

Commercial Service

Department of Commerce

International Trade Administration

TradeAlert

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Mitigating Political Risks in Emerging Markets OPIC Political Risk Insurance

Making an investment in emerging markets, even in the best of circumstances, is fraught with risks. What are these risks? How do they differ by sector, country, and investor experience? More importantly, do current political risk insurance products adequately address these risks and meet the needs of investors? An OPIC Insurance Investor Conference, to be held on Tuesday, May 19, 2009 at OPIC's Washington, DC office, will explore the answers to these questions and is intended to help OPIC develop new and more responsive insurance products. If interested in attending, please contact InsuranceConference@opic.gov and visit <http://www.opic.gov/insurance/> to learn more about OPIC political risk insurance products. Space is Limited.

The Scoop on the new Free Trade Agreement with Peru

The latest Free Trade Agreement is with Peru, and U.S. suppliers can now enjoy a significant price advantage over competitors. Is it time to pack your bags and head for the airport? Senior Commercial Officer John Simmons discusses opportunities and potential challenges in this podcast from his office at the U.S. Embassy in Lima. http://www.export.gov/articles/marketofmonth/mbperu_landing.asp

Asia's Capital Markets Stabilizing According to New ADB Study

A new study commissioned by the Asian Development Bank indicates that emerging Asia's capital markets are beginning to stabilize. The study maintains however that because of persistent uncertainty about the length and severity of the current economic slowdown, the road to recovery will be long and hard. Nevertheless, the region's economies are considered relatively resilient with emerging Asian equity markets outperforming mature markets in recent months. Read the full press release: Asian Capital Markets Stabilizing, But Recovery Could Be Lengthy - ADB Report, <http://www.adb.org/Media/Articles/2009/12859-asian-capital-markets/>. Download the full report: http://asianbondsonline.adb.org/features/asian_capital_markets_monitor/ACMM-complete.pdf. For more information about the Asian Development Bank and how to access ADB business opportunities, please contact the U.S. Commercial Service/Liaison Office for ADB email: <manila.adb.office.box.@mail.doc.gov> website: www.buyusa.gov/adb

Do Your Members Know How to Find and Win World Bank Procurement Contracts?

The U.S. Commercial Service offers a free two-part training course that teaches association members how to find and win World Bank-funded contracts. The World Bank lends almost \$25 billion every year to foreign governments for equipment, consulting services, and construction projects around the world. If your members do business in Brazil, China, India, Russia, or any other developing country, they need to know how to find and win these World Bank-funded procurement opportunities. The 90 minute training course is customizable and can be offered to members at your offices, during a trade show, or through a webinar. Visit www.buyusa.gov/worldbank to learn more about U.S. Commercial Service programs at the World Bank or contact Senior Commercial Officer David Fulton at david.fulton@mail.doc.gov or dfulton@worldbank.org to schedule a training course for your members.

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

Help Afghanistan by Encouraging Your Members to take part in its Agricultural Show

Ask your members to exhibit their U.S. agricultural products, services, and new technologies at the fourth Kabul International Fresh Fruit and Vegetable AgFair to be held at the Badam Bagh Fairground from May 20-22, 2009. Business matchmaking will be available for U.S. participants to explore foreign investment opportunities across a range of infrastructure sectors from cold-chain management to import/export brokerage services to modern farming inputs that span environmentally safe pesticides to the latest cultivation techniques. The previous fair featured 220 exhibitors, 70 international business representatives and over 120,000 visitors. <http://www.trade.gov/afghanistan>.

Extra, Extra Read all about it!

Have members pickup their copy of *International Trade Update* and checkout Peru, the *Market of the Month*. http://trade.gov/press/publications/newsletters/ita_0409/index.asp

China is on a Roll Learn more about its Economic Stimulus Package

Watch and listen to a discussion of how China's massive economic stimulus package will impact southwest China with Eric Wolff ([bio](#)), the Principal Commercial Officer in Chengdu. The Chinese government will over the next two years spend a trillion dollars on their economic stimulus. Some of this money will go to U.S. suppliers. Watch these Department of Commerce videos and learn how your company can get some of this new business. http://www.youtube.com/watch?v=zlh66nFdibw&eurl=http%3A%2F%2Fwww%2Eexport%2Egov%2Fchina%2Fmarketinsight%2Findex%2Easp&feature=player_embedded

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?

Don't Miss this One Come to Florida and meet Travel Professionals from all Points

The U.S. Commercial Service is organizing foreign delegations of qualified travel professionals to meet U.S. suppliers. International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. With three days of intensive pre-scheduled, computer-generated business appointments, international delegates can meet with targeted suppliers from more than 1,000 U.S. travel organizations from every region and segment in the U.S. <http://www.powwowonline.com/flex/pwol.html>

The Hellenic Navy Needs a Complete Aircraft System for Patrolling Its Waters

Greece's General Directorate for Defense Armaments and Investments is procuring a fleet of patrol aircraft to include ground support equipment, a training system, and spare parts. U.S. content is approved. The tender is for the supply of new aircraft. Bids for the approximate \$322 million dollar tender will be accepted until May 17, 2009. Commercial Service representative <mailto:William.Knutson@mail.doc.gov> Emilios.Margaritis@mail.doc.gov can provide additional information and assist in securing local partners.

Opportunities abound in Thailand Franchise Your concept in Asia-Pacific

Come to Bangkok, Thailand July 16 - 19, 2009 and marvel at the 5th Thailand Franchise & Business Opportunities exhibition. The show is Asia-Pacific's largest international franchise showcase and the most significant channel to introduce your new business opportunities in the region. Last year, there were 41 visiting countries. The top ten international attendees were from Singapore, Malaysia, Taiwan, India, Indonesia, Vietnam, Australia, China, France, and the U.S. Thailand is an excellent market for U.S. franchisers. Let CS Bangkok assist in coordinating with the show organizer, displaying your brochures, and collecting leads. Contact Commercial Specialist Pramot Wongvarnrungruang (pwongvar@mail.doc.gov) or Thanyathorn Voravongsatit (tvoravon@mail.doc.gov).

Learn more/register: <http://www.buyusa.gov/thailand/en/tfbo.html>

Partner with Greenland in Mining Opportunities

NunaMinerals A/S is the leading minerals exploration company in Greenland. The company's objects are to develop and utilise Greenland's natural mineral resources with a view to building a profitable business with income from co-ownership of mines, royalties from mining operations and sales of projects. Their goal is to move towards at least one mine opening by 2012. Likely projects include a gold, tungsten, or platinum mine. For more information, see the second item in the newsletter here: http://sermitsiaq.gl/rss/en_newsletter.jsp NunaMinerals has already entered into three new partnerships, but is looking for more. Don't miss out! Interested U.S. companies should contact Mr. Bjarke Frederiksen, Senior Commercial Specialist, bjarke.frederiksen@mail.doc.gov U.S. Commercial Service, American Embassy - Copenhagen. Tel: [45] 3341-7403 Fax: [45] 3542-0175.

New to Exporting? Learn more about Canada You Don't have to Leave Your desk

Canadian Regional Webinar Series!! Price, \$35 a webinar. These webinars are designed for new-to-exporting and new-to-market companies. Find out about market opportunities and challenges, major investment projects and local procurement practices inherent in regions of Canada. Commercial Service representatives from the commercial sections assigned to several U.S. Consulates will lead discussion.

BC & the Prairie Provinces Date: May 7, 2009 Time: 2:00 p.m. - 3:00 p.m. EDT

Register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q7B>

Quebec Date: May 13, 2009 Time: 2:00 p.m. - 3:00 p.m. EDT Price: \$35

Register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q79>

Ontario Date: May 20, 2009 Time: 2:00 p.m. - 3:00 p.m. EDT

Register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q7A>

For more information, contact Eric.Hsu@mail.doc.gov and Linda.Abbuzzese@mail.doc.gov.

Greece Needs Your Members' Help Securing Their 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

If Your Members want to Export Medical Equipment Have Them Preview MEDICA

"MEDICA: What to Know Before You Go!" On Wednesday, May 20, 2009 at 9:00 a.m. PST and at 12:00 p.m. EST, please join the U.S. Commercial Service to learn what's in store for the world's most important and largest international fair for medical equipment. MEDICA, held in Dusseldorf, Germany November 18 – 21, 2009, expects to draw 137,000 trade visitors from 85 countries. See all medical equipment and services: hospital equipment and supplies; laboratory technology and pharmaceuticals; diagnostics; building engineering; communication technology; therapeutics and orthopedics. Comments by participants range from "most effective" to "a little too productive".

Free Webinar: Register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q7L>

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

On May 20, 2009 at 11:30 am (EST) join the U.S. Commercial Service and the National Association of Manufacturers to learn about new market opportunities! **Continued pattern of growth!** Spain's 15 years of positive growth have made it one of Europe's top economic prospects. This success is from a transparent, developed economy that is truly effective in business relationships. Missing an opportunity in Spain is truly missing an opportunity for a great long-term partnership. **High US import growth!** US exports to Spain grew 31% between 2007 and 2008. The Spanish economy is looking to the US more and more for its goods and services. Your company can easily move onto its radar! **Portugal's strategic location!** Portugal's location in Western Europe provides access to EU and international markets, an educated and low-cost workforce, modern infrastructure, commitment to innovation, and a pleasant living environment. Microsoft, Cisco, Pfizer, Citigroup, and many others established operations here to take advantage of these attractive attributes. **Above-average potential exists in Aircraft and Parts, Medical Equipment, and Electric Power Systems.** Cost is \$35.

Register Now! <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q3L>

In Case You Missed It

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>

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>

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/>