

The MAGIC of New Trade Opportunities and Partnerships

After being buffeted by fierce competition in recent years, the U.S. textile and apparel industry is positioning itself for success in the 21st century. Ample evidence can be found in a recent trade show in Las Vegas.

BY GREG BELL

Summer days in Nevada can be hot. But they are nothing compared to the economic activity that was recently heating up in Las Vegas on August 21–24, 2011, at the fashion industry’s preeminent trade event: Sourcing at MAGIC.

This twice-yearly show has become a must-go-to event for the industry, bringing together representatives from the world’s top apparel

producing countries, who are always in search of new partnerships to address their production needs. This year’s show, however, was unlike any other from the past. For the first time, the U.S. and Western Hemisphere supply chain served as the focus, with a pavilion and summit, “Sourcing in the Americas,” organized by the Department of Commerce.

continued on page 2



Francisco Sánchez, under secretary for international trade (left), and Chris DeMoulin, executive vice president of Advanstar Fashion Group and president of MAGIC International (right), cut the ribbon that officially opened the Sourcing at MAGIC show on August 22, 2011, in Las Vegas, Nevada. (photo courtesy U.S. Association of Importers of Textiles and Apparel)

INSIDE

1

The MAGIC of New Trade Opportunities and Partnerships

4

Just One Place to Go to Learn the Basics of Exporting

6

Short Takes: News from the International Trade Administration

8

International Trade Calendar

10

New Videos Highlight Priority Markets for U.S. Exporters



New Trade Opportunities

continued from page 1



The U.S. textile industry along with apparel brands and retailers had the idea of focusing on the supply chain. Although they each represent different and often competing interests, they recognized the mutual benefits of this effort. Brands and retailers want to source closer to home, which results in improved quality and increased speed to market. And, naturally, the textile industry wants to increase its exports of yarn, fabric, and other products along the supply chain. It is a win-win for all parties, which is why the Obama administration was so eager to support the initiative.

New Opportunities for U.S. Producers

The International Trade Administration's Office of Textiles and Apparel (OTEXA) and the Office of the U.S. Trade Representative (USTR) partnered with the organizers of MAGIC to hold the "Sourcing in the Americas" summit and pavilion. During a three-day period, exhibitors showcased their quality products by highlighting the incredible new opportunities in the region.

To mark the significance of this unique effort, Francisco Sánchez, under secretary for international trade, joined Chris DeMoulin, president of MAGIC, and others in a ribbon-cutting ceremony on August 22. Sánchez spoke about the importance of seizing the moment. "I feel an incredible amount of excitement and energy in the room. That's because we all see the possibilities that this new event will lead to new partnerships, new ideas, new markets for your products, and new opportunities for success."

Efforts such as the pavilion and summit will lead to job creation. Despite all the challenges facing U.S. textile and apparel companies, the industry continues to play an important role in the economy. In 2010, it generated more than \$20



The Western Hemisphere accounts for roughly two-thirds of all U.S. textile and apparel exports—the largest of any market. In 2010, the United States exported nearly \$13 billion worth of textiles and apparel to the region. (photo © skowa/iStock)

billion in exports, which supported nearly 600,000 workers and made the industry one of the largest manufacturing employers in the United States. Such job creation is especially important for rural areas, such as those located in the Southeast.

Promoting Western Hemisphere Trade

The Western Hemisphere is critical in promoting such U.S. exports. It accounts for roughly two-thirds of all U.S. textile and apparel exports—the largest of any market. In 2010, the United States exported nearly \$13 billion worth of textiles and apparel to the region, which is an increase of nearly 20 percent over 2009.

Organizers of MAGIC highlighted the value of countries in the Western Hemisphere and the

“ This ... event will lead to new partnerships, new ideas, new markets
for your products, and new opportunities for success. ”

—Francisco Sánchez,
under secretary for international trade

United States as trading partners and brought together regional businesses and retailers to showcase what each offers. More than 90 countries from the region were represented, including Colombia, Costa Rica, the Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, and Peru. Preliminary feedback from participants indicated that the meetings held because of the show have led to incredible progress.

Textile Exports and Haitian Recovery

Haiti was a prominent presence at the show. With the help of USTR and funding from the U.S. Agency for International Development, several large Haitian apparel manufacturers attended MAGIC. The manufacturers reported interest from nearly 200 potential customers, including representatives from some of the world’s most prominent clothing companies, who are looking for sourcing alternatives because of rising costs in Asia.

Contacts and sales generated from the show will make significant contributions to rebuilding Haiti, which was devastated by the 2010 earthquake. The

apparel sector accounts for 90 percent of Haiti’s exports to the United States, and growth of this industry is critical to the recovery and expansion of the Haitian economy. Increased textile exports will lead to employment growth and new hope for many of its people.

Global Challenges and Solutions

Haiti is just one example of the strides made because of the exchange of ideas and experiences at “Sourcing in the Americas.” And it can be a model for the future of exporting.

Sánchez remarked to attendees that the MAGIC event and the “Sourcing in the Americas” summit are recognition “that today’s global challenges require global solutions. In other words, all of us are going to have to work together—across city lines, state lines, borders, and oceans—to position ourselves for success in the 21st-century economy. We’ve got to be in constant search of fresh ideas, opportunities, and partnerships.”

Greg Bell is a writer in the International Trade Administration's Office of Public Affairs.

ABOUT THE OFFICE OF TEXTILES AND APPAREL

The International Trade Administration’s Office of Textiles and Apparel (OTEXA) administers programs and strategies to improve domestic and international competitiveness of the U.S. textiles, apparel, footwear, and travel goods industries. For U.S. manufacturers, suppliers, or exporters, OTEXA can help plan market entry through a variety of services, such as trade promotion

events, online resources and personalized counseling, market research, and trade missions and shows. It also works with industry representatives to identify and resolve trade barriers in foreign markets and unfair trade practices. To learn more about the services that OTEXA makes available to U.S. exporters, visit its Web site at <http://otexa.ita.doc.gov>.

Just One Place to Go to Learn the Basics of Exporting

With the recent rerelease of *A Basic Guide to Exporting*, the Department of Commerce's indispensable how-to book for U.S. exporters has been rebooted. All businesses, but most especially small and medium-sized enterprises, will want to take a look.

BY DOUG BARRY



Mary Ellen Sheets (left), founder and chief executive officer of Two Men and a Truck, is one of 17 business owners profiled in *A Basic Guide to Exporting*, which was recently updated and reprinted by the Department of Commerce. According to Sheets, the help made available to would-be exporters by the Commercial Service is invaluable. "[It] is a source of information, market research, and due diligence that we know we can depend on when doing business around the world." (photo courtesy Two Men and a Truck International Inc.)

HOW TO OBTAIN THE BOOK

Copies of *A Basic Guide to Exporting* are available for purchase from the U.S. Government Printing Office (GPO). The price is \$22, including postage. Contact GPO toll free at 1-866-512-1800 or visit <http://bookstore.gpo.gov/>. Ask for stock number 003-009-00739-9.

The book is also available for purchase from bookstores and online retailers. In addition, the full text of *A Basic Guide to Exporting* will be made available online on the U.S. government's export portal, [Export.gov](http://export.gov/basicguide/), at <http://export.gov/basicguide/>. Order forms and additional information about the book are also posted on this page.

A *Basic Guide to Exporting*, a critical element in the effort to increase U.S. exports, is being redeployed this September with a revised 10th edition. Drawing on the collective experiences of hundreds of trade specialists and the wisdom garnered over a publication history dating back to 1934, *A Basic Guide to Exporting* presents a succinct, self-contained course—a true “Exporting 101.”

A Learnable Process

The revised edition, like its predecessor, treats exporting as a learnable process for readers who carefully study its 17 chapters and their accompanying case studies, which detail the experiences of small business exporters. This approach has resonated with readers since the first appearance of the 10th edition in late 2008: all 20,000 copies of that first printing were either sold or distributed within 18 months.

This newly revised edition is timely, with the National Export Initiative (NEI) now in its second year. NEI, announced by President Barack Obama in January 2010, calls for doubling U.S. exports by the end of 2014 and supporting of millions of jobs. So far, the U.S. economy has already responded by posting an 18 percent increase in exports in 2010 over 2009.

SME Focus

A Basic Guide to Exporting is particularly targeted at small and medium-sized enterprises (SMEs) to help them develop a strategic approach to exporting rather than passively reacting to orders from overseas buyers that happen to find them. Many SMEs have products and services that appeal to international buyers. “There may be several hundred thousand of these companies,” said Susan Lusi, director of the International Trade Administration’s Trade Information Center, which

manages the book's sales strategies. "If we can get the book in the hands of these decisionmakers, we'll see U.S. exports increase further."

Corporate and Government Partners

Added to the distribution mix this time will be the ability to download the book from Google Books, which handles a number of titles published by the book's distributor, the U.S. Government Printing Office. In addition, FedEx, one of the International Trade Administration's strategic partners, will again distribute copies of *A Basic Guide to Exporting* to customers that it has identified as being ready to export to new country markets.

Another critical player will be the U.S. Small Business Administration (SBA), which will provide copies to more than 1,000 Small Business Development Centers (SBDCs) as part of a larger effort to train business counselors in how to assist small businesses to export.

Under the Small Business Jobs Act of 2010, a percentage of business counselors in the SBDCs must be certified in export counseling. This effort will be kicked off in September in San Diego, California, at the annual meeting of the Association of Small Business Development Centers. Specialists from the Department of Commerce will join with their colleagues from SBA to conduct training sessions that will lead to certification. Additional training opportunities will be available online through tutorials based on the book.

Required Reading

The International Trade Administration will continue to offer a series of Webinars based on *A Basic Guide to Exporting*. Thus far in 2011, the Webinars have reached more than 8,000 business participants.

Yet another audience for the book is business faculties at universities and community colleges (see sidebar). One faculty member at a recent seminar on how to teach international business, which was sponsored by the business school at Michigan State University, said she had never thought to add an international dimension to her business-planning course. "I'm going to introduce export planning to this required course in the fall," she promised. "And I'm going to use *A Basic Guide to Exporting* as a text."

COLLEGE TEACHERS RETURN TO SCHOOL TO LEARN ABOUT EXPORTING

A Basic Guide to Exporting is proving to be an indispensable tool in teaching tomorrow's business leaders how to expand into overseas markets. The importance of its role as a textbook was clear earlier this summer at the International Business Institute for Community College Faculty held on June 6–9, 2011, at the International Business Center at Michigan State University–Lansing.

The Department of Commerce's Trade Information Center (TIC) presented one of the institute's keynote sessions, which focused on business ideas, product innovation, and global sales. Business instructors from community colleges who participated in the TIC session received copies of the book. The faculty members received instruction on how to use *A Basic Guide to Exporting* and related online teaching tools in both new and existing business courses. The TIC's participation in the institute was part of the federal government's outreach efforts under the National Export Initiative (NEI). NEI, announced by President Barack Obama in January 2010, calls for doubling U.S. exports by the end of 2014 and supporting millions of jobs.

Forty-five percent of all U.S. college students are enrolled in community colleges, and the Obama administration recently announced a program to prepare more students for jobs

in the manufacturing sector. The relationship between preparing more students for jobs in the manufacturing sector and increasing exports seems clear: the more products the United States makes and sells to buyers in other countries, the more jobs will be generated. Perhaps what is new is the central role to be played by community colleges.

Participants in the faculty institute, which is funded by a Department of Education grant, admitted that they knew little about international trade or exporting when they first arrived. But by the end of the week, they were buzzing with new teaching ideas. This enthusiasm could be transferred to as many as 8,000 students during the next academic year. Several of the instructors said they would immediately add an export plan writing module to their existing business-planning unit. Others said they would use the numerous case studies in *A Basic Guide to Exporting* to demonstrate how a small company with a good business idea, product, or service can make it big in the global market. Still others said they were astonished by the range and value of assistance available from the federal government and particularly liked what the U.S. government's export portal, www.export.gov, has to offer.

The TIC's Lusi did not have exact figures on how many universities and colleges are using the book, but she guesses more than 100. "Our goal is to help create a culture of making things for export," she explained. "U.S. companies have said loud and clear: 'Tell us how to export and we will.' To that end, *A Basic Guide to Exporting* is required reading."

Doug Barry is a senior international trade specialist in the Trade Information Center.

Short Takes

Russia Encouraged to Develop Transparent Procurement Practices

In 2009, President Barack Obama and Russian President Dmitry Medvedev met in Moscow to help improve commercial relations between the United States and Russia. To continue this dialogue, a delegation of 13 officials from the Russian Ministry of Economic Development came to Washington, D.C., on May 18–20, 2011, to look at ways to improve government procurement regulations. Oleg Savelyev, deputy minister of economic development, led the Russian delegation.

Michelle O’Neill, deputy under secretary for international trade, encouraged the Russians to adopt government procurement principles that are more in line with the Agreement on Government Procurement of the World Trade Organization (WTO). “If done right, procurement can spur efficiency ... and provide opportunities for innovative companies to grow. If done badly, it can waste resources and harm the economy.”

O’Neill attended as coordinator of the U.S.–Russia Business Development and Economic Relations Working Group, a joint U.S.–Russia body that was established because of the 2009 presidential summit. She pointed out the likely benefits to U.S. firms under a procurement system that adheres to international norms. “If Russia implements a procurement system that is more transparent, more receptive to merit, less prone to favoritism—and similar to the system with which U.S. firms are accustomed to dealing when selling to our government—this will spur more business opportunities for U.S. companies.”

The meetings came at a critical time because Russia is currently considering ways to improve its government procurement system. Medvedev tasked the Ministry of Economic Development with drafting new procurement legislation by fall 2011.

The Europe division of the International Trade Administration’s Market Access and Compliance

unit, with support from six other federal agencies, organized the program for the Russian delegation. Program topics included the principles of transparency and fair competition in the U.S. procurement system, methods of procurement, contract price determination, reverse auctions, use of e-government to enhance efficiency, and an overview of the WTO’s Agreement on Government Procurement.

Economic Growth in the Western Hemisphere Will Be Focus of Fifth Americas Competitiveness Forum

The fifth Americas Competitiveness Forum (ACF), the preeminent economic and commercial event in the Western Hemisphere, will take place October 5–7, 2011, in Santo Domingo, Dominican Republic. The ACF grew out of a commitment made by the United States in November 2005 at the Summit of the Americas held at Mar del Plata, Argentina, to cooperate to advance common prosperity, combat inequality, and achieve sustainable economic growth throughout the hemisphere. The first gathering was held in Atlanta, Georgia, in June 2007.

Since then, the ACF has worked to inspire programs, policies, and partnerships that will improve the economic prosperity at the local, national, and regional levels and, thereby, ensure a brighter future for all people in the region.

This year, the fifth ACF is expected to bring together more than 1,000 public- and private-sector participants from throughout the Western Hemisphere. Representatives from more than 34 countries will attend, including heads of state; ministers of economy, industry, and finance; academic leaders; and members of civil society and business.

The ACF distinguishes itself from other international gatherings by presenting a unique blend of public–private policy dialogue on best practices in competitiveness and by offering many services for participating businesses. Services include export counseling sessions, market opportunity sessions,



U.S. and Mexican representatives meet in Atlanta, Georgia, November 2010 during the fourth Americas Competitiveness Forum (ACF). Representatives from more than 34 countries are expected to attend the fifth ACF, which will be held October 5–7, 2011 in Santo Domingo, Dominican Republic. (U.S. Department of Commerce photo)

and business-to-business (and business-to-government) meetings.

Each ACF program is built around key themes that represent the drivers of competitiveness. The core themes of this year's ACF are education, renewable energy, trade facilitation, business climate, and innovation in services.

This year, the ACF will also host a meeting of the Inter-American Competitiveness Network, which was launched at the 2009 ACF in Santiago, Chile, with support from the participating governments and the Organization of American States (OAS). In addition, Pathways to Prosperity in the Americas, an initiative that promotes inclusive growth, prosperity, and social justice, will host a working group meeting with the Inter-American Development Bank, the OAS, and the Economic Commission for Latin America and the Caribbean as strategic partners.

For more information on the fifth Americas Competitiveness Forum, as well as registration

instructions, visit the forum's Web site at www.competitivenessforum.com. For additional information, contact Peter Bowman in the International Trade Administration's Market Access and Compliance unit, tel.: (202) 482-8356; e-mail: peter.bowman@trade.gov.

Improved Customs Procedures in Mercosur Countries Focus of Workshop

Unpredictability and a lack of transparency in customs administration have been a major impediment to doing business with Argentina, Brazil, Paraguay, and Uruguay. The four Latin American countries are members of the Mercosur (Mercado Común del Sur, or Southern Common Market) customs union. The World Bank, in its most recent report on the ease of doing business, ranked those four countries in the bottom half of the 183 countries surveyed when it came to "trading across borders."

continued on page 12

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To receive notification by e-mail when new issues are published, visit www.trade.gov, click on *International Trade Update*, and then click on the "Subscribe" link.

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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October 2011

October 4-7

U.S. Product Literature Center at Transport+Logistics 2011

Kiev, Ukraine

www.export.gov/eac/show_detail_trade_events.asp?EventID=30547

This show encompasses the entire range of transportation subsectors, including aviation, rail, marine, and multimodal transport systems. It will run simultaneously with three related shows: Intersklad (warehousing), TIR Commercial Vehicle Show, and Ukraine Travel Salon. For more information contact Oleksandr Zavorodniy, of the USFCS, tel.: +380 (44) 490-4061; e-mail: oleksandr.zavorodniy@trade.gov.

October 5

Webinar: 2012 Changes to the Harmonized Tariff System

White Plains, New York

www.export.gov/eac/show_detail_trade_events.asp?EventID=32454

This 90-minute Webinar will look at the new rules for tariff classification that will go into effect January 2012. Guest speaker Tom Valentine of Mainfreight, a global transport and logistics company, will discuss the scope of the changes, their effects on the supply chain, and their impact on filings with the Census Bureau's Automatic Export System. For more information, contact Patricia Molinaro of the USFCS, tel.: (914) 682-6712; e-mail: patricia.molinaro@trade.gov.

October 6-8

TTG Incontri 2011

Milan, Italy

www.export.gov/eac/show_detail_trade_events.asp?EventID=32366

This show is the gateway to the Italian travel and tourism industry. In 2010, it brought together 2,400 companies from 100 countries and welcomed more than 6,000 international operators. For more information, contact Helen Simpson-Davis of the USFCS, tel.: (202) 482-1882; e-mail: helen.simpson-davis@trade.gov.

October 10-15

India Education Mission

New Delhi, Chennai, and Mumbai, India

www.export.gov/eac/show_detail_trade_events.asp?EventID=31789

This Department of Commerce trade mission is open to representatives of U.S. graduate programs, four-year undergraduate programs, and state study consortia whose members are accredited by one of the seven regional accrediting bodies. It will include one-on-one appointments with potential partners, embassy briefings, student fairs, and networking events. For more information, contact Matt Baker of the USFCS, tel.: (520) 670-5809; e-mail: matt.baker@trade.gov.

October 12-16

Frankfurt Book Fair

Frankfurt, Germany

www.export.gov/eac/show_detail_trade_events.asp?EventID=31085

This show is one of the world's most important venues for publishers, booksellers, agents, librarians, translators, authors, and suppliers dealing with publishing rights, licenses, and international property rights. It is expected to attract more than 7,300 exhibitors from 100 countries and 299,000 trade visitors. For more information, contact Volker Wirsdorf of the USFCS, tel.: +49 (69) 7535-3150; e-mail: volker.wirsdorf@trade.gov.

October 13

Free Trade Agreements Workshop

Dubuque, Iowa

www.export.gov/eac/show_detail_trade_events.asp?EventID=32436

This all-day seminar will allow participants to learn the fundamentals of the North America Free Trade Agreement (NAFTA) and other U.S. free trade agreements. Among other topics, it will cover product classification, identification of applicable NAFTA rules, and completion of a NAFTA Certificate of Origin. For more information, contact Patricia Cook of the USFCS, tel.: (515) 284-4591; e-mail: patricia.cook@trade.gov.

October 21-23

International Tourism and Travel Show

Montreal, Canada

www.export.gov/eac/show_detail_trade_events.asp?EventID=32330

Officials from U.S. travel destinations will have an excellent opportunity at this show to increase their location's exposure, to create numerous contacts, and to learn about the newest travel and tourism trends. More than 35,000 visitors are expected to attend. The USFCS will be organizing a U.S. pavilion. For more information, contact Sue Bissi of the USFCS, tel.: (514) 398-9696; e-mail: bissi@trade.gov.

October 22-27

High Point Market—Fall 2011

High Point, North Carolina

www.export.gov/eac/show_detail_trade_events.asp?EventID=30455

This twice-yearly show is one of the largest trade shows serving the home furnishings marketplace. It will feature 12 million square feet of showroom space and is expected to attract more than 80,000 visitors. For more information, contact Philippa Olsen of the USFCS, tel.: (202) 482-5449; e-mail: philippa.olsen@trade.gov.

October 27

AESPCLink Workshop

Lawrenceville, Georgia

www.export.gov/eac/show_detail_trade_events.asp?EventID=32353

Officials from the Census Bureau will lead this half-day workshop on how to electronically file a shipper's export declaration using AESDirect, a Web-based application. Participants will receive individual attention in a computer lab setting and will be shown how to use AES PCLink, a software component of AESDirect. The participation fee is \$60. For more information, contact Patrick Spence of the USFCS, tel.: (404) 897-6092; e-mail: patrick.spence@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. 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.

Calendar

On The Horizon

November 2–9

American Film Market 2011

Santa Monica, California

www.export.gov/eac/show_detail_trade_events.asp?EventID=30976

This annual trade show for independent motion picture production and distribution companies regularly attracts industry leaders from more than 70 countries. Attendees include acquisition and development executives, agents, attorneys, directors, distributors, financiers, and producers. At past shows, more than \$800 million in deals have been signed. With 8,000 attendees, 900 screenings, and seminars by leading industry organizations, this show is a must for the sector. For more information, contact Micaela Brown of the USFCS, tel.: (202) 482-0578; e-mail: micaela.brown@trade.gov.

November 7

Webinar: A Basic Guide to Exporting— Small Business Administration Financing Information and Useful Export Resources

Middletown, Connecticut

www.export.gov/eac/show_detail_trade_events.asp?EventID=32412

Financing export sales is a critical step in ensuring that international sales are successfully completed. This one-hour Webinar will focus on export loan guarantee programs and export assistance resources available to small and medium-sized companies from the Small Business Administration. There is no fee to participate. For more information, contact Anne Evans of the USFCS, tel.: (860) 638-6953; e-mail: anne.evans@trade.gov.

November 9–11

Cosmoprof Asia 2011

Hong Kong, China

www.export.gov/eac/show_detail_trade_events.asp?EventID=30449

This event is one of the most comprehensive international cosmetics trade shows in Asia, showcasing a wide range of products and services. Show organizers expect more than 1,200 exhibitors and 15 national pavilions, including one from the United States with about 55 U.S. companies. More than 40,000 visitors are expected to attend. For more information, contact Edward Kimmel of the USFCS, tel.: (202) 482-3640; e-mail: edward.kimmel@trade.gov.



Istanbul, Turkey: the blue mosque and Hagia Sofia at sunset (©yusuf anil akduygu/iStock)

Featured Trade Event

Renewable Energy and Energy Efficiency Executive Business Development Mission

December 5–9

Ankara, Istanbul, and Izmir, Turkey

http://export.gov/california/kern/trademissions/eg_us_ca_029994.asp

In 2010, the federal government's Renewable Energy Export Initiative identified Turkey as a priority market for U.S. exporters in the renewable energy and energy efficiency industries. This mission will focus on opportunities for U.S. companies active in those fields. Francisco Sánchez, under secretary for international trade, will lead the event and will be accompanied by a senior representative from the U.S. Export-Import Bank and participants from 15 to 20 U.S. firms.

Turkey's market is ripe with possibilities for U.S. companies selling renewable energy and energy efficiency products and services. Energy demand in Turkey is expected to grow between 5 and 7 percent annually until 2023. Such growth will require more than \$100 billion of investment in power generation, transmission, and distribution. Turkey already has several large geothermal, wind energy, and hydroelectric projects in development and has enacted renewable energy and energy efficiency laws that call for increased investment in those technologies.

Overall, Turkey is a fertile and growing market for U.S. exports. In 2010, the United States exported more than \$10 billion in goods to Turkey, a 40 percent increase over 2009. The Department of Commerce projects that this trend will continue in 2011, with U.S. exports to Turkey expected to reach \$12 billion.

Participants in the trade mission will benefit from a variety of events tailored to their needs, including 10 to 15 prescheduled meetings with potential partners, distributors, and end users; a networking reception at the U.S. ambassador's residence; one-on-one meetings with key government decisionmakers; and briefings by energy specialists from the U.S. and Foreign Commercial Service (USFCS) in Ankara, Istanbul, and Izmir.

The cost to participate in the trade mission is \$4,055 for large firms and \$3,285 for small and medium-sized firms (with 500 employees or fewer). There is a \$500 fee for each additional company representative, regardless of company size. Mission participants are responsible for travel, lodging, most meals, and incidentals. Applications must be received by October 17, 2011. For more information about the trade mission, visit its Web site or contact Glen Roberts of the USFCS, tel.: (559) 348-9859; e-mail: glen.roberts@trade.gov, or Serdar Cetinkaya of the USFCS, tel.: +90 (312) 457 7203; e-mail: serdar.cetinkaya@trade.gov.

New Videos Highlight Priority Markets for U.S. Exporters

Emerging and “next-tier” markets will be crucial to the growth of U.S. exports during the coming years. Six of those markets are the subject of a series of new videos now available online.

BY JOHN WARD

U.S. exporters looking to learn more about how to enter emerging markets in Asia and South Asia now have a valuable introduction through a series of videos on Export.gov, the U.S. government’s export portal. The six videos, which were produced by the International Trade Administration’s Trade Information Center, run approximately three minutes each and examine export opportunities for U.S. companies in China, India, Indonesia, Taiwan, Thailand, and Vietnam.

Each video contains an interview with a U.S. and Foreign Commercial Service (USFCS) officer who outlines three things to know about his or her market and highlights sectors in which U.S. companies are especially competitive. The remarks are specifically targeted to U.S. companies—especially small and medium-sized enterprises—that may have not previously considered exporting to these markets.

Growing Markets

According to Judy Reinke, senior commercial officer in New Delhi and one of the commercial officers interviewed, U.S. companies have plenty of room to expand in a market such as India. “There is a growing and sustainable middle class [in India]. Right now, some 300 million people are in the middle class. Within 10 to 15 years that could reach 600 million.... We can help a company in any business sector where there is growth.”

A 2009 study conducted for the Department of Commerce found that 58 percent of U.S. exporters sell to only one market, mainly Canada. Along with countries with which the United States has signed a free trade agreement, emerging markets, such as the six highlighted in the videos, present some of the best opportunities for U.S. exporters because of their higher-than-average growth rates.



Judy Reinke, senior commercial officer in New Delhi, India, is one of the commercial officers interviewed in a series of new videos detailing opportunities for U.S. exporters in six priority markets. (U.S. Department of Commerce photo)

Meeting U.S. Export Goals

According to the International Monetary Fund, emerging economies are expected to post annual growth rates of more than 6 percent during the coming years, compared with a little more than 2 percent for the developed world. Expanding U.S. exports to those growing markets will be a critical factor in meeting the National Export Initiative’s goal to double U.S. exports by the end of 2014.

For each market in the videos, the Department of Commerce offers a variety of resources, and its in-country specialists stand ready to assist U.S. exporters. Don Nay, senior commercial officer in Hanoi, Vietnam, noted, “We have a lot of opportunities and a lot of success stories. We want to have more.”

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

For More Information

To see the six new videos, visit http://export.gov/nei/eg_main_033266.asp. Each market also has links to additional information. For more information, visit the U.S. government’s export portal at www.export.gov or call the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723).

U.S. Export Assistance Centers

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

ALABAMA

Birmingham: (205) 731-1331

ALASKA

Anchorage: (907) 271-6237

ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

ARKANSAS

Little Rock: (501) 324-5794

CALIFORNIA

Bakersfield: (661) 637-0136

Fresno: (559) 227-6582

Indio/Cabazon: (760) 342-1310

Ontario: (909) 466-4134

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

Los Angeles (West): (310) 235-7104

Monterey: (831) 641-9850

Newport Beach: (949) 660-1688

Oakland: (510) 273-7350

San Rafael (North Bay): (415) 485-6200

Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

San Jose (Silicon Valley): (408) 535-2757

Ventura County: (805) 488-4844

COLORADO

Denver: (303) 844-6623

CONNECTICUT

Middletown: (860) 638-6950

DELAWARE

Served by the Philadelphia, Pennsylvania, U.S. Export Assistance Center

DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

FLORIDA

Clearwater: (727) 893-3738

Ft. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

Miami: (305) 526-7425 ext. 27

Orlando: (407) 648-6170

Tallahassee: (850) 942-9635

GEORGIA

Atlanta: (404) 897-6090

Savannah: (912) 652-4204

HAWAII/PACIFIC ISLANDS

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IDAHO

Boise: (208) 364-7791

ILLINOIS

Chicago: (312) 353-8040

Libertyville: (847) 327-9082

Peoria: (309) 671-7815

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INDIANA

Indianapolis: (317) 582-2300

IOWA

Des Moines: (515) 284-4590

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Wichita: (316) 263-4067

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Lexington: (859) 225-7001

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MINNESOTA

Minneapolis: (612) 348-1638

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Long Island: (212) 809-2682

New York: (212) 809-2675

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Fargo: (701) 239-5080

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Cleveland: (216) 522-4750

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Philadelphia: (215) 597-6101

Pittsburgh: (412) 644-2800

PUERTO RICO

San Juan (Guaynabo): (787) 775-1992

RHODE ISLAND

Providence: (401) 528-5104

SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 777-2571

Greenville (Upstate): (864) 250-8429

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San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

UTAH

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VERMONT

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Arlington: (703) 235-0331

Richmond: (804) 771-2246

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Seattle: (206) 553-5615

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WEST VIRGINIA

Charleston: (304) 347-5123

Wheeling: (304) 243-5493

WISCONSIN

Milwaukee: (414) 297-3473

WYOMING

Served by the Denver, Colorado, Export Assistance Center



Short takes

continued from page 7

Because of this situation, the International Trade Administration (ITA) and the U.S. business community have made improving the customs clearance process a high priority for increasing U.S. exports to the Mercosur countries. Improving customs procedures and reducing delays at these countries' borders will facilitate U.S. exports, reduce costs, and increase the competitiveness of U.S. products and services in the region.

An important step was taken August 8–9, 2011, when ITA conducted a customs modernization workshop for public and private representatives from the four Mercosur countries in Montevideo, Uruguay. The two-day event occurred because of the close cooperation and participation of the American Chambers of Commerce in Argentina and Uruguay and the National Customs Administration of Uruguay.

More than 250 representatives attended and participated in sessions to promote policy dialogue on

customs modernization and to share local best practices in clearing legitimate goods through customs.

Overall, the workshop focused on the need for greater modernization, transparency, and collaboration to improve customs processes. It also sparked a dialogue between public- and private-sector stakeholders, which will lead to increased and improved trade between the United States and the four countries.

This workshop was part of an ongoing customs facilitation effort organized by ITA, U.S. Customs and Border Protection, and the private sector. For more information, contact Ashley Rosen in the ITA's Market Access and Compliance unit, e-mail: ashley.rosen@trade.gov.

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