

TradeAlert

February 8, 2010

COMMERCE SECRETARY GARY LOCKE UNVEILS DETAILS OF THE NATIONAL EXPORT INITIATIVE

Press release: www.trade.gov/press/press_releases/2010/nej_020410.asp

New effort central to President Obama's goal of doubling U.S. exports and supporting new jobs

Getting Back to Basics

95 percent of the world's buyers are located outside the U.S. It's time to sell to them. The Trade Information Center of the U.S. Commercial Service is offering its popular *A Basic Guide to Exporting* webinar series. Interact with experts on a range of must-know topics. Register for more than one webinar and get a free copy of *A Basic Guide to Exporting*. http://www.export.gov/basicguide/eg_main_020109.asp

Your Opinion Counts! Join the ADB Procurement Survey

In an effort to improve public procurement among its developing member countries, the Asian Development Bank has launched the Asia Pacific Procurement Partnership Initiative. The initiative aims to promote policy dialogue and enhance knowledge and capacity toward meaningful procurement reform. To begin the process, ADB is requesting stakeholders to participate in a needs assessment survey which will help guide the process that will lead to a partnership platform for exchange of information among public procurement officials in ADB developing member countries. Your thoughts and opinions are welcome. Please view the survey questionnaire at: http://adbprocurementforum.net/?page_id=474. U.S. firms wishing to participate in ADB business opportunities are urged to contact: The U.S. Commercial Liaison Office for ADB, email: manila.adb.office.box@mail.doc.gov; tel: (632) 887 1345/46; website: www.buyusa.gov/adb.

THIS WEEK ONLY: One of the Largest Gulf Conglomerates Wants You!

Aamal Holding is one of the largest Gulf conglomerates, with a diversified set of business lines in Qatar and the Gulf. Qatar's economy will surge at 16% real GDP growth in 2010, per the IMF. From February 7 - 12, Aamal's senior execs are in Washington, DC, actively seeking U.S. business partnerships. If you operate in the medical technologies, property management, automotive aftermarket, hospitality, food, or wood products market, please visit www.buyusa.gov/qatar/en/194.html to view Aamal's commercial profile, goals, and senior leadership. The weblink allows you to register for a meeting. Don't wait. It's not too late.

Being faked out of a foreign market? Tell us about it by February 16!

This is your opportunity to identify countries that deny adequate, effective protection for intellectual property (IP) rights or deny fair, equitable market access to those who rely on IP protection. The United States Trade Representative is calling for public submissions on this information to prepare for the annual "Special 301" Report. The Report ranks foreign countries according to the seriousness of the concerns raised, and the U.S. Government takes actions to address these concerns in order to improve IP protection for American businesses. Questions? Contact Andrea.Cornwell@trade.gov. To comment, go to <http://www.regulations.gov> and enter docket number USTR-2010-0003. Written comments, requests to testify at the March 3rd public hearing, and hearing statements are **due by Tuesday, February 16, 2010** (5:00 p.m.). For more information, see: <http://www.regulations.gov/search/Regs/home.html#documentDetail?R=0900006480a7bbba>.

Israel Discovering Huge National Gas Fields

The American Association of Petroleum Geologists reported in its 2009 review that recent offshore natural gas discoveries in Israel were among the most significant in the world in the past 10 years. In July 2009, Houston-based Noble Energy and its Israeli partners announced that the Tamar large gas field may yield 6 trillion cubic feet. On February 3, 2010, Canadian company Bontan announced that its evaluation reports on two additional gas fields adjacent to the Tamar field indicate that these may contain 5- 6 trillion cubic feet of natural gas. With an estimated

local demand of 1,100 mm cf/d by 2019, the excess reserves may allow Israel to become a natural gas exporter. For further information about Israel's energy sector, please contact Irit van der Veur (irit.vanderveur@mail.doc.gov).

Palestinians Get First Private Equity Fund

Two Arab investment companies have announced the launch of the first private equity fund designed to boost the Palestinian economy. The semiofficial Palestine Investment Fund and Dubai-based private equity firm Abraaj Capital, said Sunday that they will invest in small and medium-sized businesses. They say they will provide an initial \$15 million, and hope to raise a total of \$50 million this year. In 2009, the West Bank economy grew more than 8% and this year similar or faster growth is expected. For more information on the West Bank economy and opportunities, please contact Assad Barsoum (assad.barsoum@mail.doc.gov).

China will go "Green" with the help of U.S. Companies

The El Camino College Center for International Trade Development teamed with the Department of Commerce on a 3-year **Green Export Enabler Program (GEEP)** for China. The program applies a proven, 7-step Export-Enabler model to prepare clients for market entry and help them find partners, exhibit at trade shows, and make export sales. **Why China?** China not only has enormous needs for greener buildings and cleaner energy, air and water, but is also the country best able to afford the massive investment and imports to meet the need. The \$1,000 GEEP entry fee will be credited up to \$2,500 in subsidies for trade shows, Gold Key matchmaking, consulting and training. Participants must be registered as suppliers of goods or services in environmental (clean) technology, renewable energy equipment, or certified green building materials. First priority is for California suppliers, but some subsidized GEEP services will also be open to non-California companies. **Register** at www.greenexport.org and/or contact Kerry L. Bonner, GEEP Project Manager, kbonner@elcamino.edu, 310.973.3161 for more information.

Getting Into China's Clean Energy Market

On Wednesday, March 3, at 11am EST join a webinar to find out what export opportunities exist for U.S. SMEs trying to enter the China clean energy market, what services are available from the Department of Commerce to assist you with market entry, and learn market entry strategy and discover tips for entering China's clean energy market. Contact kristie.dilascio@trade.gov to register.

Say "No" to Knock-Offs

How can you protect your IPR in China? What can the Department of Commerce do to help you in this area? Learn about China's current IPR environment, the protection of IPR in China, and how the U.S. Government can help with information resources. Join a webinar on Wednesday, March 10, "Protecting Your Intellectual Property Rights in China". Contact kristie.dilascio@trade.gov to register.

Are your business secrets safe?

The U.S. Department of Commerce estimates that American businesses lose \$250 billion to corporate information theft annually. On February 25, 2010, in Rosemont, IL speakers from the National Security Agency, FBI, Secret Service, U.S. Commerce and State Departments will brief on how to protect your business interests from bad actors in the U.S. and around the globe. Joined by experts from Baker & McKenzie and DuPont, gain insight into minimizing exposure, liability and risk for you and your organization. Topics include: Latest Trends in Cyber and Traditional Espionage Methods; Protecting Electronic Data & Trade Secrets; Vetting New Hires and International Partners. Register at <http://www.buyusa.gov/midwest/324.html> or contact monica.toporkiewicz@mail.doc.gov, 312-353-8059.

China's Patent Examination Guidelines and Patent Implementation Rules

China's *Third Amendment of the Patent Law* and the *Detailed Rules for the Implementation of the Patent Law* and the *Patent Examination Guidelines* were each becomes effective February 1, 2010. Join us on Tuesday, February 23, at 10am EDT for a free webinar on this topic with China-admitted lawyer Lizhu Zheng of the Beijing firm of King and Wood. **To register for the program, please send your contact information to** janice.wingo@mail.doc.gov.

Partner with the Commercial Service in Europe to stimulate exports and jobs!

The U.S. Commercial Service selected the annual **Manufacturing Extension Partnership (MEP) National Conference** as the venue for the ***EuroTrade Forum***, May 3-5, 2010, in Orlando, FL. The Forum, designed to help manufacturers and other firms become active exporters to Europe, will feature 28 Senior Commercial Officers from U.S. Embassies throughout the Western and Central/Eastern Europe/Russia Regions in seminars and counseling sessions designed to highlight export opportunities, provide expert guidance and address the challenges of this large, exciting and diverse marketplace. The annual MEP Conference attracts more than 600 MEP site partners,

center managers and companies. For program information and details on how to become a Global Export Partner at the **EuroTrade Forum** at the MEP National Conference, please contact Judy.Reinke@trade.gov or Reginald.Miller@trade.gov

INTERNATIONAL TRADE ADMINISTRATION *At a Glance...*

Cleaning Up China and Indonesia

U.S. Commerce Secretary Gary Locke will lead [clean energy business development missions](#) to China and Indonesia, May 15-25, 2010. The missions will promote exports of leading U.S. technologies related to clean energy, energy efficiency, and electric energy storage, transmission, and distribution. The missions will make stops in Hong Kong; Shanghai and Beijing, China; and Jakarta, Indonesia

ITA Blog: Blue Print for Export-Driven Job Growth

blog.trade.gov/tg_blog_002511.asp

Mary Trupo is the International Trade Administration's Director of the Office of Public Affairs.

COMMERCE COMMITTED TO ASSISTING DOMESTIC TEXTILE INDUSTRY

www.trade.gov/press/press_releases/2010/textiles_012510.asp

Few domestic manufacturing sectors have been impacted more by the ongoing global economic situation than the textile and apparel industry.

FACT SHEET: Commerce Preliminarily Finds Dumping of Certain Woven Electric Blankets from the People's Republic of China

ia.ita.doc.gov/download/factsheets/factsheet-prc-web-ad-prelim-012710.pdf

On January 27, the Department of Commerce (Commerce) announced its affirmative preliminary determination in the antidumping duty (AD) investigation on imports of certain woven electric blankets (woven electric blankets) from the People's Republic of China.

What's new in ITA

View the International Trade Administration's current news releases:

http://www.trade.gov/press/press_releases.asp

Need International Business?

Double Take: Uzbek Oil Processing Plants Seek Updating

Uzbek national Holding Company, "Uzbekneftegaz," announced tenders 137/09-EPU and 136/09-EPU. All interested US companies must submit their bids before 18:00 (local time) on March 1, 2010, **(1)** to provide services to study and develop a Feasibility Study for modernization, reconstruction of existing technology at the **FERGHANA OIL PROCESSING PLANT**, which would allow this plant to produce oil products to meet EURO-3 Standard requirements; and **(2)** to provide services to conduct a study of an existing technology producing fuel and diesel fuel at **BUKHARA OIL PROCESSING PLANT** to identify the possibility to produce fuels to meet requirements of EURO-3, 4, 5, as well as to develop a Feasibility Study for modernization and reconstruction of the plant. For more information, contact: Mr. Murod Madjidov, Econ Specialist at madjidovmm@state.gov

Bank \$1.5 Billion in New West Bank City

A new, modern high-tech Palestinian city called Rawabi just broke ground a few miles north of the West Bank's leading commercial city, Ramallah, with an initial investment of \$700 million. Total investment in the project is expected to reach \$1.5 billion within 5 years. Rawabi is being developed by American-owned Massar International and Qatari Diar in Qatar. The new city will include 5,000 affordable housing units, 23 residential buildings, schools, commercial center, a hotel, a cinema, and will be home to 40,000 Palestinian residents. The new city will offer good export opportunities for U.S. exporters of residential building products and construction materials and equipment. If you are interested in bidding on contracts related to this mammoth project, please contact Issa.Noursi@mail.doc.gov

Multi-Million Dollar Opportunity to Sell Niche Coal

Poland's key importer/exporter of coal is purchasing ever increasing amounts of niche coal, a product which has more demand than domestic producers can supply in Poland. In the past year the firm imported approx 9 million ton of coal into Poland. The firm is looking for supplies to ensure it can meet its customers' demands in Poland and throughout its EU-wide distribution network as well. The firm wishes to diversify its chain of suppliers for niche

coal, and has expressed an interest in purchasing U.S. sourced niche coal. Please contact Piotr Nowak, Manager of the Foreign Coal Trading Department at Weglokoks, e-mail: p.nowak@weglokoks.com.pl, and Nathan Halat at the U.S. Consulate General in Krakow, e-mail: halatns@state.gov

Looking for Cheaper Fees, Less Restrictions on Flying Cargo to Central Europe?

Katowice Airport in southern Poland is embarking on several major structural upgrades at an airport that serves the most populous urban conglomeration between Berlin and Moscow. To finance the new cargo terminal scheduled for completion in 2014, the airport is considering establishment of a new company with funding directly from cargo carriers. Please contact Leszek Budka, Vice President of the Upper Silesian Aviation Group, e-mail: lbudka@gtl.com.pl, and Nathan Halat at the U.S. Consulate General in Krakow, e-mail: halatns@state.gov

Architects Make Your Mark! Compete to Design Landmark Museum in Poland

The Museum of the Second World War in Gdańsk announces an International Competition for the development of the architectural conceptual design of the building to house the Museum of the Second World War in Gdańsk. Scheduled for completion in 2014, this museum will become a new landmark of the City of Gdańsk. Deadline to register your intention to compete is March 26, 2010. <http://muzeum1939.pl/?str=11&lang=en>

Electronic Document Records Management System is Needed in the West Bank

Funded by USAID, CHF International in the West Bank is implementing a local governance development program, Local Democratic Reform (LDR), which aims at building the capacity of several Palestinian Government Units to govern more effectively and responsively meet citizens' needs. As part of the development of a one-stop shop for a number of selected LDR Program's, CHF is seeking the services of qualified U.S. consulting firms to undertake the responsibility of "Design, Development, and Implementation of an Electronic Document Records Management System." Interested U.S. companies should contact Assad Barsoum at Assad.Barsoum@mail.doc.gov by March 4, 2010.

EUR 2.5 mil Small Hydro Power Plant on the Iliina River: EBRD Opportunities

Rila Holy Cloister intends to use grant funds administered by the EBRD for construction of a small hydro power plant on the Iliina River at a total estimated cost of EUR 2.9 million, requiring the procurement of the following: Design, supply, construction and commissioning of a small hydro power plant on the Iliina River; Project Implementation Unit consultancy service to support the Employer in technical specification, procurement and supervision of the implementation of the Project; Consultancy service for the Environmental Impact Assessment of the project. For a complete description of the procurement notice go to:

<http://www.ebrd.com/oppo/procure/oppo/consult/index.htm> or you may contact the EBRD Commercial Service Business Liaison office by e-mailing: Sanford.Owens@mail.doc.gov or on the website: <https://www.buyusa.gov/ebrd/>

EUR 100 mil Bosnia and Herzegovina Roads Rehabilitation Project: EBRD Opportunities

Federation of Bosnia and Herzegovina has received loans from the European Investment Bank (EIB), European Bank for Reconstruction and Development (EBRD) and World Bank (WB) towards the cost of the Road Rehabilitation Project in Federation of Bosnia and Herzegovina and intends to apply a part of the loans proceeds to make payments for. (a) road rehabilitation and/or improvement works and (b) consulting services procured under the Project. The total value of the works and consultancy services to be procured under the EIB, EBRD and WB loans is up to Euro 100 million. For a complete description of the procurement notice go to:

<http://www.ebrd.com/oppo/procure/oppo/consult/index.htm> or you may contact the EBRD Commercial Service Business Liaison office by e-mailing: Sanford.Owens@mail.doc.gov or on the website: <https://www.buyusa.gov/ebrd/>

"走进美国" – Generate Actionable PRC Client Leads for Your Service Expertise

"AccessAmerica" is our online Chinese-language directory of U.S. firms that provide customized services to Chinese companies that want to conduct business in the U.S., including finding partners and setting up offices. It is promoted extensively throughout China in cooperation with our partners; it is featured on the U.S. Embassy Chinese webpage which has 100,000 hits per month; and it is featured at Invest in America programs in the U.S. and China. Your listing will include company information, company logo, and contact details, all translated into Chinese, for a one-year subscription fee of \$400. Increase your visibility in China and boost your service exports!

Learn more: <http://www.buyusa.gov/china/en/> Direct questions to julie.carducci@mail.doc.gov

How to Break into Foreign Military Sales (FMS)

Foreign Military Sales (FMS) represented \$38 billion in new sales opportunities for U.S. companies during 2009.

Learn how to tap FMS contracts by hearing directly from the US Department of Defense's Defense Security Cooperation Agency at this webinar on February 24 at 1:30pm EST. You will also benefit from insights provided by the Canadian Embassy's lead defense procurement expert and by U.S. companies successful in winning FMS business for programs worldwide. **Registration is open until Friday, February 19, 2010 at:**
http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30141

Get Briefed on Belgium – including a \$1 Billion Opportunity

Major projects such as the \$1 billion dollar new NATO headquarters will be among those highlighted during this Webinar briefing on March 11 at 11:30am Eastern designed to provide U.S. exporters with information on the trends, challenges and emerging opportunities in key sectors in Belgium, including those in the medical, environmental, chemical and plastics industry sectors. Register Here:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q50> or contact Deborah.Doherty@mail.doc.gov

Getting a Show Floor Office at the Hannover Fair is as Easy as A.B.C.

Hannover Fair 2010, April 19-23, 2010, is the world's largest industrial trade fair for energy and power plant solutions and generation, industrial automation, process controls and micro- or nanotechnology welcoming 6,150 exhibitors and 210,000 visitors from 84 countries. For only \$1,000 join the U.S. Commercial Service, FedEx and Hannover Fairs USA at the new **American Business Center**. The ABC is a low-cost alternative to exhibiting giving you 1) Admission Pass to Hannover Fair 2) Private office with internet, phone and fax, 3) private meetings with prospective partners, 3) counseling and market research and 4) access to the ABC lounge, receptionist, shuttle service and more. For details contact Deborah.Doherty@mail.doc.gov or Volker.Wirsdorf@mail.doc.gov or visit <http://www.buyusa.gov/germany/en/hannoverfair2010.html>.

Trade Missions Latest from the Grapevine

China and Indonesia Clean Energy Business Development Missions

Hong Kong; Shanghai and Beijing, China; and Jakarta, Indonesia

Date: May 16-21, 2010 (China) and May 23-25, 2010 (Indonesia)

Apply by: February 26, 2010

Learn more/register: www.trade.gov/CleanEnergyMission, email at CleanEnergyMission@doc.gov or call the Office of Business Liaison at 202-482-1360.

U.S. Commerce Secretary Gary Locke will lead clean energy business development missions to China and Indonesia, May 15-25, 2010. The missions will promote exports of leading U.S. technologies related to clean energy, energy efficiency, and electric energy storage, transmission, and distribution.

Joint FedEx and Commercial Service Green Industries Trade Mission to Europe

FedEx will lead this mission to Europe

April 11-16, 2010

Apply by March 5, 2010

FedEx and the U.S. Commercial Service are working together to deliver the "Green Industries Trade Mission" to Europe. The focus of this certified trade mission is to help U.S. businesses involved in various green / sustainable industry sectors explore both new and expanded exporting opportunities. The trade mission begins in Paris on April 11-12 with a European market conference hosted by business and government officials. From Paris, the trade mission will take delegates to their choice of two countries (possibilities include France, Germany, Italy, Nordics, or United Kingdom) for two days of country-specific Gold Key match-making activities. More information, including a trade mission application form, is available at fedex.com/trade

Public Health Trade Mission to the Middle East

Riyadh and Jeddah, Saudi Arabia; and Doha, Qatar

Date: June 5-10, 2010

Apply by: March 31, 2010

Learn more/register: www.export.gov/MEpublichealthmission, email at MEpublichealth@trade.gov or call Jeanne Townsend at 410-962-4518.

This mission will focus on two important public health issues: (1) patient healthcare and (2) water and waste management. It will provide an excellent venue for U.S. companies to promote equipment, services, and technologies in a range of public health sectors, including hospital and clinical laboratory equipment; pharmaceuticals; health care technologies; public health education; hospital construction and design; IT software; and waste management including medical waste; incinerators, bio-mass technology, recycling and integrated solid waste management services, water and sewage treatment plants; water desalinization and water distribution.

Growth Opportunities in Nigeria

Agriculture Equipment and Technology Trade Mission to Nigeria

May 25-26, 2010

Apply by March 31, 2010

To learn more/register: Timothy.Cannon@mail.doc.gov or Chamberlain.Eke@mail.doc.gov

The Agricultural Equipment and Technology Trade Mission to Abuja, Nigeria -- limited to 15 U.S. companies -- will include pre-travel briefings and webinars on Nigeria; one-on-one business appointments in country with pre-screened distributors, buyers, joint venture partners, and business owners; a networking reception; and meetings with key Nigerian government contacts, offering timely opportunities to learn about Nigeria's national initiatives to revitalize its agricultural sector and encourage large scale commercial farming. For more information, contact Timothy.Cannon@mail.doc.gov or Chamberlain.Eke@mail.doc.gov.

Expand Your Exports Into Canada-Participate in RepCAN 2010

Vancouver June 9-10, Toronto June 14-15 and Montreal June 16-17

The U. S. Commercial Service in Canada is organizing RepCAN 2010, a three-stop trade mission and exhibition open to U.S. companies in all industry sectors. It is designed to provide small-to-medium-sized U.S. companies (SMEs) with a highly efficient and cost-effective platform to establish profitable business ties with prospective agents, distributors and end-users. U.S. companies can participate in any one, two, or all three, of Canada's major regional markets. **For RepCAN 2010 information and registration visit our website at:** <http://www.buyusa.gov/canada/en/repcan2010home.html>

In Case You Missed It

No Travel Required: Promote your Renewable Energy Company to Thousands in Bulgaria

The International Congress and Exhibition on Renewable Energy Sources and Energy Efficiency, April 14-16, is your opportunity to reach thousands of buyers from Bulgaria and the Eastern European region. The event is one of the largest renewable energy conference and exhibitions in this region. The U.S. Commercial Service in Sofia will promote your company before the event, distribute your catalogs at the show, and provide you with a list of interested buyers and potential business partners for Bulgaria and the Eastern Europe region. For more information on the show, please contact Andon Kalibatsev (Andon.Kalibatsev@mail.doc.gov).

We're Bringing Asia to You (along with a few others...)

The Asia Pacific Business Outlook conference, hosted by the University of Southern California in Los Angeles with the full support of the U.S. Commercial Service, is the longest-running, most successful regional conference focusing specifically on Asian markets. From April 19-20, 2010, U.S. companies can meet fourteen U.S. Department of Commerce Senior Commercial Officers from the Asia Pacific region, India and Mexico. They will present country outlooks, speak in small workshops, meet with companies in one-on-one consultations, and advise about current challenges and opportunities. If you are doing business or looking to do business in Asia, this is the conference you can't afford to miss. For more information: <http://www.buyusa.gov/pacificsouth/apbo.html>

For information about the Commercial Service's Strategic Partnership Initiative <http://www.export.gov/cspartners/>

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