

International Trade UPDATE

www.trade.gov

August 2010

National Export Initiative: Off to a Solid Start

When President Barack Obama announced the new members of the President's Export Council in July, he also took the opportunity to emphasize the importance of the National Export Initiative—with its goal of doubling U.S. exports over the next five years to support 2 million jobs—to the economic well-being of the United States.

BY JOHN WARD

The implementation of the administration's plan for expanding U.S. exports—the National Export Initiative (NEI)—took several important steps forward this July when President Barack Obama announced the appointment of new members to the President's Export Council (PEC),

held the first meeting of the newly formed export promotion cabinet, and released a progress report on the NEI.

"Boosting America's exports strengthens our economic growth and supports millions of good, high-paying American jobs," said Obama on July 7, 2010, when announcing the appointments to the PEC. "That's why I set a goal during my State of the Union address to double our exports over the next five years... [T]o build on the progress we've made so far, I've appointed these accomplished men and women to serve in these important roles. I am confident that their depth of experience in the private sector will be valuable as we continue working to open new markets for American goods, boost our exports, and level the playing field for American workers."

Advisory Body Includes Business, Labor, Agriculture

The PEC is an advisory body that was first created in 1973. Its private-sector members are appointed by the president and include representatives from business, labor, and



In a ceremony at the White House on July 7, President Barack Obama announced the appointment of 18 new members to the President's Export Council (PEC). With the president were (from left to right): Gary Locke, secretary of commerce, and W. James McNerney, president and chief executive officer of Boeing and chair of the PEC. (White House photo)

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agriculture. The PEC also includes representatives from the government, including members of Congress and the heads of several cabinet and federal agencies. (See the June 2006 issue of *International Trade Update*.)

In Obama's announcement, he appointed 18 new members to the PEC. Earlier in March, he had previously appointed W. James McNerney Jr., president and chief executive officer (CEO) of Boeing, as chair of the PEC and Ursula Burns, chair and CEO of Xerox, as vice chair.

"With this team in place," commented McNerney, "I am confident we can develop a solid plan for the public policy decisions that will expand free and fair trade and strengthen the United States economically."

NEI: Progress in Key Areas

The contributions of the PEC will be an important element in achieving the goals of the NEI. But progress is already being made on several other fronts. The NEI set forth eight objectives for doubling U.S. exports during the next five years and for supporting 2 million jobs. The progress report released by the president on July 7 details some of the actions taken during the past several months to advance the objectives. Some highlights from the report include the following:

- **Improved advocacy efforts on behalf of U.S. exporters:** The Department of Commerce coordinated 18 trade missions, with more than 160 companies participating in 24 countries.
- **Increased access to export financing:** The Export-Import Bank of the United States more than doubled its loans to U.S. exporters from the same period in 2009, helping support nearly 110,000 jobs.
- **Reinforced efforts to remove barriers to trade:** Recent agreements with China (to reopen the Chinese market to U.S. pork and pork products)

and Russia (to reopen the Russian market to U.S. poultry) are worth more than \$1 billion.

- **Enforced trade rules:** A recent ruling by the World Trade Organization in favor of the United States—that European governments subsidized Airbus's large civil aircraft—is expected to sustain and even restore jobs in the U.S. aerospace industry.

“ I am confident we can develop a solid plan for the public policy decisions that will expand free and fair trade and strengthen the United States economically. ”

—James McNerney, Jr. Chair,
President's Export Council

- **Increased international promotion of policies leading to strong, sustainable, and balanced economic growth:** The past 18 months “have been the most effective period of international economic cooperation in generations, with global growth replacing economic contraction,” the report stated.

International Trade Administration's Role

As the federal government's primary export promotion agency, the International Trade Administration (ITA) has an important role to play in implementing the NEI. ITA recently made a big contribution by signing on the U.S. Postal Service to its New Market Exporter Initiative (see sidebar, page 3).

“Over the past couple of months, ITA has been working hard to help American companies export more—from increasing our advocacy on behalf of U.S. businesses to leading a record number

of trade missions overseas,” noted Francisco Sánchez, under secretary for international trade. With the arrival of the NEI, “across the federal government, work is under way to improve coordination and maximize efforts to help American businesses take advantage of the increasing opportunities in the global marketplace.”

John Ward is a writer in the International Trade Administration's Office of Public Affairs.

For More Information

For more information on the President's Export Council, visit the council's Web page at www.trade.gov/pec. The complete text of the progress report on the National Export Initiative is available on the White House Web site at www.whitehouse.gov/sites/default/files/exports_progress_report.pdf. More information about the NEI is also available on the federal government's export portal at www.export.gov/nei.

COMMERCE DEPARTMENT, POSTAL SERVICE JOIN IN EFFORT TO BOOST U.S. EXPORTS

BY STEPHANIE SMEDILE

On July 12, 2010, in response to President Barack Obama's call under the National Export Initiative to double U.S. exports during the next five years, the Department of Commerce and the U.S. Postal Service (USPS) announced the launch of a new partnership to help boost U.S. exports. The partnership, under the department's New Market Exporter Initiative, will identify current USPS customers who are already exporting their goods and services abroad and will help them expand their reach to additional international markets.

“We know that American businesses produce world-class goods and services,” said Secretary of Commerce Gary Locke. “What we can improve on is connecting those businesses to the 95 percent of the world's consumers living outside our borders. This partnership with the Postal Service will be an important part of the solution.”

Through its network of 32,000 post offices and partner posts in 191 countries, the USPS will identify small and medium-sized enterprises that already export and will alert them to government sources that can help them find new overseas markets. In turn, the Department of Commerce, with its network of trade specialists in 109

U.S. cities and in 77 U.S. embassies and consulates, will serve as a resource to those businesses by connecting them with potential international buyers.

The Department of Commerce and the USPS will also help the businesses identify key markets and build market-entry strategies. The two agencies will also provide the businesses with the guidance they need to take their products and services to markets worldwide.

In addition to partnering with the USPS, the department has also partnered with UPS and FedEx on the New

Market Exporter Initiative. FedEx and UPS will also be targeting customers who are already exporting and will be working with the department to help those customers expand into new markets.

For more information, visit www.trade.gov/nei/new-market-exporter-initiative.asp or contact Adam Wilczewski, director of strategic partnerships, tel.: (202) 482-1636; e-mail: adam.wilczewski@trade.gov.

Stephanie Smedile is an international trade specialist with the U.S. and Foreign Commercial Service.



Secretary of Commerce Gary Locke (left) and Postmaster General John Potter (right) signing an agreement in Washington, D.C., on July 12, 2010, that launched a new partnership designed to expand U.S. exports. (photo courtesy U.S. Postal Service)

Green Jobs, Domestic Growth, and Overseas Sales: A Winning Combination

With help from the U.S. and Foreign Commercial Service, a Michigan-based manufacturer of solar laminates has expanded its business overseas and created jobs domestically. The company's experience in China points the way for other small and medium-sized manufacturers looking to grow through exports and joint ventures with overseas partners.



Secretary of Commerce Gary Locke visits the plant of United Solar Ovonic's joint venture partner, Tianjin Jinneng Investment Company, on May 22, 2010, during his trade mission to China. From left to right: Li Gengsheng, general manager of Tianjin Jinneng Investment Company; Gary Locke, secretary of commerce; Jim Finn, resident managing director for United Solar Ovonic. (Photo courtesy United Solar Ovonic)

United Solar Ovonic, a U.S. company with facilities in Greenville and Auburn Hills, Michigan, is a growing exporter of solar panels. It has been selling to the Chinese market since 2004. A joint venture, United Solar Ovonic Jinneng Ltd., was created in 2009 and is located in Tianjin, China.

Doug Barry of the Trade Information Center recently spoke with Jim Finn, resident managing director in China for United Solar Ovonic, about the company's products, its approach to the Chinese market, and how it has benefited from the help and advice it has received from the U.S. and Foreign Commercial Service.

Barry: Tell us a little bit about the kind of product that your company makes and what makes it exceptional.

Finn: We make a triple-junction amorphous crystalline solar cell. The reason our product is unique is we deposit the solar cells on coils of stainless steel and have developed a roll-to-roll process where we are able to deposit nine miles of solar cells in about 62 hours. These cells are then sectioned, and grid wires are put on them. They are then assembled into flexible laminates, which are Teflon encapsulated and weather resistant. So, at the end of the day, we have a product that's extremely lightweight; flexible; and, in real-world conditions, capable of generating a lot more electricity than some of our silicon competitors.

Barry: Can you give us a sense of how cost-effective this technology is?

Finn: It depends on local conditions, the amount of sunlight hours, and the subsidies and feed-in tariffs from different government agencies. Our product is much more sensitive to low-light conditions and has a much better temperature coefficient at high temperatures. So what we normally see is something like 20 percent superior energy generation over the course of a year.

Barry: Solar panels are usually very heavy things. What about yours?

Finn: The solar cells weigh less than a pound per square foot. And because they're flexible and lightweight, they don't need any type of support structure. They basically come with an epoxy on the back—a kind of tape, actually—and you peel and stick the tape on the roof. It's really not much more complicated than that.

Barry: What is the market like in China?

Finn: The Chinese government is very focused on renewable energy and has announced some interesting projects. But currently the installed base in

China is about 50 megawatts. That is a relatively low number when you consider other markets, such as Germany, Spain, and Italy.

Barry: How do you see things developing?

Finn: We're launching a facility with 15 megawatts, which isn't a huge amount, but we've built the facility to handle 60 megawatts. So we will be able to deploy additional capacity quickly. And we're doing a lot of up-front work with different design institutes, architectural institutes, and some government ministries, such as the Ministry of Urban Housing and Rural Development. The way we look at it, we're seeding the market now. And as people see the benefits of it, we expect to ramp up fairly rapidly.

Barry: To what extent does your joint venture in China further the goals of the National Export Initiative, which calls for the doubling of U.S. exports in five years and the creation of millions of new jobs?

Finn: We're a U.S.-based company, with several plants in Michigan. Every solar module that we produce in China uses a base solar cell that's imported from Michigan. Right now, we import almost 90 percent of our material from Michigan and assemble it here in China, where the product stays. We don't export anything outside of the Chinese market. Our focus is completely on the Chinese market.

Barry: How do you see things playing out in the future for your parent company and its ability to generate jobs back in Michigan?

Finn: I think we've seen the worst of what we're going to see. We're starting to announce some very big contracts and business both in Europe and the United States. And that just goes to show that we are starting to gain traction again and that business is starting to pick up.

Barry: How has your company handled protection of its intellectual property, especially having a joint venture with a Chinese partner?

Finn: Technology transfer is a big concern for everyone. In our particular instance, we import the base solar cell, and it's really that technology that is key to our uniqueness. We're quite content to provide the technology and the know-how to our Chinese partner. I see no reason to believe that they're going to do anything nefarious with our technology at this stage. They're a very good partner and we've done business with them for quite a long time.

Barry: What is the most important thing that you've learned about doing business in China and about the Chinese themselves?

Finn: The most important thing is relationship building. Trust is a big aspect of that, but there are other aspects as well: mutual respect, honesty, and "up-frontness." Those are very important things in China.

Barry: So the Chinese expression that more and more Americans will probably become familiar with is *guanxi*, or "relationships"?

Finn: Yes, *guanxi* is very important here as well.

Barry: You've worked closely with specialists in the U.S. and Foreign Commercial Service in expanding your company's exports to China. How were they able to help you?

Finn: I can't say enough about the support we've had here in China from the U.S. and Foreign Commercial Service. The specialists were instrumental in getting Ambassador Jon Huntsman to visit our facility for an opening ceremony. They also developed the Energy Cooperation Program that was announced by President Obama and President Hu Jintao in November 2009. It's a program that brings together 29 U.S. companies with different expertise in clean energy and related technologies to go out into China and develop projects and engage the Chinese government. For a small company like United Solar to be able to walk into a government office with the likes of General Electric, United Technologies, or Dow—it's really invaluable. So the U.S. and Foreign Commercial Service has been great. They've been a really big support.

For More Information

The China Business Information Center offers U.S. exporters a wealth of information on doing business in China, including market information, standards and regulations, and links to trade events. It can be accessed through the federal government's export portal, Export.gov, at www.export.gov/china, or by telephone at 1-800-USA-TRAD(E) (1-800-872-8723).



At the Farnborough Airshow on July 20, Nicole Lamb-Hale, assistant secretary for manufacturing and services, visited the cockpit of a Boeing 787 Dreamliner. (U.S. Department of Commerce photo by Holly Vineyard)

U.S. Aerospace Industry Promoted at Farnborough Airshow

U.S. aerospace products, technologies, and services were on display to thousands of potential international buyers this past July at the Farnborough International Airshow in England. The show is held every two years and is one of the largest international trade shows in the industry. In 2008, the event booked \$88.7 billion in orders.

Nicole Y. Lamb-Hale, assistant secretary for manufacturing and services, attended the show, helped open the U.S. pavilion, and held a town hall meeting with U.S. exhibitors.

“The aerospace industry is one of the United States’s most globally competitive sectors,” noted Lamb-Hale. “It accounts for the largest trade surplus among U.S. manufacturing industries and will be a key focus of the administration’s export promotion efforts under President Obama’s National Export Initiative.”

The U.S. aerospace industry supports more jobs through exporting than does any other sector. In 2009, the industry posted exports of \$81.5 billion. Leading markets included China, France, Germany, Japan, and the United Kingdom.

During the show, Lamb-Hale held bilateral discussions with officials from Brazil, Jordan, and the United Kingdom in support of U.S. exports. She also cochaired a meeting of the Civil Aviation Subcommittee of the U.S.–India High-Technology Cooperation Group with Madhavan Nambiar, secretary of the Indian Ministry of Civil Aviation.

“Emerging economies like India are priority markets for the United States,” said Lamb-Hale. “The planned development of India’s airport infrastructure beyond its major cities will be an important focus [of U.S. export promotion efforts].”

This year, more than 1,400 exhibitors from 38 countries participated in the Farnborough Airshow. Among the exhibitors were more than 240 U.S. firms and 130,000 trade visitors.

For more information about the U.S. aerospace industry, visit the Web site of the International Trade Administration’s Office of Transportation and Machinery at <http://trade.gov/mas/manufacturing/OAAI>.

New Deputy Assistant Secretary for Manufacturing Named

Peter M. Perez, a 40-year veteran of the manufacturing sector, joined the International Trade Administration (ITA) on July 12, 2010, as the deputy assistant secretary for manufacturing. Perez will be responsible for identifying key factors affecting competitiveness and barriers to exports for more than 21 industry sectors.

“Peter’s extensive experience as a manufacturer will be invaluable to the Manufacturing and Services unit of ITA as we develop strategies to sustain and strengthen manufacturing in the United States to support job creation,” said Nicole Y. Lamb-Hale, assistant secretary for manufacturing and services. “Having successfully led his business through good times and bad using various strategies, including exporting, Peter has firsthand knowledge of the opportunities and challenges faced by U.S. manufacturers.”

The United States is the world’s largest manufacturing economy, employing nearly 12 million Americans who produce \$1.6 trillion in manufactured products annually. The United States produces 18 percent of the world’s manufactured goods.

“I am looking forward to rolling up my sleeves and getting to work to support the president’s National Export Initiative and to improve the competitiveness of American manufacturers,” said Perez. “I am very passionate about putting people back to work and making sure our companies can compete globally on a level playing field.”

Perez has an extensive background in the manufacturing sector, beginning with his role at CBS Musical Instruments and culminating with his family-owned business, Carter Products Company of Grand Rapids, Michigan. Perez has served as the president of the Wood Machinery

Manufacturers of America and on the board of the National Association of Manufacturers as a representative for small and medium-sized manufacturing companies.

Contributors to this section include Brian Brothman and Fred Elliott of the International Trade Administration’s Manufacturing and Services unit.

August 11-13

FIME International Medical Expo 2010

Miami, Florida

www.buyusa.gov/croatia/en/84.html

This event is one of the largest international medical trade fairs in the United States. It will feature medical equipment, supplies, products, technology, and services. More than 29,000 visitors and 4,000 exhibitors from various sectors of the health care industry are expected. For more information, contact Carol Rudman of the USFCS, tel.: (202) 482-0905; e-mail: carol.rudman@trade.gov

August 18-20

Brazil Nuclear Standards Seminar 2010

Rio de Janeiro, Brazil

www.focusbrazil.org.br/SendForms/Standards-US-2010.html

This two-day workshop is organized by the U.S.–Brazil CEO Forum and the Department of Commerce's Civil Nuclear Trade Initiative. Attendees will participate in workshops on the benefits of adopting U.S. nuclear codes and in business-to-business meetings. For more information, contact Miguel Hernandez of the USFCS, tel.: +55 (11) 5186-7402; e-mail: miguel.hernandez@trade.gov

August 23-27

Minority Enterprise Development Week Conference

Washington, D.C.

www.medweek.gov

The 28th edition of this annual conference will focus on the National Export Initiative and on educating minority-owned firms about government programs and resources available for doing business internationally. The event will include visits from senior government officials, a business-to-business expo, and networking events with representatives from China, Latin America, and South Africa. For more information, contact Alejandra Castillo of the Department of Commerce, tel.: (202) 481-4632; e-mail: acastillo@mbda.gov.

August 24-27

AUVSI's Unmanned Systems North America 2010

Denver, Colorado

www.export.gov/eac/show_detail_trade_events.asp?EventID=29085

The unmanned air, land, and sea systems market has the potential for significant growth as combat systems are upgraded. More than 400 exhibitors and 5,000 attendees are expected, representing more than 30 countries. The show will feature daily general discussions with more than 175 international speakers. For more information, contact Erik Hunt of the USFCS, tel.: +82 (2) 397-4537; e-mail: erik.hunt@trade.gov

August 24-27

ONS 2010: Offshore Northern Seas Trade Fair

Oslo, Norway

www.export.gov/industry/marine/index.asp?EventID=29929

This event is one of the major oil and gas shows in Europe and attracts more than 40,000 visitors and 1,200 exhibitors. It will feature new approaches to the economic and environmental challenges that the oil and gas industry faces. It will also be an ideal venue for U.S. companies to promote their products and services. For more information, contact Kevin Haley of the USFCS, tel.: (202) 482-6463; e-mail: kevin.haley@trade.gov.

August 25-26

MEDTEC China 2010

Shanghai, China

www.medtec-china.com/website/2010/prereg.asp

There is growing demand in China for new medical technologies and equipment. This show will allow U.S. suppliers of medical products and manufacturing technologies to promote their products and technological advances to Chinese buyers. For more information, contact Lisa Huot of the USFCS, tel.: (202) 482-27964; e-mail: lisa.huot@trade.gov.

August 25-28

International Woodworking Machinery and Furniture Supply Fair

Atlanta, Georgia

www.buyusa.gov/finland/en/152.html

This show is one of the premier events in the furniture manufacturing and general woodworking industries. Despite the economic crisis in 2008, this event attracted more than 20,000 visitors and participants. The show participates in the Department of Commerce's International Buyer Program, which brings foreign buyers to the event. For more information, contact Joseph English of the USFCS, tel.: (202) 482-3334; e-mail: joseph.english@trade.gov.

August 25-29

Moscow International Motor Show 2010

Moscow, Russia

www.export.gov/eac/show_detail_trade_events.asp?EventID=29315

Russia has one of the fastest-growing automotive markets in Europe. This show will be a great opportunity for U.S. firms to enter this growing market, especially producers of spare parts, components, accessories, garage and service equipment, and car care products. For more information, contact Alexander Kansky of the USFCS, tel.: +7 (812) 326-2581; e-mail: alexander.kansky@trade.gov.

August 26-28

Great American Trucking Show

Dallas, Texas

www.export.gov/eac/show_detail_trade_events.asp?EventID=29615

This event will showcase major truck and trailer manufacturers as well as product retailers. In addition to more than 400 exhibitors, the show will also include educational seminars. It is especially targeted at corporate executives, truck owners and operators, franchisees of trucking companies, fleet operators, and company drivers. For more information, contact Youhanidou Wane Ba of the USFCS, tel.: +221 (33) 829-22-86; e-mail: youhanidou.waneba@trade.gov.

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

There may be a fee for participation in some of these events. For more information, see the full event listing on the Web or contact the staff person listed in the event description.

On The Horizon

September 14

Measuring and Enhancing Services Trade Data and Information Conference

Washington, D.C.

www.infinityconferences.com/InfiniBase/Templates/130607/Overview.htm

This conference is the kickoff event for the Department of Commerce's initiative to collect and disseminate data and information that are needed to enable services industries to make better-informed business decisions. Speakers will include well-known policy leaders from the Bureau of the Census and Bureau of Economic Analysis, as well as private-sector innovators in the services information market. For more information, contact Barb Rawdon of the Department of Commerce, tel.: (202) 482-0474; e-mail: barb.rawdon@trade.gov.

September 14–19

Automechanika 2010

Frankfurt, Germany

www.buyusa.gov/germany/en/automechanika2010.html

This event will allow U.S. producers of automotive parts, car washing equipment, workshop and filling station equipment, and information technology products and services to showcase their merchandise. The show will offer a variety of lectures and workshops. For more information, contact Michael Thompson of the USFCS, tel.: (202) 482-0671; e-mail: michael.thompson@trade.gov.

September 22–23

Complying with U.S. Export Controls

Salt Lake City, Utah

www.buyusa.gov/utah/exportcontrolseminar.html

This two-day seminar is hosted by the Bureau of Industry and Security and will examine Export Administration regulations and U.S. export control requirements on commercial goods. Hands-on exercises will apply the regulations to the export activities of participants' companies. For more information, contact David Fiscus of the USFCS, tel.: (801) 255-1873; e-mail: david.fiscus@trade.gov.



Featured Trade Event

Sustainable Manufacturing American Regional Tour: Energy Efficiency and Sustainability in the Forest Products Sector

September 14, 2010

Richmond, Virginia

www.manufacturing.gov/sustainability

This event is the eighth in a series of Sustainable Manufacturing American Regional Tour (SMART) events organized by the Department of Commerce. It will focus on energy efficiency and sustainability in the forest products sector. The SMART events are an outreach effort to the sustainable manufacturing industry and are part of the department's Sustainable Manufacturing Initiative (see the August 2009 issue of *International Trade Update*).

The forest products industry is a top-10 manufacturing employer in 48 states. It contributes 5 percent of manufacturing gross domestic product and employs more than 900,000 workers. Although the industry has taken many steps to improve its energy efficiency, purchased energy is still the industry's third-largest manufacturing cost. On average, forest products facilities generate two-thirds of their energy needs on site from renewable biomass, but the industry—faced with intense competition in global commodity markets—must continue to reduce its energy usage to lower manufacturing costs and remain competitive.

This one-day event will include presentations on how the forest products industry can become more sustainable through increased energy efficiency and on how lowered costs can enhance market competitiveness. Information on available resources from government agencies and other organizations will also be discussed.

Attendees will learn about the successful planning, financing, and implementation of energy efficiency and sustainability enhancement projects that have already been put in place by forest products companies. They will also tour nearby manufacturing facilities that use sustainable manufacturing processes.

For more information, or to register, visit the event's Web site or send an e-mail to sustainability@trade.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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Trade Mission, Agreements Promote U.S. Nuclear Technology in Eastern Europe

A recent trade mission to the Czech Republic, Poland, and Slovakia promoted sales of U.S. civil nuclear energy technology. But it was also an opportunity to strengthen U.S. commercial ties in the region.

BY JOHN WARD



In Warsaw, Poland, on July 13, 2010, Francisco Sánchez (left), under secretary for international trade, and Hanna Trojanowska (right), Polish commissioner for nuclear energy, signed a joint declaration on civilian nuclear commercial cooperation (U.S. Department of State photo)

Paving the way for future sales of U.S. civil nuclear energy technology to the Czech Republic, Poland, and Slovakia, was the goal of a four-day U.S. trade mission to these countries July 12–16, 2010. Led by Francisco Sánchez, under secretary for international trade, the mission included representatives from 10 U.S. companies and organizations as well as officials from the Departments of State and Energy.

All three countries are expected to solicit bids from international vendors for building new nuclear power plants during the next several years. The projects range from an estimated \$5 billion joint venture project in Slovakia, to an estimated \$21 billion project in Poland, to an estimated \$27.5 billion project in the Czech Republic.

Long-Term Importance

The projects have potential long-term importance to U.S. exports in the region. “It’s not just the \$20

billion and thousands of high-paid U.S. jobs that ... one of these deals [could] represent,” said Sánchez. “It’s getting a U.S. foot in the door of the emerging nuclear energy needs in Eastern Europe and the many nuclear plants that will be built there over the next decade. If we close one of these deals, many others will likely follow.”

Business participants in the mission seconded the sentiment. “The mission provided a powerful message that brought real results,” noted Anders Jackson, Westinghouse’s president for Europe, the Middle East, and Africa. “Combining the strengths of our offers with ... U.S. government focus and support [provides] tremendous opportunities for us and our partners.”

In 2008, the U.S. nuclear energy industry exported \$285.7 million, most of it in fuel and fuel-related supplies. According to the Nuclear Energy Institute, U.S. nuclear companies that same year procured \$14.2 billion in materials, fuel, and services from domestic suppliers for their existing operating plants.

Cooperation and Dialogue

The signing on July 13, 2010, of a joint declaration on civil nuclear commercial cooperation with Poland and the announcement of the creation of a bilateral commercial dialogue with the Czech Republic showed the U.S. commitment to developing commercial ties in the region.

The agreement with Poland outlines both countries’ intent to encourage their private-sector entities to participate in constructing nuclear power facilities. It also calls for fostering scientific research

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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.

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

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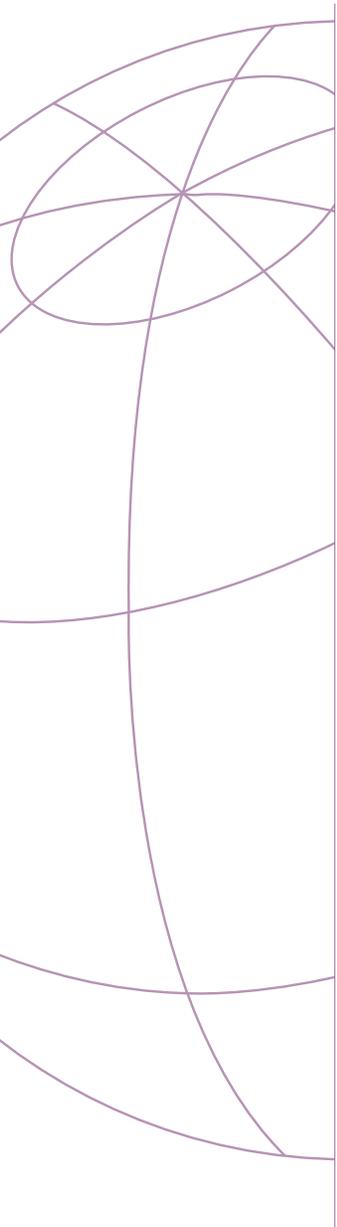
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Trade Mission, Agreements in Eastern Europe

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and development and for promoting fair and open tender procedures.

The initiative undertaken with the Czech Republic calls for creating an ongoing dialogue to increase and strengthen U.S.–Czech bilateral economic and commercial ties. It was announced by Sánchez and Milan Hovorka, Czech deputy minister of industry and trade, after a meeting in Prague on July 15, 2010.

“We expect this new economic and commercial dialogue [with the Czech Republic] ... to address topics that interest both sides, including market access, innovation, business development, and trade promotion,” said Sánchez.

John Ward is a writer in the International Trade Administration's Office of Public Affairs.

For More Information

The full text of the U.S.–Poland joint declaration is available on the Web site of the U.S. embassy in Warsaw at <http://poland.usembassy.gov/joint.html>. For more information about exporting to the Czech Republic, Poland, or Slovakia, contact the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723) or visit the U.S. government's export portal at www.export.gov.

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