

TradeAlert

April 13, 2009

Commerce welcomes a New Secretary Meet Secretary Gary Locke

Secretary Locke was a popular two-term governor of the nation's most trade-dependent state. As Governor of Washington, Secretary Locke was a tireless and successful champion of American products, services, and jobs.

http://www.commerce.gov/NewsRoom/PressReleases_FactSheets/PROD01_007824

Do you have the History on National Trade Week?

In 1933, President Franklin D. Roosevelt proclaimed the third week of May as "National Foreign Trade Week." This year, the Commercial Service will celebrate "National Trade Week" from May 18th to the 22nd.

Get the Profiles for U.S. Exporters

On April 9, 2009, the U.S. Census Bureau, Department of Commerce, released the report, *A Profile of U.S. Exporting Companies, 2006 - 2007*. The report contains information on U.S. exporters linked to export transactions.

Get your Adobe Acrobat report at <http://www.census.gov/foreign-trade/Press-Release/edb/2007/edbrel.pdf>

SBA has a New Administrator Karen Gordon Mills believes in Small Business

"I am a believer in America's ability to manufacture goods and services that are world class, and I am a believer in America's spirit of entrepreneurship. This spirit is one of our country's greatest assets and we need to cultivate it today, more than ever." http://sbc.senate.gov/hearings/testimony/09_04_01_Mills_hearing/Mills_statement.pdf

Move to "Metrics Only" Suspended by the European Parliament

The Commission, Council, and European Parliament are effectively removing a barrier to trade by amending the existing "metrics only" legislation (80/181/EEC) to include the use of supplementary units of measurement, such as pounds and inches. The "metrics only" legislation was scheduled to become effective as of January 1, 2010.

Contact Louis Santamaria, Standards Attaché at U.S. Commercial Service's U.S. Mission to the EU for information. Louis.Santamaria@mail.doc.gov The adopted directive amending 80/181/EEC should be published in the Official Journal in April 2009 following formal notification of the Council/Coreper.

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2008:0785:FIN:EN:PDF>

Doing Business in the Americas

The Third Annual **Americas Competitiveness Forum (ACF)** will take place in Santiago, Chile on September 27-29, 2009. The ACF attracts business executives and Ministers of Commerce and Economy from the 34 countries of the Western Hemisphere. This unique event provides an opportunity to meet with government officials from most markets in the region, and to make contacts with other internationally-focused businesses – all in one trip.

Santiago itself is an international business hub, with many opportunities for U.S. companies, particularly in the energy, mining, and agro-industrial sectors. 2009 ACF website: <http://www.competitivenessforum.org/>

Are Your Members Aware of Proposed Technical Regulations Which May Impact Trade?

To learn about proposed foreign technical regulations which are reported by WTO members that can affect their businesses and their access to international markets, your members can [sign up for free email notifications from Notify U.S.](#) This service, which is offered by the National Institute of Standards and Technology, offers U.S. entities an opportunity to review and comment on proposed foreign technical regulations that can affect their businesses and their access to international markets. If one of your members is experiencing a standards barrier in an export market, the Trade Compliance Center provides a [trade complaint hotline](#) which can help them address their issue.

Learn about Exporting and earn a Certificate of Completion from a recognized University

Need to know more about export process, documentation, and how to start or increase your international sales? Take our online course and get a certificate from the U.S. Commercial Service and the Rawls School of Business at Texas Tech University. <https://docttuexport.ba.ttu.edu/>

Commercial Service Annual Report “Connection, Performance, Impact”

The report recaps success helping U.S. exporters in 2008 and it explains how the Commercial Service will continue to evolve. Obtain an Adobe Acrobat “pdf” at: <http://www.trade.gov/cs/>

Funds to Help Your Industry Compete Abroad: Apply by June 2

Associations and other industry groups that want to launch foreign market development projects should consider applying for a Market Development Cooperator Program (MDCP) award. Successful applicants can receive up to \$400,000 in federal funding. An information conference call will be held on April 22. Consult trade.gov/mdcp for details.

Need International Business?

Is China on Your Mind? Hear Market Insights from Involved Participants

Go to <http://www.export.gov/china/marketinsight/index.asp> to listen for software market opportunities in northeast China. Richard Craig ([bio](#)), Acting Principal Commercial Officer at the U.S. Consulate in Shenyang, China, discusses the software market with Jin Guowei ([bio](#)), vice director of the Dalian Bureau of Information Industry. An ancillary topic is the [China International Software & Information Service Fair](#) slated for June 17 –21, 2009.

Come to Greece and Help Secure a Port

The Ministry of Merchant Marine plans to announce around July 2009 a Public Private Partnership project valued at approximately **\$496 million** for the selection of the consortium that will implement the installation and operation of security systems in twelve (12) Greek ports. This project is a top priority for the Ministry of Mercantile Marine to conform the ports of Piraeus, Thessaloniki, Patras, Heraklion, Volos, Kavala, Igoumenitsa, Corfu, Elefssina, Lavrion, Rafina, and Alexandroupolis to the International Ship and Port Facility Security Code. Interested U.S. companies should contact Mrs. Irene Ralli, Commercial Specialist, Irene.Ralli@mail.doc.gov U.S. Commercial Service, American Embassy – Athens. Tel:[30] (210) 720-2224 Fax:[30] (210) 721-8660

Small is Beautiful Webinar Series -- Export Opportunities in Greece

On June 3, 2009 at 11:30 am (EDT), you too can join the U.S. Commercial Service and the National Association of Manufacturers to learn more about doing business in Greece. Greece is an import dependant country and one of the largest buyers of U.S. defense equipment in the world. Greece's growth rate is still expected to be positive (2.4 percent) in 2009. Business opportunities for U.S. companies are strong in the public sector with ongoing privatizations in the IT, transportation, energy, ports, and banking sector. **Register Now!**
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q30>

Portugal is a Superb Market for U.S. Exports

Portugal is a good market for U.S. exports and it's comparatively easy to do business there. Surprisingly, building relationships there can lead to sales in other parts of Europe and also in Brazil, a former colony and one of the fastest growing markets in the world. Listen to this podcast featuring U.S. Commercial Service Senior Commercial Officer Dillon Banerjee from the embassy in Lisbon. http://www.export.gov/articles/mb_portugal.asp

Small is Beautiful Webinar Series -- Export Opportunities in Spain and Portugal

On May 20, 2009 at 11:30 am (EDT) join the U.S. Commercial Service and the National Association of Manufacturers to learn about new market opportunities! Major Spanish firms in the IT, banking, infrastructure, and energy sectors are global leaders and much of their international purchases are done through their buying offices in Spain. Thus, a sale to Telefonica or BBVA results in exports to many other international markets. Portugal is a founding member of the Eurozone. Portugal's strategic location in Western Europe with access to EU and international markets has led companies such as Microsoft, Cisco, Pfizer, Citigroup and many others to establish operations here, both in manufacturing and services. **Register Now!**
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q3L>

ASIAN DEVELOPMENT BANK Call for substation equipment

The Asian Development Bank, based in Manila, Philippines, lends billions of dollars to some 37 active borrowing member countries in Asia. This lending creates bidding opportunities open to all member countries, including the United States. Opportunities are available to individual, small and large consulting firms, and to suppliers of goods, equipment and services. The bank has issued a procurement notice for transformers, shunt reactors, and auto and auxiliary transformers for the Hiep Hoa substation in Viet Nam. See Loan No. 2225-VIE: Northern Power Transmission Expansion Sector Project, <http://www.adb.org/Business/Opportunities/not/vie/vie2225N.asp>. To find out how your firm can participate in ADB-funded business opportunities contact the **U.S. Commercial Service Liaison Office for ADB**, based in Manila. **email:** <manila.adb.office.box@mail.doc.gov>
website: <https://www.buyusa.gov/adb/csadbtradeleads.html>

THE WORLD BANK: Energy Sector Recovery Project in Kenya

The World Bank has approved US\$ 80 million in additional funding to the Government of Kenya for the Energy Sector Recovery Project. As part of this project, the Kenyan Government has released a general procurement notice, indicating that it will use the proceeds of this financing to purchase: prepayment meters; conductors; cables; sectionalisers and autoreclosers; design and analytical consulting services; and civil works for the design, procurement, construction and commissioning of six (6) new substations. Subsequent, specific notices will be issued upon execution of these individual bid opportunities. Interested U.S. suppliers and consultants are advised to contact the Kenyan Ministry of Energy Project Coordinator or the Kenyan Power Company Limited Project Manager and/or the [Commercial Service office in Kenya](#) to learn more about the timing of these bid opportunities. Additional information on the project can be obtained by visiting the [project page](#) on the World Bank website. To learn more about World Bank-funded opportunities and bidding procedures, please contact the [U.S. Commercial Service office at the World Bank](#) in Washington, DC via email at: <worldbank.@mail.doc.gov >.

THE WORLD BANK: Road Construction Equipment in Zambia

As part of the World Bank-funded Support for Economic Expansion and Diversification Project, the Zambian Wildlife Authority is seeking to purchase the following items for the Kafue National Park: one (1) **Motor Grader**; one (1) **Wheeled Front End Loader**; two (2) 10-ton **Tipper Truck / Dumper**; one (1) 6-8-ton **Towed Vibrating Smooth Wheel Roller**; one (1) **Tractor**; one (1) 7-8-ton **2-axle Trailer**; one (1) **Tipping/Dump Trailer**; and one (1) 8,000 liter **Water Tank with Spray Bar**. The bid due date is May 29, 2009. Interested U.S. suppliers must contact the Head of the Procurement and Supplies Unit at the Zambia Wildlife Authority to obtain the bidding documents and/or the [Commercial Service office for Southern Africa](#) for assistance. Additional information on the project can be obtained by visiting the [project page](#) on the World Bank website. To learn more about World Bank-funded opportunities and bidding procedures, please contact the [U.S. Commercial Service office at the World Bank](#) in Washington, DC via email at: <worldbank.@mail.doc.gov >.

Spring brings Foreign Buyers' Delegations to U.S. Trade Exhibitions

Ward off tough economic times, use export sales as a primary source for sales growth. The U.S. Commerce Department's International Buyer Program assists U.S. companies with increasing their export sales by promoting select trade events worldwide through a global network of more than 80 U.S. Embassies and Consulates. Take advantage of these opportunities. Check this website and contact the Commerce Department personnel who coordinate meetings among U.S. companies and foreign buyers. <http://www.export.gov/ibp/ibp.asp?ReportID=IBP>

Medical Devices Regulatory Requirements in Southeast Asia

U.S. Commercial Service offices in Indonesia, Philippines, Singapore, and Thailand are hosting a Webinar on Regulatory Requirements for Medical Devices at 6:00 p.m. PST & 8:00 p.m. PST on Monday, April 21, 2009. Learn from guest speakers representing each country's health authority how to avoid costly mistakes by getting regulatory information upfront and about opportunities and ways to successfully sell your product in these markets. Please go to <http://www.buyusa.gov/healthcare/seasiamed.html> for details. Refer specific questions to Mr. Nalin Phupoksakul, Bangkok Commercial Specialist: e-mail: nphupoks@mail.doc.gov / tel. no. +66 2 205 5275. Please register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q6H>

China's Civil Aviation Equipment Market Offers Market Entry Opportunity

The Shanghai International Aviation Transportation Operation & Service Exposition will be held July 1 to July 3. The Chinese civil aviation industry is poised for unprecedented, rapid development, and the aviation equipment market appears open for entry. Commercial Service China will set-up a U.S. Pavilion using a bilingual Commercial

Service trade show display in an area designated for U.S. exhibitors. Staff will offer market entry counseling and disseminate information. <http://www.icafe-expo.com> For help liaising with the Chinese show organizer, contact Vivien Bao, Shanghai. vivien.bao@mail.doc.gov

Look to Canada for Exports Commercial Service will help you Locate Customers

CS Canada's flagship event, **REPCAN 2009**, is a significant **BUSINESS MATCHMAKING EVENT!** This multi-sector matchmaker event will be held in **Toronto, Ontario** - September 28-29, 2009, **Montreal, Quebec** - September 30-October 1, 2009, and **Vancouver, British Columbia** - October 5-6, 2009. The event provides U.S. export-ready, small to medium-sized companies with a highly efficient and cost-effective opportunity to establish profitable commercial relations with prospective agents, distributors, and end-users in any one or all three, of Canada's primary regional markets. **REGISTRATION IS LIMITED - DEADLINE IS JULY 31, 2009**
<http://www.buyusa.gov/canada/en/repcan2009.html>

In Case You Missed It

Antitrust Concerns Facing Your Multi-company Export Initiative?

Don't let concerns over violating antitrust statutes limit your ability to work with other U.S. companies to negotiate favorable export terms. Combine with others to develop the muscle to fill large orders and to gain leverage with large foreign buyers. Contact [Vanessa Bachman@ita.doc.gov](mailto:Vanessa.Bachman@ita.doc.gov) to *learn how to get federal antitrust preclearance for your joint export activities*, or browse for more information at:
http://www.export.gov/salesandmarketing/Export_Trading_Company_Intro.asp

Doing Business with Israel: Opportunities and Challenges

On Monday, May 18, 2009 from 9:00 am - 12:00 pm visit the Northern Virginia Export Assistance Center, 1100 N. Glebe Rd, Suite 1500, Arlington, VA 22201 to hear about the U.S.-Israel bilateral trade relationship and opportunities for doing business in Israel. Speakers include the Deputy Commercial Counselor at the U.S. Embassy in Israel, the Commercial Attaché at the Israeli Embassy in the U.S. as well as a local company that is successfully exporting to Israel. Contact Naomi Wiegler at 202-482-1870 / Naomi.Wiegler@mail.doc.gov.
Learn more/register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q66>