

Emerging Metropolitan Sectors: A Fertile Market for U.S. Exports

In the coming years, rapid growth in developing economies will drive demand for infrastructure development and consumer goods. A new initiative from the International Trade Administration (ITA) is designed to help U.S. companies, especially smaller firms, take advantage of those expanding markets.

BY ANUSUYA SIVARAM

The so-called BRIC countries—Brazil, Russia, India, and China—have been the cornerstone of growth strategies for many multinational enterprises during the past decade. Those firms' efforts have largely been focused on selling to major urban centers in those four countries. But export oppor-

tunities in these emerging markets need not be limited to the biggest cities nor restricted to larger companies. That concept underlies a new initiative from ITA—Growth in Emerging Metropolitan Sectors (GEMS)—that was unveiled recently by Francisco Sánchez, under secretary for international trade.

“Before us is the prospect of creating a new world through much-needed infrastructure, while introducing new technologies simultaneously,” said Sánchez in remarks to the U.S.-India Business Council in Washington, D.C., on June 30. “If we do this right, we will create growth at increased rates and transform the world as we know it today. We live in an age when the new global economy can explode and change the trajectory of humankind to create a new world.”

GEMS will play an important role in ITA's strategy to realize the goals of President Barack Obama's National Export Initiative (NEI), which calls for doubling U.S. exports during the next five years. GEMS embraces the notion that export-driven growth will result from small and medium-sized enter-



In a presentation to the U.S.-India Business Council earlier this year, Francisco Sánchez, under secretary for international trade, outlined the International Trade Administration's strategy for expanding U.S. export opportunities in second-tier markets, the Growth in Emerging Metropolitan Sectors (GEMS) initiative. (photo courtesy of U.S.-India Business Council)

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Emerging Metropolitan Sectors

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prises working with their counterparts in smaller, fast-growing cities in emerging markets. Ultimately, such growth will create jobs in the United States and will generate sustainable, long-term growth in the global economy.

Reform Brings Opportunities

In recent years, BRIC countries and other emerging economies, such as Indonesia and Turkey, have adopted structural and market reforms that have contributed to the liberalization of their economies, thereby creating opportunities for

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—Francisco Sánchez,
under secretary for international trade

increased investment and trade. The effects are evidenced by a rapidly growing middle class in these countries and the emergence of innovative new firms in various sectors.

While these emerging economies have sustained high real growth in gross domestic product during the recent financial crisis, they have also experienced a large amount of urbanization and industrialization. This has led to significant gaps between their current infrastructure and future needs.

For example, according to McKinsey Global Institute, India will need to invest \$143 billion in health care, \$392 billion in transportation infrastructure, and \$1.25 trillion in energy production by 2030 to support its rapidly expanding population. Similarly, China will need to pave more than 5 billion square meters of roads by 2030 to meet the transportation needs of its 221 cities with pop-

ulations of more than 1 million. Brazil will need to spend \$19 billion on infrastructure improvements to its 20 main airports to meet an expected three-fold increase in traffic during the next 20 years.

With those infrastructure needs, along with a growing demand for consumer goods, the emerging metropolitan sectors within BRIC countries will be excellent markets for U.S. goods and services.

ITA Efforts

Under GEMS, ITA will be engaging its global network of trade experts to host conferences, to leverage public-private partnerships, and to conduct trade missions to those emerging markets in order to connect U.S. exporters to sales opportunities (see sidebar on page 3).

According to Sánchez, ITA “will be managing the GEMS strategy and working to leverage the federal government to provide additional momentum to the economic growth of these [emerging metropolitan markets] that can help American companies simultaneously.” Sánchez added that he would personally lead meetings with federal agencies “to plan how we can elevate our involvement—within global trading rules—to add to the momentum that is already building.”

GEMS goes beyond increasing U.S. exports. It will not only help U.S. firms increase their exports and create jobs, but also deepen political ties between the United States and emerging countries. If the United States wants to stay relevant in an increasingly globalized world, it must explore and engage in opportunities and partnerships in those emerging markets. GEMS offers a logical first step in that direction.

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INDIA VISIT TO HIGHLIGHT OPPORTUNITIES FOR U.S. FIRMS

Although ITA will be implementing its GEMS initiative worldwide, it has already taken steps to help U.S. firms enter the Indian market. Outside of major metropolitan areas such as Mumbai and New Delhi, additional opportunities exist in other Indian cities, such as Indore, Nagpur, and Pune. According to McKinsey Global Institute, those cities are 3 of the more than 68 Indian cities that are likely to have populations exceeding 1 million by 2030.

City and state governments in India are already investing millions of dollars in infrastructure development in those cities to attract both domestic and foreign firms. Pune, for example, recently invested \$5.8 billion in an information technology park. Nagpur has spent more than \$130 billion on a transportation hub.

On September 28, 2010, as part of GEMS, ITA will participate in a conference in Pune, which will be hosted by the Confederation of Indian Industries and the U.S.–India Business Council. The conference will showcase resources available to U.S. firms seeking to export to India, and will include representatives from the Indian government and the private sector. It will also highlight current and future opportunities for U.S. and local businesses to create partnerships and to contribute to the dynamic growth of emerging urban centers throughout India.

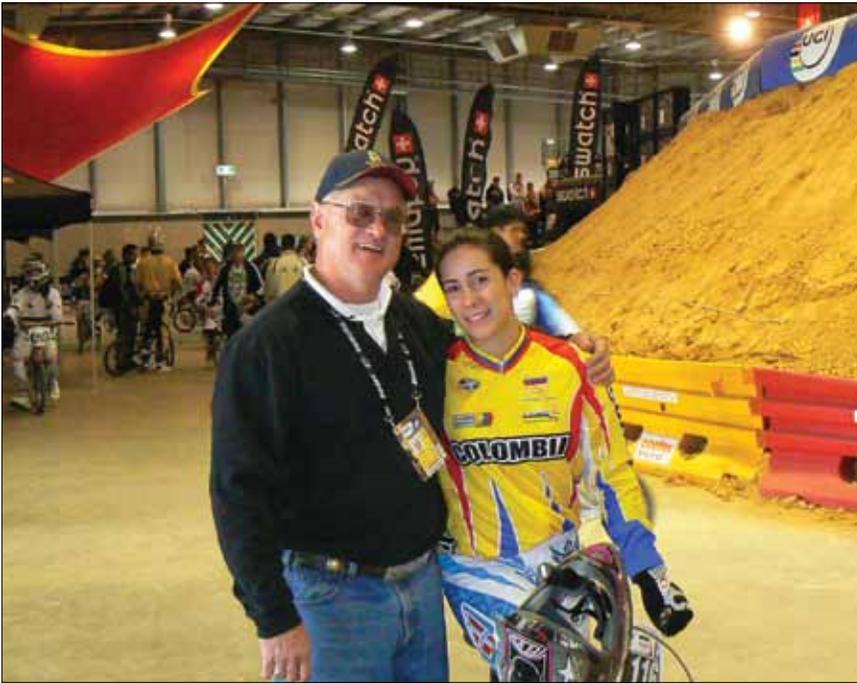
ITA's U.S. and Foreign Commercial Service (USFCS) has already helped numerous U.S. firms make sales in India. Among these is Suniva. This Norcross, Georgia, firm recently gained a foothold in India's solar energy market with a project converting diesel-powered cell towers to more efficient solar cell towers. Renewable energy is destined to be a growing market for U.S. suppliers: India's increased demand for energy is expected to be equivalent to 13 trillion tons of oil by 2030.

The USFCS has identified opportunities for U.S. exporters in a variety of other sectors, including information technology, health care, energy, and infrastructure. For more information about opportunities in India, visit the India Business Information Center at www.export.gov/india or contact the Trade Information Center, 1-800-USA-TRAD(E) (1-800-877-8723).

A temple dedicated to the goddess Parvati in Pune, India. This city of 3.5 million, the cultural capital of India's Maharashtra state, will host a U.S.–India business conference on September 28, 2010. (photo © N. Vasuki Rao/iStock)

Bringing U.S. Products to the World

Since 2005, a small U.S. manufacturer of biking equipment has successfully expanded its international sales to 41 countries. Its strategies can point the way for other U.S. companies looking to expand overseas.



Pierce Barker (left), founder and chief executive of ProStuff LLC, with Team ProGate rider Mariana Pajón (right) at the 2009 UCI BMX World Championships in Adelaide, Australia. (Photo courtesy ProStuff LLC)

ProStuff LLC, a manufacturer of mountain bike equipment based in Rockford, Illinois, first began exporting in 2005. Five years later, the company has a network of distributors serving 41 countries and is continuing to expand its international reach. In May 2010, the company received a Presidential “E” Award for its outstanding contributions to expanding U.S. exports. Doug Barry of the Trade Information Center recently spoke with Pierce Barker, founder and chief executive officer of ProStuff, about the company’s experiences with exporting.

Barry: ProStuff makes starting gates for mountain bikes. Could you fill us in a little bit on the product itself and how the business idea came to you?

Barker: Our biggest markets are both in bicycle motocross (BMX) and mountain bikes. And the way it started is that, about seven years ago, a customer came through the door needing help with a piece of equipment he had built. From that, we saw the opportunity to take this on an international basis.

Barry: What is BMX?

Barker: BMX, or bicycle motocross, was developed in the late 1960s and early 1970s in California. It consists of small courses of between 300 and 400 meters that have different types of obstacles—such as jumps and tabletops and things like that—done on small bicycles.

Barry: How many users of BMX and mountain bikes are there around the world?

Barker: There are probably about 500,000 BMX riders in the world at various levels. And they are located in every country. But ProStuff’s biggest customer is not just the consumer, but the sports team. When you include the teams, and the coaching staffs, and the international Olympic teams, there are probably several million people involved with just the sport of BMX.

Barry: How many countries are you currently exporting to?

Barker: Our first year of exporting was 2005. Since then, we’ve set up distribution in five continents and have equipment placed with a variety of customers in 41 countries.

Barry: How did you manage to find buyers in 41 different countries?

Barker: We wrote a one-page business plan and then went out and executed it. The plan isn’t fraught with a lot of details or 27 pages of specifications. It says, “Go. Do this.” We also had to be

willing to adjust our marketing strategies. For example, we found that overseas—unlike in the United States—the consumer market was not as big as we imagined. So we promoted our products with teams and international sporting organizations. When we learned that BMX was going to be part of the 2008 Olympics, we marketed our products to the very top of the sport. I picked up the phone and called Johan Lindstrom, BMX coordinator of the Union Cycliste Internationale in Switzerland, and asked him how ProStuff could get its products specified and used in the Olympics. That’s how we started.

Barry: Do you speak German or French?

Barker: I speak French, but most of the people that I deal with anywhere in the world are bi- or trilingual. We have never found language to be a barrier.

Barry: What else was in your one-page business plan that led to sales in 41 countries?

Barker: Number 1: understand what you want to do and where you want to go. Number 2: incorporate the concept of “velocity” in your business. That is, incorporate an instantaneous response to customers’ needs and requests. Number 3: make a conscious business decision to produce the very best product in the world. For ProStuff, that strategy meant that its business reputation grew from being a pariah, where nobody wanted to deal with us, to where we have daily requests from around the world for quotations.

Barry: Did you make use of any government programs to help ProStuff expand into all of these markets?

Barker: Yes, absolutely. I had no idea what to do when we first started. I found out about Pat Hope at the U.S. Export Assistance Center here in Rockford. He spoke with me and helped guide our company down the road of exporting. He pointed me to the Export-Import Bank, where I was able to

develop business relationships that gave ProStuff additional resources.

Barry: ProStuff is located on the fringes of the Rust Belt, which has been hit very hard during the current recession. With President Obama talking about doubling the number of U.S. exports within the next five years, what do you think the chances are of the United States regaining some of its manufacturing prowess?

Barker: Fifteen years ago, manufacturing accounted for something like 36 percent of U.S. gross domestic product. Today, it’s down to around 18 percent. U.S. companies need to go to other places in the world and take the technology that they’ve developed. We’re really good at technology, but we haven’t been good at purveying it. And that’s been one of the core principles of ProStuff’s success. We’ve implemented our technology throughout the world, and the quality of our products has set us up for the next order.

For More Information

There are more than 100 U.S. Export Assistance Centers (USEACs) located throughout the country. They offer a full range of counseling services to new and established exporters. A full list of USEACs, including contact information, appears on page 11 of this issue and online at the U.S. government export portal at www.export.gov. Export counseling is also available by telephone from the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723).

The Export-Import Bank of the United States has a variety of export-financed products, including loan guarantees, export insurance, and preexport financing. Information on the bank’s programs and services is available at www.exim.gov.

Additional information on U.S. government export assistance programs can be found in the *Export Programs Guide*, available on the Web at www.export.gov/exportprogramsguide. Printed copies may be obtained by calling the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723).

News from the International Trade Administration



The International Business Center (right) at a recent trade show, the Greater New York Dental Meeting. These business centers are provided by trade show organizers participating in the Department of Commerce's International Buyer Program, which is now accepting applications for 2012. (U.S. Department of Commerce photo)

International Buyer Program Accepting Applications for 2012

Trade show organizers interested in participating in the Department of Commerce's International Buyer Program (IBP) during 2012 have until November 1, 2010, to submit an application. Under the program, trade specialists from ITA's U.S. and Foreign Commercial Service (USFCS) and the Department of State recruit and lead foreign buyer delegations from around the world to approximately 35 participating IBP shows in the United States.

IBP was established to bring international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. This cooperative

effort between the Department of Commerce and trade show organizers benefits U.S. firms exhibiting at selected events by providing them with practical, hands-on assistance, such as export counseling and market analysis by ITA's country and industry experts, a listing in an "export interest" directory, and match-making services.

Show organizers participating in IBP also agree to provide access to an international business center at their shows, where representatives from exhibiting U.S. companies can meet privately with prospective international buyers, sales representatives, and potential business partners.

In 2009, IBP brought more than 9,140 foreign buyers and their representatives to U.S. trade shows.

The application period for participating in IBP during 2012 opened on September 1, 2010, and will close on November 1, 2010. Full details about the application procedures were published in the *Federal Register* (at 75 FR 53,641) on September 1, 2010. Links to the Federal Register notice, as well as the application form and supplementary information, are available at www.export.gov/IBP.

New Videos Explain Export Basics

Many U.S. company owners and managers mistakenly believe that they need a license to sell their products to buyers in other countries. However, only a small percentage of products need export licenses. This topic and many others are addressed in a series of eight new videos produced by the Department of Commerce's Trade Information Center and the Census Bureau's Foreign Trade Division.

The videos explain many details of exporting, which can be daunting to even experienced exporters. For example, as the videos clarify, even if a product does not need a license, the exporter still has an obligation to check online lists to make sure that its products are not going to so-called "denied parties"—that is, people or institutions that have previously violated U.S. export laws or have been deemed to pose a security risk. The videos explain how to check the lists and, more generally, how to classify products that require a license and those that do not.

In addition to export licensing, other videos address how to use export statistics to identify best markets for U.S. products; the role of a freight forwarder; letters of credit; and recent changes to AESDirect, the Census Bureau's online system for filing a shipper's export declaration.

According to the Trade Information Center's Doug Barry, who oversaw production, this group of new videos joins 12 others to create a comprehensive educational package for U.S. exporters and would-be exporters.

"The first set of videos were viewed online more than 60,000 times," said Barry. "With these 20 videos complementing the Department of Commerce's fast-selling book, *A Basic Guide to Exporting*, we're on our way to helping U.S. companies increase their exports in line with the National Export Initiative."

To view the videos, go to www.census.gov/foreign-trade, scroll to the bottom of the page, and click on "Export Training Videos."

September 2010

September 8

Webinar: Market Trends and Opportunities in the Energy Sector

Houston, Texas

[/eac/show_detail_trade_events.asp?EventID=31209](#)

This Webinar will examine energy-related topics, such as best-market prospects for the oil and gas and renewable energy sectors, ways of accessing those markets in the most targeted and efficient manner, and ways the USFCS works with exporters to increase international sales. For more information, contact Cynthia Torres of the USFCS, tel.: (760) 342-1310; e-mail: cynthia.torres@trade.gov.

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 19-22

U.S. Industry Program at IAEA General Conference 2010

Vienna, Austria

www.export.gov/eac/show_detail_trade_events.asp?EventID=29191

The International Atomic Energy Agency's general conference attracts senior national energy officials from around the world. The U.S. industry program at the conference is an excellent opportunity for U.S. firms to gain visibility and access to key decision makers. The program includes briefings, a U.S. exhibit booth, one-on-one counseling, and other related events and services. For more information, contact Frank Caliva of ITA, tel.: (202) 482-8245; e-mail: frank.caliva@trade.gov.

September 22-23

Complying with U.S. Export Controls

Salt Lake City, Utah

www.buyusa.gov/utah/exportcontroleminar.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.

September 27-29

Green Information and Communication Technology and Energy Efficiency Trade Mission

Mexico City, Mexico

www.buyusa.gov/mexico/en/greenict_mission.html

This executive-led mission will focus on helping U.S. providers of green information and communication technology, as well as energy efficiency technology, to enter or increase their presence in various sectors of the Mexican market, including data centers, telecommunications, utilities, and construction. For more information, contact Aliza Totayo of the USFCS, tel.: +52 (55) 5140-2635; e-mail: aliza.totayo@trade.gov.

September 28-30

Green Expo Show 2010

Mexico City, Mexico

www.buyusa.gov/mexico/en/greenexpo.html

This event is an excellent marketing opportunity for U.S. companies active in the environmental and energy sectors. Previously known as Enviro-Pro, this show incorporates conferences, workshops, and exhibitions. The U.S. pavilion will highlight more than 20 U.S. companies' products and services. For more information, contact Aliza Totayo of the USFCS, tel.: +52 (55) 5140-2635; e-mail: aliza.totayo@trade.gov.

September 29

Webinar: International Travel and Tourism Markets: United Kingdom

New York

www.export.gov/eac/show_detail_trade_events.asp?EventID=31267

This Webinar on international travel and tourism markets will focus on the United Kingdom, which is the largest overseas market for U.S. travel and tourism services. The program will highlight the latest data and trends compiled by ITA's Office of Travel and Tourism Industries and will emphasize market intelligence from the USFCS. There is a \$50 fee to participate. For more information, contact Julie Heizer of the Department of Commerce, tel.: (202) 482-4904; e-mail: julie.heizer@trade.gov.

SEE ADDITIONAL
TRADE EVENTS AT
WWW.EXPORT.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.

A fee may be charged 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

October

Trade Mission to Iraq

Baghdad, Iraq

www.export.gov/iraqmission2010

During this trade mission, participants from U.S. companies will experience four days of briefings and one-on-one business appointments. The mission builds on the successful U.S.–Iraq Business and Investment Conference that was held in Washington, D.C., in October 2009. Participating companies will meet with a broad range of Iraqi government officials and potential business partners. For more information, contact Jessica Arnold of the USFCS, tel.: (202) 482-2026; e-mail iraqmission@trade.gov.

October 5–8

U.S. Product Literature Center at Transport + Logistics 2010

Kiev, Ukraine

www.export.gov/eac/show_detail_trade_events.asp?EventID=30546

www.export.gov/eac/show_detail_trade_events.asp?EventID=30546

This show encompasses a range of transportation subsectors, including aviation, railways and motorways, maritime, multimodal transport systems, and intelligent transport. It will run simultaneously with two other satellite shows: Intersklad (warehousing) and Ukraine Travel Salon (travel and tourism). In 2009, those events attracted more than 40,000 visitors, including 21,000 trade professionals. For more information, contact Yuriy Prikhodko, of the USFCS, tel.: +380 (44) 490-4082; e-mail: yuriy.prikhodko@trade.gov.

October 13

Webinar: Best Markets: Agricultural Equipment and Machinery and Related Services

Grapevine, Texas

www.export.gov/eac/show_detail_trade_events.asp?EventID=3124

www.export.gov/eac/show_detail_trade_events.asp?EventID=3124

This Webinar will feature the agriculture industry and will offer market-specific intelligence designed to provide a foundation to build a strategy for international expansion. Discussions will include the agribusiness industry, export trends, competitiveness, analysis of prospective markets, and market-entry strategies. Participants will also learn about key trade events and resources to unlock target markets abroad. For more information, contact David Royce of the USFCS, tel.: (817) 310-3744 ext. 19; e-mail: david.royce@trade.gov.



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Featured Trade Event

Basic Guide to Exporting Webinars

October and November 2010

www.export.gov/articles/eg_main_022213.asp

This fall, as part of the National Export Initiative, the Department of Commerce's Trade Information Center will be offering a series of free Webinars on the basics of exporting. The Webinars have been especially designed to meet the needs of new exporters and to cover the following topics:

• **How to Identify International Markets for Your Products (October 13):**

Learn about an analytical framework for evaluating products and services against potential markets, find out what questions to ask in adapting a product for consumers from different cultural backgrounds, and discover how to find and customize valuable information on Export.gov and other online sources.

• **Financing Your Exports and Getting Paid (October 20):**

Understand the different options for methods of payment in international transactions; learn how letters of credit can ensure payment for exports; and discover how the U.S. government provides direct financing, guarantees, and credit insurance in support of exports.

• **Improving Your Cultural Intelligence (October 27):**

Learn how to identify the cultural implications of marketing and negotiating decisions and understand how to more effectively function in culturally diverse settings.

• **Cashing in with Free Trade Agreements (November 3):**

Learn about the agreements that are currently in force and understand what advantages the agreements offer to U.S. exporters.

Each Webinar will begin at 2:00 p.m. Eastern Time and will last one hour. The Webinars will include slides, live audio, and a question-and-answer session. There is no charge to participate, but registration is required. For additional information and to register, visit the Web site or contact Roza Pace of the Trade Information Center, tel.: (800) 872-8723; e-mail: roza.pace@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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Opportunities in the Global Marketplace for Minority Businesses

With the recent push to prominence of export promotion activities under the National Export Initiative, business owners attending this year's Minority Enterprise Development Week in Washington, D.C., were urged to look at expanding sales of their goods and services worldwide.

BY JOHN WARD

“ the changing nature of the country's economy dictates that we unleash the entrepreneurial spirit present in all of the sectors of our society ”

Although minority-owned businesses in the United States have historically faced obstacles to their survival and growth, they are now significant contributors to the U.S. economy. In 2007, they accounted for \$1 trillion in gross receipts and supported almost 6 million jobs. And although these firms are generally smaller and have a lower payroll than other businesses, they are twice as likely to generate sales through exports compared to non-minority firms.

Because of this economic reality and the need to encourage growth in this vital sector on a global scale, the theme of the 2010 Minority Enterprise Development (MED) Week was “strategies for growth and competitiveness in the global economy.”

MED Week, which is an annual event organized by the Department of Commerce's Minority Business Development Agency (MBDA), was held August 23–27, 2010, in Washington, D.C. It featured sessions led by senior officials from the government agencies concerned with exporting. In addition to the International Trade Administration (ITA), these included the Overseas Private Investment Corporation, the Export-Import Bank of the United States, and the U.S. Trade and Development Agency.

Capitalizing on the Global Market

In remarks to conference attendees on August 27, Gary Locke, secretary of commerce, emphasized the renewed vigor being given to export promotion with the Obama administration's National Export Initiative (NEI). “Minority businesses already export twice as much as the average business, as they often have existing cultural, family, or business ties to foreign countries. We want to build on that.”



Speaking to attendees at this year's Minority Enterprise Development Week in Washington, D.C., on August 25, 2010, Francisco Sánchez, under secretary for international trade, emphasizes that minority entrepreneurs must be a part of the new global economy. (U.S. Department of Commerce photo)

Locke cited the success of CleNET, a minority-owned business based in Oakbrook, Illinois, in breaking into global markets. “CleNET is a leading technical service provider in the area of globally sourced consulting, software development, testing, and systems integration. [It] has positioned itself as a premier global delivery partner that works with Fortune 1,000 companies across Asia, Europe, the Middle East, and North America.”

In a keynote address on August 25, Francisco Sánchez, under secretary for international trade, underlined the importance of understanding the role of the United States in a global economy. “Americans of any cultural background more and more understand that the changing nature of the country's economy dictates that we unleash the entrepreneurial spirit present in all of the sectors of our society,” said Sánchez. “The American economy itself is a subsector of a global economy that is creating a new global marketplace. Our job, then,

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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

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DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

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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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Savannah: (912) 652-4204

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Minority Businesses

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is twofold: to make sure that America capitalizes on the new global market and that our minority communities are part of the new economy.”

Sánchez noted that, under the terms of a recently signed memorandum of understanding between ITA and MBDA, the two agencies would be partnering in future efforts to promote exporting by minority-owned firms.

U.S. Government a “Vigorous Partner”

Under the impetus of the NEI, the federal government is already expanding its efforts to increase

exports, including educating U.S. companies about opportunities overseas by directly connecting them with new customers and by advocating more effectively for U.S. business interests in competitions for foreign-government contracts. Minority-owned firms are an important target of those efforts.

Joe Hurd, senior director for trade policy and export promotion at ITA and another speaker at the conference, summed up the significance of the export promotion efforts by noting that “with the National Export Initiative, American businesses that want to export—especially small and medium-sized enterprises—have a more vigorous partner in the U.S. government. [The NEI] marks the first time the United States will have a government-wide export-promotion strategy with focused attention from the president and his cabinet.”

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

For More Information

The Minority Business Development Agency (MBDA), a unit of the Department of Commerce, is a federal agency created specifically to foster the establishment and growth of minority-owned businesses in the United States. It has a network of more than 40 business development centers located throughout the country. For more information, visit MBDA's Web site at www.mbda.gov. Information about export assistance programs throughout the federal government can be found on the Web at the U.S. government's export portal at www.export.gov. Business counseling over the telephone is available from the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723).

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