

TradeAlert

May 11, 2009

President Obama Proclaims World Trade Week May 17th – May 23rd

http://www.whitehouse.gov/the_press_office/Presidential-Proclamation-World-Trade-Week/

Japan's Manufacturing Competitiveness Strategy: Opportunities for the U.S.

In recent years, Japan has been pursuing various strategies to promote the expansion of its economy, and its manufacturing sector in particular. Based on research and numerous interviews with key individuals in the Japanese government and manufacturing sector, this report examines these strategies, looks at their implications for the future of U.S.-Japan commercial relations, and discusses opportunities for U.S. firms looking to do business in Japan. Detailed case studies offer perspectives from government, industry, and academia on the success of Japan's policies in fostering economic growth, and how these policies have been effective in helping the manufacturing sector to respond to the demographic and market challenges that Japan faces.

The full report is available at: <http://www.ita.doc.gov/td/tradepolicy/Japan%20Mfg%20Study.pdf>

For additional information, please contact Rebecca Puckett at Rebecca.Puckett@mail.doc.gov or at 202-482-5825.

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.

Discover Valuable Information about the Brazilian Reinsurance Market

On May 27, 2009 at 2:00 pm (EDT), the U.S. Commercial Service of the U.S. Department of Commerce is hosting a Webinar on "The Reinsurance Sector in Brazil: Opportunities for U.S. Reinsurers and Brokers." If your company's export strategy includes entry or expansion in Latin America, consider Brazil. The Brazilian reinsurance sector is opening up, after decades of a governmental monopoly via the Brazilian Reinsurance Institute (IRB). U.S. reinsurers and brokers not yet present in Brazil should enter this market now. Guest speakers include the U.S. Consulate in Rio de Janeiro, the Brazilian Reinsurance Institute, the Superintendent of Private Insurance (SUSEP), the Brazilian Federation of Insurers (FENASE), the Brazilian Reinsurers Association (ABECOR), the Brazilian Association of Foreign Reinsurers, and the Finance Secretariats of Rio de Janeiro. **Register Now!**

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q6F>

China Standards Regime: Preparing for Export

Hear from and raise your questions with the Standards Attaché at the American Embassy in Beijing. Date: June 10, 10:30-11:30 am ET. [June 11, 10:30 am China Time] *Understand CCC Mark ~ China ROHS ~ GB ~ AQSIQ and other Certifying Administrations* **Learn more/register:** <http://www.buyusa.gov/asianow/chinastandardswebinar.html>

Fee: \$35 This live internet briefing will cover important China import standards and regulations -- what U.S. exporters need to know prior to shipment. Including, what standards and certifications may apply; variations in interpretation by province and port; interacting with AQSIQ and other key standard organizations; China's indigenous standards; what to do when problems arise; and resources available to exporters. For more information go to <http://www.buyusa.gov/asianow/chinastandardswebinar.html> or contact kellie.holloway@mail.doc.gov.

Crisis Response Package from European Bank for Reconstruction and Development

The EBRD Board of Directors approved recently the 2009 Business Plan and Budget which allows for an increase of the Bank's annual business volume in 2009 of about 20 per cent to approximately €7 billion. Half of the €1 billion in extra spending are earmarked for central and Eastern Europe. The increase in funding comes as part of the EBRD's response to the impact of the global financial crisis on the Bank's countries of operations. The Bank's response will be targeted to support the banking sectors in the countries where the EBRD invests and to ensure that financing flows continue, in particular to small and medium sized enterprises. The EBRD will also extend its support to the broader corporate sector. To read about the Bank's complete response to the financial crisis go to: <http://www.ebrd.com/> under financial crisis response. To learn more about opportunities for U.S. companies at the EBRD visit: http://www.buyusa.gov/ebd/ebd_procurement_opportunities.html

Is your Company Facing a Standards-Related Trade Barrier?

If your company has encountered a standards barrier in an export market—such as an obstacle relating to a discriminatory government regulation, a mandatory standard or testing which entails a problem such as new burdensome testing or additional costs—specialists at the Trade Compliance Center can help with your problem. Contact tcc@mail.doc.gov or 202.482.1191 to get answers to your questions that relate to bilateral and multilateral (i.e., WTO) standards-related issues.

Asian Development Bank Holds 42nd Annual Meeting in Bali

At the ADB annual meeting in Bali, Indonesia held on May 4-5, the ADB president announced that the bank is well placed to meet the challenges faced by the region, including the global economic crisis and climate change. With a fresh infusion to its capital base, now at \$165 billion, the bank also announced additional resources to help it respond to the needs of its developing member countries. These include a \$3 billion facility for urgent needs, \$3.4 billion in soft loan funding and \$1 billion for trade support. Read ADB President Kuroda's speech at: <http://www.adb.org/Media/Articles/2009/12884-adb-annual-meetings/>. U.S. firms wishing to participate in ADB-funded business opportunities should contact: The U.S. Commercial Service Liaison Office for ADB, email: manila.adb.office.box@mail.doc.gov; website: www.buyusa.gov/adb

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.

Interested in a Trade blog? Try the International Trade Administration's Blog

<http://blog.trade.gov>

Need International Business?

Business Opportunities in Asia's Dynamic Telecommunications Market

On May 26th at 8:00 - 9:00 p.m. EDT and again at 5:00 - 6:00 p.m. PST Telecom Industry Specialists from the U.S. Embassies in Hong Kong, the Philippines, and Singapore as well as Senior International Trade Specialist Cora Dickson of the Office of Technology and Electronic Commerce at the Department of Commerce will present the dynamic telecommunications market in Asia. Listen to an overview of major telecom indicators, market opportunities, best prospects, key suppliers, market issues and market entries for 3 specific countries: Hong Kong, the Philippines and Singapore. For more information, contact Linda.Abbuzzese@mail.doc.gov. Register at: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q7W>

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. This tender presents major opportunities for U.S. aircraft manufacturers and subcontractors. The bids for the approximate \$322

million dollar tender will be accepted until May 17, 2009. Commercial Service representative Emilios.Margaritis@mail.doc.gov can provide additional information and assist in securing local partners.

Canada's Oil and Gas Market is Open for Business

Attend GO-EXPO Gas and Oil Exposition 2009 in Calgary, Alberta, Canada from June 9 - 11, 2009. Learn more/register: <http://www.buyusa.gov/canada/en/goexpo2009.html> For more information, please contact crystal.roberts@mail.doc.gov. A Wyoming company attributes orders of \$300,000 for downhole tools resulting from GO-EXPO 2007. The company president commented, "We have no in-house marketing effort except for this USDOC program and it has been a great success." GO-EXPO showcases 700 exhibitors, attracts over 20,000 registered attendees, and is among the most prominent oil and gas trade show and conferences in North America. The Commercial Service offers large and small U.S. exporters the very best access to industry contacts and business opportunities in the Canadian oil and gas sector through its Business Information Office in GO-EXPO. For U.S. companies unable to directly attend GO-EXPO, the U.S. Commercial Service provides a low-cost alternative through the BIO Literature Center. Participating U.S. firms will receive the full support of the U.S. Commercial Service in Canada and benefit from display and distribution of U.S. Product/Service Literature, industry contact names and trade leads generated at GO-EXPO 2009, and follow-up counseling and assistance as required.

Medical Sector Companies Active in the Middle East? Learn more about the Iraq market

Let your members know about the June 1st health sector roundtable in Washington, DC, led by departing U.S. Health Attaché to Iraq, Terry Cline, Ph.D. This roundtable will appeal to medical sector CEOs and sales directors with experience in the Middle East and currently considering market entry into Iraq. Industry sectors with greatest potential include Services (Credentialing, Continuing Education, Insurance, Healthcare Systems, Healthcare Financing Consultants, Public Health Programs, Healthcare Management); Manufacturing & Distribution (Devices, Pharmaceuticals, Technology); and Infrastructure (Medical Construction Services). Learn more <http://www.trade.gov/iraq>.

The Country of Georgia needs a Landfill compliant with European Union Standards

The European Bank for Reconstruction and Development will finance construction of the first landfill in Georgia compliant with applicable EU standards. EBRC is expanding financial support to Georgia's waste management sector as part of a continuing effort to upgrade Georgian municipal infrastructure. Learn more by downloading the Adobe Acrobat TradeAlert attached at the bottom of the website page located at:

<http://buyusainfo.net/info.cfm?id='14266323'&keyx='566359F25E991E045D2A14CDF3068B51'&navcol=>

Swiss Company wants to represent U.S. Pharmaceutical Equipment across Europe

Swiss-based BBA Innova Ltd. wants to represent U.S. pharmaceutical equipment and machinery across Switzerland and throughout other European Markets. BBA has 40 years experience as a worldwide trading and engineering company selling and servicing its product line of BBA coolers in the chemical and pharmaceutical sector. BBA executives have experience with U.S. supply chain characteristics and the U.S. business culture. Interested U.S. companies should contact Mr. Sandor Galambos, Commercial Specialist at the U.S. Commercial Service/American Embassy in Bern, Switzerland: sandor.galambos@mail.doc.gov , Tel: +41-31-357-7244

Supply Tractors, Trailers and Related Equipment in KOSOVO

As part of a the World Bank-funded "Energy Sector Clean-up and Land Reclamation" project, the Project Management Unit is seeking to purchase tractors, trailers and related equipment. **The bid deadline is June 4, 2009.** Interested U.S. suppliers must contact Trandelina Cakaj, Project Director of the Project Management Unit for the Kosovo Energy Corporation in Prishtina, Kosovo via email at < trandelina.cakaj@kek-energy.com > to obtain copies of the bidding documents and/or contact the [U.S. Commercial Service Office in Croatia](#) 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 >.

VIETNAM is Procuring 14 Motor Boats for Hydrological Measurement

As part of the World Bank-funded "Natural Disaster Risk Management" project in Vietnam, the Southern Region Hydro-Meteorological Centre is seeking to purchase 14 motor boats for hydrological measurement and related services in order to improve flood warning and monitoring in the Cuu Long Delta Area. **The bid deadline is July 6, 2009.** Interested U.S. suppliers must contact Mr. Le Van Cho, Director of the Project Coordination Unit in Ho Chi Minh City, Viet Nam via email at < duan@ktvnb.vn > to obtain a copy of the bidding documents and/or contact the

[U.S. Commercial Service Office in Vietnam](#) 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

Send U.S. Trolleybuses to Bulgaria

The European Bank for Reconstruction and Development issued an order for the supply of 30 new solo low-floor trolleybuses that are equipped with an auxiliary self-powered propulsion capability (internal combustion) and comply with EU Type Approval and UNECE requirements for large passenger vehicles in Bulgaria by Sofia Electrotransport EAD. The trolleybuses must meet EU requirements for mobility-impaired passengers. See the full procurement notice at: http://www.buyusa.gov/ebrd/procure_opps_28april_1.doc To see the most recent procurements listed on our website visit: <http://www.buyusa.gov/ebrd/> You may also contact the Commercial Service Business Liaison office at: sanford.owens@mail.doc.gov and tel. 44 20 7338 7493.

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>

Build Your Bridge to Prosperity in the Global Market with Canada First

The United States and Canada share the longest common border in the world - a border that spans more than 5,000 miles and offers access to most of Canada's 33.5 million inhabitants, who live within 160 miles of the border. This geographical proximity coupled with common free market values, language, business practices, and a similar standard of living - where U.S. goods and services account for approximately 60 percent of purchases - make Canada our most important export market in the world. And thanks to the North American Free Trade Agreement (NAFTA), there are no tariffs on industrial and most agricultural products imported from the United States. Please go to <http://export.gov> for more information.

In Case You Missed It

Supply Chain Venture Forum

Contact Roby.Kessler@mail.doc.gov, Commercial Officer, U.S. Commercial Service to learn more about this opportunity for innovative companies looking for new business in logistics, supply chain, and emerging technologies. May 14 Keynote will be from H.E. Valdis Zatlers, President of Latvia.

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.

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.

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 utilize 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.