effective in targeting and identifying corruptive practices."

For example, in 2004 the GGP began working in Paraguay with the American Chamber of Commerce and the Advertisers Association to create a local partnership of companies and associations called the Pacto Ético Comercial (PEC). The PEC is committed to responsible business practices. With support from the Inter-American Development Bank, the PEC successfully implemented a certification system for its member companies. By spring 2009, the first certified companies reported benefits from the certification process, such as improved access to financial services and expedited customs facilitation.

## Capacity Building

The GGP provides ethics training designed to strengthen the private sector's ability to implement sustainable business ethics programs. This training involves intensive, three-week "train the trainer" workshops. Those workshops have provided expertise in business ethics to more than 50 participants from 12 countries. The trainees are expected to multiply the training by sharing their expertise with members of the business community in their countries.



Sergio Bustamante (center) of Transparencia por Colombia (Transparency International in Colombia) leads a discussion on business ethics during a workshop held in Baranquilla, Colombia, in November 2009. The workshop, conducted with the Colombian–American Chamber of Commerce, was one of a series sponsored throughout the region by the Department of Commerce’s Good Governance Program. (U.S. Department of Commerce photo)

Over the years, program trainees, alumni, and working group partners have achieved a great deal. For example, one program alumnus wrote an anti-bribery clause that is now included in all contracts awarded by the Panama Canal Authority. The potential impact of this one clause will be substantial because the authority has begun awarding contracts totaling approximately \$5 billion for the canal’s expansion and modernization.

### Public Awareness

Lastly, the GGP works with the private sector to raise awareness of the cost of corruption on economic growth and of the importance of business ethics in society. The public awareness campaigns target various stakeholder groups, such as university students, small and medium-sized enterprises, and professional groups that represent a broad cross-section of the economy. Various media are used, including radio, newspapers, billboards, and advertisements. For example, in Guatemala, the GGP supported Proética, a coalition of Guatemalan businesses and business associations. In 2006, Proética created a special business ethics campaign, which subsequently won a gold Effie Award from the American Marketing Association. (For more information, see [www.proetica.info](http://www.proetica.info).)

### Colombia’s GGP

In September 2009, the GGP launched its most recent activity in Colombia, where it conducted a series of 11 workshops on integrity and responsible corporate practices. Approximately 50 company

managers participated in the workshops, which were given near the port city of Barranquilla. They were organized in partnership with local organizations, including the Barranquilla–American Chamber of Commerce and the Universidad del Norte. Because of the success of the initial workshops, efforts are in progress to establish similar integrity programs in other regions of Colombia.

“Through its 12 years of existence, the Good Governance Program has demonstrated that the private sector can be a powerful agent for change when it comes to corruption and transparency,” noted Wilson. “In the coming years, it will continue its work to make progress on this critical business issue.”

*Mike Calvert and Tipten Troidl are international trade specialists in the Market Access and Compliance unit of the International Trade Administration.*

### For More Information

For more information on the Good Governance Program, visit [www.ita.doc.gov/goodgovernance](http://www.ita.doc.gov/goodgovernance). You may also contact Alysia Wilson, tel.: (202) 482-5327, e-mail: [alysia.wilson@trade.gov](mailto:alysia.wilson@trade.gov); or Tricia Johnson, tel.: (202) 482-5876, e-mail: [tricia.johnson@trade.gov](mailto:tricia.johnson@trade.gov).

### Upcoming: Caribbean Program and Mexican Assessment

In summer 2010, the Good Governance Program (GGP) is scheduled to expand into the Caribbean. In collaboration with the Inter-American Investment Corporation of the Inter-American Development Bank, the GGP has developed a pilot “train the trainer” program for three Caribbean countries: Barbados, Jamaica, and Trinidad and Tobago. The objective is to train business and civil society leaders on anticorruption, antibribery, and anti-money-laundering strategies. Once home, the newly trained business ethics practitioners will host a series of workshops on transparency and social responsibility directed at small and medium-sized enterprises, which make up a bulk of firms in the Caribbean. This year, the GGP is also planning to conduct a preliminary assessment on the feasibility of a program in Mexico.

## News from the International Trade Administration

### Action Urged to Facilitate U.S.–Russian Trade

Meeting in Moscow March 22–24 with Russian trade officials and U.S. businesses, Michelle O’Neill, the then-acting under secretary for international trade, strongly urged Russian officials to take actions to ensure the enforcement of intellectual property rights, to improve the process for granting business and educational visas, and to avoid protectionist trade and investment policies.

“As Russia works to modernize and diversify its economy, U.S. companies and business leaders seek to be partners in this challenging endeavor,” said O’Neill in remarks she gave on March 24 to more than 150 attendees at the American Chamber of Commerce at Russia’s 10th Annual Investment Conference. “Adequately protecting intellectual property rights ... could very well be the single most important step that Russia can take to develop a modern, innovative economy.”

O’Neill was in Moscow to participate in meetings of the Business Development and Economics Working Group. She and Andrey Slepnev, Russian deputy minister of economic development, coordinated the intergovernmental group. The group was launched in July 2009 after President Barack Obama and Russian President Dimitri Medvedev met to establish the U.S.–Russia Presidential Commission.

The working group’s first session was a government-to-government meeting that included numerous representatives from trade-related U.S. agencies and Russian ministries. A second session included the direct participation of U.S. and Russian business associations. Discussions focused on a number of issues identified by both business communities that can expand commercial cooperation.

During her time in Moscow, O’Neill also visited the facilities of U.S. companies active in the Russian market, including Google and John Deere. In 2008, Russia was the 28th-largest export market for the



Michelle O’Neill, then acting under secretary of commerce, speaks at the American Chamber of Commerce in Russia’s 10th Annual Investment Conference in Moscow on March 24. She delivered a strong message on the negative effects of Russia’s protectionist policies. (photo courtesy American Chamber of Commerce in Russia)

United States, with merchandise sales of \$9.3 billion. In that same year, the United States posted a trade deficit with Russia of \$17.5 billion.

### U.S.–China Cooperation Pledged in Telecommunications and Green ICT Sectors

On March 11, 2010, China and the United States reaffirmed their pledge to continue discussion and cooperation on telecommunications, spectrum policy, and “green” information and communications technology (ICT). Officials from the two countries met in Washington, D.C., and signed a work plan that committed them to a series of forums and events during the coming year.

“It is critically important... that we both take advantage of the opportunity [this meeting] affords us to explore solutions to market access issues, divergent approaches to technical standards, and the threats to the Internet resulting from hacking, malware, phishing, and spoofing,” said Mary Saunders, deputy assistant secretary of commerce, who led the U.S. delegation. “This work plan demonstrates our desire to work together with our Chinese colleagues to promote innovation, trade, and investment in the ICT sector.”

The meetings and signing were held at the Department of Commerce under the aegis of the Information Industry Working Group of the U.S.–China Joint Commission on Commerce and Trade. The Chinese delegation was led by Chen Yin, director-general of the International Cooperation Department in China's Ministry of Industry and Information Technology.

The future activities agreed to in the work plan include:

- A seminar on conformity assessment for telecommunications equipment to be held in Beijing in May 2010
- A series of follow-up meetings between U.S. and Chinese experts on spectrum policy and telecommunications regulation
- Two green ICT events, the first to be held at SINOCES (a trade show in Qingdao, China, on July 8–12) and the second in Washington, D.C., in late 2010

After the signing ceremony, representatives of U.S. and Chinese companies participated in an industry roundtable. The discussion featured presentations by ZTE on the convergence of the long-term evolution (LTE) and WiMAX wireless standards and by AT&T on the policy implications of health information technology.



Mary Saunders (second from left), deputy assistant secretary of commerce, and Chen Yin (third from left), director-general of the International Cooperation Department in China's Ministry of Industry and Information Technology, sign an agreement in Washington, D.C., on March 11. The agreement provides for a series of upcoming events focused on telecommunications, spectrum policy, and green information and communications technology. (U.S. Department of Commerce photo)

For more information on the working group, visit the International Trade Administration's Web site at [www.export.gov/infotech](http://www.export.gov/infotech) or contact Cora Dickson in the Office of Technology and Electronic Commerce, tel.: (202) 482-6083; e-mail: [cora.dickson@trade.gov](mailto:cora.dickson@trade.gov).

### **Details of Top U.S. Export Markets Available in New Publication**

Basic information about the top trading partners of the United States is now available in an updated edition of the International Trade Administration's *Top U.S. Export Markets*. The reference sourcebook, which has been published annually since 2007, consists of two-page fact sheets on 14 current or pending free trade agreements and on 50 countries (plus the European Union) that are the leading markets for U.S. exports.

The entry for each country or market includes basic economic data for the past three years, such as gross domestic product, exports and imports, trade balance with the United States, and the level of foreign direct investment. Charts show the leading U.S. exports to each trade partner by industry category, U.S. market share, and other trade information. This information is drawn from a number of sources, including the Census Bureau, the World Bank, and the International Monetary Fund.

The full text of *Top U.S. Export Markets* is available for download from the International Trade Administration's Web site at [www.trade.gov/media/publications](http://www.trade.gov/media/publications). Printed copies are available for purchase from the National Technical Information Service at [www.ntis.gov](http://www.ntis.gov). Ask for publication number PB2010-107137.

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# April 2010

## April 7-9

### China Refrigeration 2010

Beijing, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29864](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29864)

This annual fair will feature a full range of heating, ventilating, air conditioning, and refrigeration innovations and related products and services. For commercial and residential businesses, it is the perfect stage for U.S. exporters to exhibit their wares. Last year's show had 600 exhibitors and attracted 30,000 visitors. For more information, contact Michael Thompson of the USFCS, tel.: (202) 482-0671; e-mail: [michael.thompson@mail.doc.gov](mailto:michael.thompson@mail.doc.gov).

## April 8-11

### AERO 2010

Friedrichshafen, Germany

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29172](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29172)

This event is one of the leading general aviation forums in the European market and is expected to attract more than 600 companies from 30 countries. It covers a full range of aviation products and services, including business aviation, light and ultralight aircraft, helicopters, gliders, propulsion systems, and avionics. For more information, contact Moritz Holst of the USFCS, tel.: +49 (89) 28-88-754; e-mail: [moritz.holst@mail.doc.gov](mailto:moritz.holst@mail.doc.gov).

## April 11-16

### FedEx Green Industries Trade Mission

Paris, France; Berlin, Germany; Rome, Italy; London, United Kingdom

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29995](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29995)

The mission is a collaboration between FedEx and the USFCS and is designed to help U.S. companies evaluate the business climate in Europe, understand market-entry strategies, and identify potential business partners. Delegates will attend plenary sessions of key topics for doing business in Europe and will travel to two of the participating countries for two days of country-specific activities. For more information, contact James Golsen of the USFCS, tel.: (901) 598-9574; e-mail: [james.golsen@mail.doc.gov](mailto:james.golsen@mail.doc.gov).

## April 17-22

### High Point Market Spring 2010

High Point, North Carolina

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29067](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29067)

This semiannual trade show serves the home furnishings marketplace. With showroom space spread among 180 buildings, this event attracts more than 80,000 visitors. Exhibitions include wood and upholstered furniture, lighting, home decor, and fabrics and textiles that cover all price points. For more information, contact Shelby Peterson of the USFCS, tel.: (202) 482-5531; e-mail: [shelby.peterson@mail.doc.gov](mailto:shelby.peterson@mail.doc.gov).

## April 19-21

### London Book Fair 2010

London, United Kingdom

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=16332](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=16332)

This show is the leading spring forum for rights negotiation and the sale and distribution of content from across the media spectrum. This venue gives direct access to customers, content, and new markets, and it provides the opportunity to learn about and capitalize on the developments occurring in the publishing realm. With more than 200 seminars and events, this fair is attended by more than 6,000 industry professionals. For more information, contact Patricia Molinaro of the USFCS, tel.: (914) 682-6712; e-mail: [patricia.molinaro@trade.gov](mailto:patricia.molinaro@trade.gov).

## April 19-22

### CHINAPLAS 2010

Shanghai, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29808](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29808)

For more than 20 years, this exhibition has been an ideal venue for U.S. companies interested in increasing their exports of plastics-related products and services to the Chinese market. Products will include plastic machines and minerals, such as resins and additives. For more information, contact Michael Thompson of the USFCS, tel.: (202) 482-0671; e-mail: [michael.thompson@mail.doc.gov](mailto:michael.thompson@mail.doc.gov).

## April 19-22

### Defense Services Asia 2010

Kuala Lumpur, Malaysia

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=28907](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=28907)

This event is a premier defense exhibition and conference geared toward the Asian market. It will be an excellent opportunity for U.S. defense and security companies to showcase their leading-edge military and security products to potential customers in Malaysia and the region. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: [deborah.semb@mail.doc.gov](mailto:deborah.semb@mail.doc.gov).

## April 20

### Haiti Reconstruction Business Dialogue

Washington, D.C.

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

Secretary of Commerce Gary Locke will host this half-day event that is designed to engage members of the U.S. business community in Haitian reconstruction efforts. The dialogue will also kick off a series of follow-up events about Haiti, which will be held in New York, Miami, and Philadelphia. To register, contact Katherine Bernardo of the International Trade Administration, tel.: (202) 482-3547; e-mail: [katherine.bernardo@trade.gov](mailto:katherine.bernardo@trade.gov).

## April 25-30

### Trade Winds Forum—The Americas

São Paulo, Brazil

[www.buyusa.gov/northcarolina/tradewinds-brazil.html](http://www.buyusa.gov/northcarolina/tradewinds-brazil.html)

This event is the ideal venue for companies new to exporting to the Americas or those looking for untapped export markets. Attendees will benefit from networking luncheons and receptions, as well as consultations with senior commercial officers from 16 countries representing 38 markets. For more information, contact Judy Kornfeld of the USFCS, tel.: (704) 235-0330; e-mail: [judy.kornfeld@mail.doc.gov](mailto:judy.kornfeld@mail.doc.gov); or Shannon Christenbury, tel.: (704) 333-4886; e-mail: [shannon.christenbury@mail.doc.gov](mailto:shannon.christenbury@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](http://www.export.gov).

# On The Horizon

May 6–8

## The International Franchise and Entrepreneurs Expo

Johannesburg, South Africa

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29937](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29937)

This event is South Africa's sole show dedicated to franchising. The focus will be on international franchising. African entrepreneurs are keenly interested in exploring opportunities to purchase master franchise licenses from U.S. companies, and more than 100 business and franchise opportunities will be featured. For more information, contact Amy Ryan of the USFCS, tel.: (404) 897-6086; e-mail: [amy.ryan@trade.gov](mailto:amy.ryan@trade.gov), or Maretha Malan, e-mail: [maretha.malan@mail.doc.gov](mailto:maretha.malan@mail.doc.gov).

May 15–19

## International Pow Wow

Orlando, Florida

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29398](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29398)

This event is the travel industry's premier international marketplace and one of the largest generators of international travel to the United States. Participants will include more than 1,000 U.S. travel organizations from every region and close to 1,500 buyers from more than 70 countries. In the past, business negotiations conducted at the show have generated more than \$3.5 billion in travel to the United States. For more information, contact Monique Roos of the USFCS, tel.: +61 (2) 9373-9210; e-mail: [monique.roos@mail.doc.gov](mailto:monique.roos@mail.doc.gov).

May 20

## 27th NOA Conference

Tokyo, Japan

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29431](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29431)

This half-day event will provide U.S. firms with a unique opportunity to meet approximately 30 procurement representatives from Japan's 12 electric utilities. It will include a plenary session at the U.S. embassy, matchmaking opportunities, name card exchange, and an evening reception. USFCS Tokyo can also arrange face-to-face meetings with power company representatives. This event allows U.S. firms to initiate or maintain contacts with all major utility firms in Japan. For more information, contact Takahiko Suzuki of the USFCS, tel. +81 (3) 3224-5076; e-mail: [takahiko.suzuki@mail.doc.gov](mailto:takahiko.suzuki@mail.doc.gov); or Pat Cassidy, tel.: +81 (3) 3224-5092; e-mail: [pat.cassidy@mail.doc.gov](mailto:pat.cassidy@mail.doc.gov).



The presentation of Export Achievement Awards from the U.S. and Foreign Commercial Service will be a part of New York's World Trade Week celebrations. Here, in 2009, Jim Cox (left), Northeast regional director, presented an award to a representative of Berklay Cargo Services. (U.S. Department of Commerce photo)

## Featured Trade Event

### World Trade Week 2010

Although international trade has always played an important role in the U.S. economy, its place is destined to become even more prominent now. President Barack Obama recently announced the National Export Initiative calls for doubling U.S. exports in the next five years.

World Trade Week was first observed in 1933, during another era of economic troubles when the world was just beginning to recover from the Great Depression. Then known as "National Foreign Trade Week," this event has since expanded its reach throughout the month of May as it seeks to recognize the importance of international trade to job growth and the overall well-being of the economy.

This year, World Trade Week will be celebrated across the world with numerous events, seminars, and award ceremonies. In the United States, New York and Los Angeles are among two of the cities that will be organizing World Trade Week activities.

Activities in New York will kick off on May 17 with an awards ceremony and networking event, followed by a series of informative seminars and workshops. For more information, visit [www.worldtradeweeknyc.org](http://www.worldtradeweeknyc.org).

Los Angeles will observe World Trade Week on May 3–7, beginning with an awards breakfast featuring keynote speaker C. Fred Bergsten, director of the Peterson Institute of International Economics. For more information and a listing of other events in Los Angeles, visit [www.worldtradeweek.com](http://www.worldtradeweek.com).

Local events will also be held throughout the country during the month. To learn more, contact the nearest Export Assistance Center (see listing on page 12) or visit the U.S. government's export portal at [www.export.gov](http://www.export.gov).



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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.

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# Raising Export Literacy, One College Student at a Time

With the goal of helping raise a new generation of exporters, Michigan State University is using materials created by the U.S. and Foreign Commercial Service to show postsecondary business educators how they can better integrate the basics of exporting and the international marketplace into their curricula.



Business educators from community colleges participating in a workshop in June 2009 on ways to integrate international content into their business courses. The one-week program, which is held annually at Michigan State University, uses materials produced by the Department of Commerce. (photo courtesy Michigan State University)

One way to grow the U.S. economy is to increase exports by small and medium-sized enterprises. President Barack Obama made this point recently when he announced the National Export Initiative. But to do so, the United States will need many more exporters. Although the number of smaller firms selling globally has quadrupled during the past decade, less than 2 percent of all U.S. businesses export compared with 6 percent in the United Kingdom. What to do?

A cheaper dollar, greater availability of commercial credit, and increased technical assistance can help in the short term. But in the long term, U.S. efforts to expand exporting must go broader and deeper by raising export literacy and the ability of businesses to compete in the world market. So in 2008, the Advanced International Business Institute at Michigan State University (MSU) began working

with materials created by the U.S. and Foreign Commercial Service (USFCS) to improve international business education for community college faculty members.

## Infusing International Content

Every summer, 25 to 40 faculty members from around the country are selected to spend a week on the MSU campus to learn how to infuse existing business courses with international content and how to create new courses. Faculty members also learn how to provide leadership in international studies at their community colleges and how to create study-abroad opportunities.

Participants receive a copy of the Department of Commerce book *A Basic Guide to Exporting*. A slide-show lecture on each of the book's chapters, prepared by the Center for International Business Education at MSU, accompanies each of the chapters. Faculty members from the business school demonstrate how to incorporate the materials into existing courses and in those the participants plan to develop.

"We want to see the book and accompanying materials in as many college business courses as possible," said Tomas Hult, director of the center and associate dean of the MSU business school.

## An Enduring Entrepreneurial Culture

"We've noticed that sales to college bookstores of *A Basic Guide to Exporting* have increased, and we attribute much of that to MSU's program," said Doug Barry, senior international trade specialist in the Trade Information Center and a presenter at MSU's program. "We're pleased to be involved in

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# U.S. Export Assistance Centers

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

## Raising Export Literacy, One College Student at a Time

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developing new exporters by reaching them where they go to develop new skills and business ideas.”

Barry praised the role played by community colleges in workforce training, innovation, entrepreneurship, and economic revitalization during a presentation he made last year to the Michigan International Business Club on the MSU campus in Lansing. “We have the most entrepreneurial culture in the world, and now we have to make and sell more things that people around the world need.”

Barry noted that most business is now global and that U.S. businesses need to be comfortable and competent working in that context. “Every businessperson in the country should have a basic understanding of how to sell a product or service to another country and how trade works to benefit our country and our trading partners.”

If business students are conscious of the international marketplace, the U.S. economy will have a new generation of exporters.

### For More Information

The Advanced International Business Institute for community college faculty is organized and run by Michigan State University’s Eli Broad College of Business. The next workshop is slated to run on June 6–9, 2010. Applications to participate will be accepted until April 15. More information on the program is available at <http://global.broad.msu.edu/aibi>. To obtain a copy of *A Basic Guide to Exporting*, visit [www.export.gov/basicguide](http://www.export.gov/basicguide).

The USFCS in general encourages business education programs to incorporate export education into their curriculum. While the USFCS works closely with Michigan State University on this initiative, the relationship is not exclusive and the USFCS does not endorse any specific institution or curriculum program.

# International Trade UPDATE

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

