

EXPORT *America*

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THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS



Trade Education and
World Trade Week

Bringing the Message
of Exporting to
Minority Businesses

The Sweet Smell of
Success: Estee Lauder
Honored at World
Trade Week Event

Rural Companies
Expand Their Sales
Horizons with the
Rural Export Initiative

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Reports

Irrigation
Equipment:
More Crop
Per Drop

Small Business
Exporter of
the Year





SIIA TRADE MISSION

China: eCommerce/IT Trade Mission

Beijing and Shanghai, China, June 24-July 2, 2002

AN OPPORTUNITY TO GROW YOUR BUSINESS IN CHINA

With China's entry into the WTO secured, what has long been an attractive market is quickly becoming even more enticing. The economy is projected to grow at a steady seven to eight percent clip for the next few years, U.S. exports to China increased 22 percent during the first three quarters of 2001 and prospects should improve as China's tariffs come down, and the IT sector continues to be a major development priority in China. For those in the software industry, the Chinese market has never looked better as a number of recent developments are opening up many new opportunities. Take advantage of the networking opportunities this trade mission will give you.

JOIN THE SIIA TRADE MISSION

SIIA and the U.S. Information Technology Office, with support from the U.S. Department of Commerce will lead an e-commerce and IT industry trade mission to Beijing and Shanghai June 24-July 2, 2002. The mission targets software, IT and E-commerce companies interested in developing partnerships in China. The mission will include customized one-on-one meetings, networking events, and business briefings designed to help mission participants enter or expand their presence in the China market. It also includes a stop at one of China's premier industry exhibitions and conferences, International Soft China 2002.

COST

US \$1800 for SIIA members

US \$2500 for non-members

CONTACT US

There is still time to sign up for the SIIA trade mission to Beijing and Shanghai, China on June 24-July 2, 2002.

To discuss or join the eCommerce/IT Trade Mission, contact Eric Fredell at efredell@siaa.net or +1.202.789.4464.

For more information visit: <http://www.siaa.net/divisions/global/default.asp>

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U.S. DEPARTMENT OF COMMERCE
International Trade Administration

Donald L. Evans
Secretary of Commerce

Grant Aldonas
Under Secretary
for International Trade

Julie Cram
Director of Public Affairs (Acting)

Cory Churches
Editor

John Ward
Contributing Editor

Frank Deasel
Printing Specialist

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Toll Free (866) 512-1800

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Design by Golden Dog Productions



Spring certainly is here.

The cherry blossoms in Washington, D.C., are barely off the trees, the azaleas are in full bloom and the tourists are returning to our nation's capital. The month of May highlights several events that are near and dear to our hearts here at *Export America*, including World Trade Week (May 19 – 25), Small Business Week (May 5 – 11) and National Tourism Week (May 4 – 12). The tourism industry is hosting its 33rd annual trade event, International PowWow® in New Orleans May 25 – 29, 2002. International PowWow® 2002 will provide one of the travel industry's critical steps to recovery this year.

We mark the 76th anniversary of World Trade Week this year. World Trade Week has transitioned into World Trade Month, with events taking place nationwide for the month of May focusing on how trade enhances our local economies, contributes to the stability of business and provides jobs for Americans in higher-than-average-paying jobs. We've included a listing of selected events on page 26 but a full list can be viewed on the magazine's Web site, <http://exportamerica.doc.gov>.

This month President Bush will issue a proclamation, as he did last year, officially recognizing the third week of May as World Trade Week, paying particular

attention to the contributions made by small business to U.S. export growth. According to recent statistics, 97 percent of U.S. exporters have fewer than 100 employees. Our feature this month examines not just small business, but businesses owned by women, minorities and those located in rural areas. One of the goals of ITA is to bring the message of trade to all businesses, but particularly to the business communities that have a difficult time receiving strategic information on a regular basis. Additionally, John Ward tells us about the Small Business Exporter of the Year, Dr. Lalit Chordia.

Other articles this month include: John McPhee of our Office of Information Technology discussing the latest ExportIT reports, Padraic Sweeney in the Office of Machinery highlighting the irrigation equipment export market and the Trade Information Center highlights several useful publications that ITA produces that should be on every exporter's bookshelf.

I hope that you will be able to participate in one of this month's World Trade Week events taking place in your community. And as usual, good luck in your exporting endeavors and feel free to send feedback to us at Export_America@ita.doc.gov.

Cory Churches

Cory Churches
Editor



GLOBAL NEWS LINE

IRELAND

The Irish Government has formally launched the \$7.2 billion Phase One project of the Dublin Metro Transit System. The Rail Procurement Agency (RPA) is responsible for procurement of the metro, which it is envisaged will be through Public Private Partnership (PPP). Expressions of interest from suitably qualified contractors, suppliers, and service providers should be submitted to the RPA by May 2002. The target timeframe for bringing the Phase One system into operation is 2007. There is strong international, including U.S., interest in this \$7.2 billion project. U.S. companies interested in participating in this project opportunity should register their interest directly with the RPA by May 2002.

The RPA is publishing a notice in the Official Journal of the European Communities (OJEC) "S" Series (<http://ted.eur-op.eu.int>) seeking expressions of interest from suitably qualified contractors, suppliers and service providers regarding the provision of works, supplies and services for the Dublin Metro transit system phase one project. According to the OJEC notice, it is intended that the design, construction, financing, operation and maintenance of the Dublin Metro Transit System Phase One project (or part of the project) will be procured through a single concession contract, for which a call for competition may be issued, inviting qualified contractors, suppliers, and service providers to form consortia to participate in such competition. However, the RPA reserves the right to procure any such works, supplies or services separately. The RPA also reserves the right to include in such concession, other phases of the Dublin metro project. Railway Procurement Agency, Tel: +353-1-702-2152 Fax: +353-1-702-2726 Website: www.luas.ie Contact: Mr. Rory O'Connor, Procurement Manager E-mail: rpa@luas.ie

GREECE

U.S. manufacturers of luxury tourist buses, as well as rental companies who provide rentals of luxury tourist buses, have the opportunity to

participate as suppliers for the acquisition and or replacement of 2,100 buses to upgrade the Athens luxury tourist buses fleet and to cover the needs Athens 2004 Olympic games.

The Athens 2004 Olympic Games Organizing Committee (ATHOC) requires around 1,800, 50 seat luxury tourist and 300, 9 seat mini-buses to cover the transport needs for the approximately 80,000 members of the Olympic Family during the Athens 2004 Olympic Games. The Olympic Family includes an estimated 44,100 athletes and around 35,000 sponsors, officials and guests who are expected to attend the games.

ATHOC, in cooperation with the Ministry of Transport and Communications (MTT), is preparing specifications required to cover the needs of the Olympic games. The required specifications will be incorporated in the new law prepared by MTT regarding the legal framework for the transport issues in Greece. The new law will also provide major incentives to the present owners of luxury tourist buses to replace their vehicles before the summer of 2004.

U.S. firms interested in participating in the upgrading and replacement and/or rental of the luxury tourist buses for the 2004 Summer Olympics are advised to partner with Greek firms in a collaboration or joint venture endeavor in order to be able to supply or rent the required number of buses.

For more information regarding the ATHOC request to cover transport needs of the Athens 2004 Olympic Games and/or other prospective transportation opportunities for U.S. firms in Greece, or for information and assistance in identifying qualified local potential partners with which to collaborate in competing for business opportunities in the Greek transportation market, please contact:

Mr. Emiliios Margaritis,
Senior Advisor
Mr. George Bonanos,

Commercial Advisor
The U.S. Commercial Service
American Embassy – Athens
Tel: [30] (10) 720-2302
Fax: [30] (10) 721-8660
E-mail:
Emilios.Margaritis@mail.doc.gov
George.Bonanos@mail.doc.gov

RUSSIA

The decades of environmental degradation in the Russian Far East (RFE) require the introduction of new environmental technologies. Although the financing of environmental projects is still problematic, there are still some prospects for U.S. companies interested in exporting pollution control equipment, environmental technologies and consulting services to the region. There is also growing interest among local businesses in recycling technologies and cleaner manufacturing processes.

Opportunities for U.S. technologies are apparent in solid waste treatment, wastewater management, drinking water and renewable energy sources, to name a few. Financing is a major problem for exports and application of new environmental technologies in the RFE. While low-scale waste recycling and utilization projects can be funded by local enterprises, larger projects need capital investment. The USAID program Ecolinks provides grants to local companies interested in implementing environmental technologies, and assists them in locating a U.S. partner that is best suited for their needs.

UZBEKISTAN

The act of registering or re-registering of products for medical use in Uzbekistan is performed by the Head Department of the Drug and Medical Equipment Quality Control (HDDMEQC), Public Health Ministry of the Republic of Uzbekistan.

The procedures for registering medical equipment and related products were issued by the Cabinet of Ministers of Uzbekistan on May 25, 1995 and

then were approved by the Ministry of Health.

Registration is a requirement for the importation of medical products into Uzbekistan. Once registered, a product is included in the State register of medical equipment and medical related products. Registration is valid for five years.

Medical equipment, which has been in use, may not be registered in the Republic of Uzbekistan. However, there is a need to point out that medical equipment imported to the territory of Uzbekistan should pass the governmental certification, except equipment that was produced before 1995. Use of the former exploited medical technology in the hospitals and testing institutions is possible only after passing the strict quality, suitability and security conditions in a technical evaluation with the technological experts from a special commission, created under HDDMEQC.

During the exploration period equipment is regularly checked by the departmental supervision. Medical equipment, which is supplied through humanitarian aid can be distributed the final place of destination, only after certification testing.

CHINA

U.S. manufactures of solar photovoltaic cells, charging control devices for solar photovoltaic/wind motor, DC-to-AC converters and storage battery have the opportunity to participate in an urgent bidding opportunity for the construction of solar photovoltaic power stations for the remote villages of seven provinces in China, which have no access to power grid.

The bidding information for this project is released by China's State Development and Planning Commission (SDPC) and it's part of China's state rural electrification project called "Bright Project".

This tender invites eligible Chinese integrated solar photovoltaic power

station builders to participate in the bidding; however, foreign companies could provide equipment and products to the winner of project bidding. The bid will be opened on April 16th, 2002. At that time equipment and product manufacturers/suppliers will also be selected.

To be considered for inclusion on a list of manufactures of the above-mentioned products for the reference of the tender offering company, interested manufactures should provide the following information by fax or e-mail to the tender offering company as soon as possible:

- Name of the manufacture (enterprise)
- Model of the product
- Technical parameters (capacity factor, voltage, electric current)
- Annul output and sales volume
- Price of products
- Name of China's inspection center, date and result of inspection
- The contact people's name, telephone number, fax number, post code, and detailed address

For more information please contact directly with the tender offering company:

Guoxin Tendering Corporation Ltd
Mr. Li Qiang / Ms. Shi Jieying
10th Floor, Guoxin Mansion, No. 22
ShouTi South Road,
Haidian District, Beijing 100044
P.R. China
Tel: 86-10-88354433 ext 335/329
Fax: 86-10-88356015
E-mail:
liqiang@chinabidding.com.cn;
shijieying963@sohu.com

ARGENTINA

The Government of Argentina places restrictions on imports of used capital goods, including medical equipment. This situation, however, implies a

significant liberalization of imports of these products since 1994, after years of a virtual total ban on the importation of used medical equipment.

The principal concern of Argentine authorities regarding imports of used medical equipment is that of easing the way for well-established and qualified suppliers to enter the market, while protecting the industry from unreliable suppliers which have at different times sold badly refurbished machines or equipment without appropriate after-sale support.

Restrictions and bans on the imports of used medical equipment are established by Resolution 909/94 (issued by the Ministry of Economy in 1994) and amended by Annex II and III of the Resolution MEOSP 748/95, determining a classification of imports as follows:

1. Used products that can be imported if the conditions stated below for the manufacturer, purchaser and sales representative are met (equipment certified by manufacturer, availability of after-sales servicing and availability of spare parts, purchaser must prove it is unable to purchase new equipment, etc.).
2. Used products that cannot be imported
3. Used and refurbished products that may be freely imported.

In general, used goods are subject to an average import fee of about 25 percent and must fulfill all health control, safety, environmental, and consumer rights regulations governing importation of those same goods. ■

NEED MORE DETAIL?

Ask a Foreign Commercial Officer at one of the Department of Commerce's posts located around the globe. Contact information, including phone, fax and email, is available by calling the Trade Information Center at (800) USA-TRAD(E).

THE WORLD'S POLICEMAN

EXPORTER BRINGS BEST PRACTICES AND SAFETY TO LAW ENFORCEMENT WORLDWIDE

by Erin Butler
U.S. Commercial Service

Florida entrepreneur Roy Bedard sells more than police batons and handcuffs. His commitment to better and more humane policing methods is his signature product — and he's selling it all over the world.

Bedard is the President and founder of RRB Systems, a Tallahassee, Florida police and security equipment and training company. Like many entrepreneurs, Bedard's business grew out of a personal interest. A policeman since 1987, Bedard wanted equipment that would encourage responsible, humane, and effective policing. He also saw a need for tools that would make it easier for smaller police officers, such as women, to more effectively do their jobs.

His breakthrough product? A police baton that he calls "a better mousetrap." The Rapid Rotation Baton features multiple handles that make it versatile in a variety of situations. It's difficult for a non-cop to appreciate the design, says Bedard, but explains that the baton is "so unique that it has

carried me all over the world." His Rapid-Cuff system, with a solid bar center (rather than a chain) to allow better control of handcuffed suspects, is another key product.

But what really sets RRB apart from other equipment suppliers is Bedard's

Global Policing Initiative — a model for modern policing, especially useful to developing countries. The Initiative combines equipment training, consulting, and policy reviews to bring policing's best practices to other countries. Bedard says that the U.S. police force is widely respected internationally. "The



"A Better Mousetrap": Roy Bedard of RRB Systems (left) and Mike Higgins of the Tallahassee U.S. Export Assistance Center with the company's signature Rapid Rotation Baton.

Photo courtesy of U.S. Commercial Service

U.S. has the world's model police force," says Bedard. "We have the reputation of doing it better."

The flow of ideas goes the other way, too. Bedard's global perspective lets him take ideas from foreign police forces to augment his U.S. training. The result? A global policing model composed of the most modern ideas and equipment in the world. His staff of international police experts provide consultation to law enforcement, corrections, and security organizations worldwide.

RRB GOES AROUND THE WORLD

For many small business owners, finding customers is the hardest part. Not so for Bedard. He kicked off his business in 1995 with an exhibit at the International Association of Chiefs of Police show in Miami, and interest in his products was high. "The international inquiries came right away, and they scared me," he recalls.

That's when Bedard called the Tallahassee U.S. Export Assistance Center, where he met International Trade Specialist Mike Higgins. "We've become friends," says Bedard. "Mike has been a tremendous help, and has given me lots of information on foreign markets." The Tallahassee Center is part of the U.S. Commercial Service, a Commerce Department agency that has an international network of specialists like Higgins who help U.S. companies make international sales.

Bedard began with little formal knowledge of sales and business strategy — especially international. "I was a cop! Selling wasn't my area," he laughs. But before long he was aggressively pursuing export business.

He especially likes the U.S. Commercial Service's Gold Key Service, which matched him with pre-screened partners in the markets he targeted — and took care of the logistics of his



Taking a Hit for Trade: Roy Bedard of RRB Systems demonstrates the Rapid Rotation Baton on International Trade Specialist Mike Higgins.

Photo courtesy of U.S. Commercial Service

overseas trips. "It saves time and money on the front end," he explains. "Our prospects are all pre-qualified — I know all about them before I walk in the door" — a piece of detective work that impressed him.

Bedard also recommends trade missions, having been on a quite a few. He accompanied Florida Governor Jeb Bush across Latin America — to Mexico, Brazil, Chile and Argentina; Bedard also headed to Europe on a mission to Spain. He advises other small businesses to learn about the range of export assistance available from federal and state sources. For him, Mike Higgins and his partners at TEAM Florida, which includes the state economic development agency, Enterprise Florida, as well as Chambers of Commerce, World Trade Centers, and Small Business Development Centers have been a valuable resource.

Bedard still does part-time police work, and it's clear that policing remains his

calling. His Web site features an online chat forum for police officers called the "Cop Café," and he's eminently knowledgeable on international police practices and challenges. "It was a leap of faith to leave a full-time police job," says Bedard. But it's a leap Bedard is glad he took. ■

ExportIT MARKET REPORTS

**TIMELY INFORMATION FOR SMALL AND
MEDIUM-SIZED TECHNOLOGY BUSINESSES**

by John McPhee

Director, Office of Information Technologies, Trade Development

For smaller companies, quality market research is often difficult to find and expensive to obtain.

With this in mind, the Information Technology Industries Office within the International Trade Administration has created a series of foreign market reports geared to small and medium-sized companies in the areas of information technology, telecommunications and e-commerce. These reports are a unique source of information, not only on the commercial aspects of selected foreign markets, but also on the relevant government laws, regulations, policies, and broader economic developments that affect how business is conducted. Chapters are devoted to overviews of the markets from each industry's perspective; market entry strategies; useful contacts; and legal and regulatory information. The reports are based on market research and analysis undertaken in each country by a team of industry specialists

from the Information Technology Industries Office. During each research visit, these experts work closely with officers from the U.S. Commercial Service based in the U.S. embassies.

Previous reports have focused on Argentina, Brazil, Germany, Korea, Hong Kong, and the United Kingdom. These reports can be found online at <http://ExportIT.ita.doc.gov>. Upcoming reports will cover Mexico, Argentina (an update as of March 2002) and Central Europe (the Czech Republic and Hungary). Excerpts from these latter reports are provided below.

MEXICO

With a population of over 100 million inhabitants, Mexico's telecommunications equipment and services markets have considerable growth potential, due largely to relatively low fixed-line teledensity and resultant pent-up demand. Privatization and pro-competitive measures first announced

in 1989 significantly pared back the Government of Mexico's role in the telecom sector. Many of these measures were codified in the 1995 Federal Telecom Law (FTL), which was introduced to replace a law governing the telecom sector dating back to the 1940s. The FTL allowed new entrants into the market to compete with Telmex. It opened every telecom service up to competition, allowed higher levels of foreign participation, and mandated interconnection and transparent as well as non-discriminatory processes for licensing. On the legislative front, Mexico's Congress is presently in the early stages of discussing a draft telecom reform law that it hopes to pass by September 2002.

At year-end 2000, basic telephony and data communications services in Mexico combined to generate revenues of roughly \$8.1 billion. Local telephony was the largest segment of the market, accounting for 58 percent of revenues. New entrants to the fixed communications marketplace are

expected to invest most heavily in the local telephony sector. As transmission of data becomes increasingly crucial to the corporate sector, the segment with greatest room for growth in the next five years will likely be data communications. This should increase demand for bundled packages of services and spur investment in end-to-end technologies that enhance the competitiveness of new entrants' offerings. Additionally, demand for telecom equipment is sure to increase over the next five years, as both residential and corporate clients drive telecom operators to upgrade their networks to take advantage of higher-speed technologies that maximize the potential of the Internet. Significant changes are expected to accompany rapid growth in the wireless market over the next few years as competition heats up and operators consolidate their holdings in the market.

The information technology (IT) sector in Mexico has developed at an impressive rate over the last few years. According to International Data Corporation (IDC), the compound annual growth rate from 2001 to 2005 is expected to be 7 percent. Growth in this sector is expected to continue, as several programs established by both the public and private sectors take effect to stimulate the use of IT throughout the economy. Computer hardware continues to dominate Mexican IT expenditures, accounting for 59 percent of IT expenditures in 2001, with personal computers accounting for 62 percent of hardware sales. Demand for computers continues to grow in all segments, particularly in the small businesses and home use markets.

The software market in Mexico is very competitive, with most major U.S. and other foreign software developers selling in the market. More than 90 percent of packaged software sold in Mexico is imported, mainly from the United States. In contrast to packaged software, over 90 percent of customized software is developed in Mexico. Sales of software in Mexico were \$632 million and are expected to

decline slightly in 2002 and remain flat over the next two years.

The Mexican Internet penetration rate was approximately 3 percent in 2001 and the number of Internet users is expected to grow rapidly over the next three years. U.S. companies will find ample opportunities for both investment and sales in Mexican Internet-related products and services. Over the long-term, Internet use is expected to increase as the process of technology diffusion continues, moving from larger companies to their suppliers, from institutions of higher education down to secondary and primary schools, and from the Mexican federal government out to local governments. Most Internet accounts will remain dial-up rather than broadband through 2005 according to Pyramid Research. Wireless Internet use may become more widespread in the future as a result of the serious infrastructure problems with the fixed line Internet.

E-commerce in Mexico is expected to reach approximately \$38 billion by

2005, up from \$1.2 billion in 2001, making it a leader in Latin America in terms of potential for future growth in this area. Currently, business-to-business (B2B) is more prevalent than business-to-consumer (B2C) e-commerce. In 2000, B2B accounted for 77 percent of the total transactions in Mexico. The main issues affecting B2C e-commerce include: low Internet access rate; small consumer purchasing power; problems associated with credit cards and the banking system; and educational and awareness issues. B2B is projected to reach 84 percent of the e-commerce market by 2005.

One of the most promising developments related to Mexico's e-commerce future is the government's new commitment to making Mexico a true digital economy. The development of the E-Mexico program is the most obvious manifestation of this commitment. E-Mexico's main goals are to develop Mexico's IT industry; foster an internal market for IT products; promote an adequate regulatory framework in the use of electronic media



and e-commerce; and digitalize government services in order to create a model for the private sector. Leaders of E-Mexico claim that by 2025, 98 percent of Mexican citizens will be online, IT and Internet education will be available in all schools, and the legal and regulatory structure for e-commerce will promote greater consumer confidence, including the use of credit cards for online transactions.

Another positive development in this area is the work that is being done on the e-commerce legal and regulatory structure. Both the private sector in Mexico and the Mexican government are extremely committed to revamping laws that pertain to, or affect, e-commerce. In 2000, the government of Mexico began this undertaking with the passage of four amendments to existing laws — referred to as the E-Commerce Law 2000 — resulting in the following: electronic contracts are recognized legally; information transmitted online will stand up in judicial proceedings; and, consumer protection laws cover the online world.

While the E-Commerce Law 2000 was a very productive beginning, a number of additional laws and regulations have been proposed to make Mexico's laws related to e-commerce "inter-operable" with other digital economies. Perhaps the most important is the "e-invoice" legislation, which will eliminate the requirement that businesses provide hard copies of invoices in electronic transactions. Additional legislation related to digital signatures, consumer protection, data privacy, and intellectual property rights are pending in the Mexican Congress.

For additional information on these markets, contact:
 Steve_Green@ita.doc.gov,
 Office of Telecommunications
 Technologies,
 Robin_Gaines@ita.doc.gov,
 Office of Information Technologies
 and Arrow_Augerot@ita.doc.gov,
 Office of Electronic Commerce.

ARGENTINA

This report updates a previous study entitled "ExportIT Latin America: Highlighting Argentina and Brazil" which was published by the U.S. Department of Commerce's International Trade Administration in June 2000.

The Argentine market for information technology products and services remains the third largest in Latin America after Brazil and Mexico, but has been in the doldrums over the past two years. As a result of Argentina's deepening recession and mounting debt crisis, IT spending slowed considerably in 2000 and declined by 21 percent to \$2.8 billion by the end of 2001, according to estimates from International Data Corporation (IDC). IDC believes that Argentina will bounce back very strongly in 2003 and experience the fastest growth in IT spending of all major Latin American nations over the next four years, rising at a 40 percent average annual rate to \$5.2 billion by 2006.

The ongoing build-out of Argentina's telecommunications infrastructure should have a strong positive effect on networking equipment demand over this decade. Argentine businesses and public sector agencies will become more networked through increased use of intranets and extranets, enabling them to boost the efficiency of their operations and cut costs. Argentine firms, in particular, should boost their investments in software for enterprise resource planning (ERP), back office solutions, and integration of front and back offices to improve their competitiveness in terms of cost and service. The major vertical market sectors will be banking and finance, logistics, and medical and health care management.

The Internet user base in Argentina has doubled over the past year, reaching two million people in mid-2001. The main factors driving this expansion have been the availability of cheaper PCs and

reductions in Internet access fees. Home use remains low at 14 percent of all Argentine households and is concentrated in Buenos Aires, which means that the residential sector nationwide has been barely penetrated. Business access to the Internet is almost universal.

Argentina experienced a shakeout in Internet ventures over 2001 comparable to the one that occurred in the United States. Internet Service Providers (ISPs) were especially hard hit and many of the more attractive of the local independent ISPs were bought up by better capitalized foreign firms eager to gain market share in Argentina.

Dial-up access to the Internet is still dominant, but interest in broadband is mounting. Thanks to the deregulation of the telecommunications market and the ensuing competition between service providers for customers, cable modem and asynchronous data subscriber line (ADSL) prices have plunged to a low of \$60 per month now. Wireless Internet access is in its infancy. Industry observers feel that this technology has great promise in the future, given the relatively low PC penetration rate and the rapid growth of cellular telephones in this country.

The size of Argentina's e-commerce market is expected to range between \$6.7 and \$13 billion by 2004. Business-to-business (B2B) electronic commerce accounts for the bulk of Argentina's electronic commerce revenues. The use of business-to-consumer (B2C) electronic commerce has not really caught on in Argentina. As of mid-2001, only 4 percent of all small firms and 12 percent of large enterprises sold products and services online. Federal government agencies have been working to place all of their operations online and have established a government Web site that gives citizens access to information on government ministries and services, other sites of interest, and late breaking news. While progress towards creating a true "electronic government" has

been limited thus far, most observers believe that the Argentine government's commitment to the program is strong and that its implementation will continue when the economy picks up.

For additional information on this market, contact:

Timothy_Miles@ita.doc.gov,
Office of Information Technologies;
Steven_Green@ita.doc.gov,
Office of Telecommunications
Technologies; and
Arrow_Augerot@ita.doc.gov,
Office of Electronic Commerce.

CENTRAL EUROPE

The telecommunications and IT markets in the Czech Republic, Poland, and Hungary are unquestionably the most advanced in the combined Central and East European region. Privatization of former state-owned telecommunications providers, liberalization of telecommunications markets, and greater competition has spurred growth in the telecommunications sector throughout the region. Each country has enacted telecommunications legislation that requires full liberalization of their telecommunications markets by the end of 2002. As part of this process, the governments of Central Europe are establishing independent telecom regulators.

Demand for information and telecommunications technologies in Central Europe is being driven by many factors, two of which can be attributed to EU accession. In preparation for EU accession, many companies in Central Europe are trying to transform themselves quickly into world-class competitors. This process is creating considerable commercial opportunities for U.S. high-tech firms with expertise in the fields of information technology and telecommunications to invest or sell their products.

The Central European telecom markets are expected to experience a period

of upheaval over the next several years, as they transition from monopolies to free competition, from voice to data, and from fixed to mobile. New license awards for wireline and wireless (cellular, and fixed wireless access) services are driving network expansion and the offering of new services throughout the region. The wireless segment, in particular, is experiencing robust growth in most countries in Central Europe, as they look to wireless technologies to increase teledensity levels rapidly. As telecommunications giants such as Deutsche Telecom, KPN, and Swiss Telecom pull out or scale back their investments in Central Europe, others, such as Vivendi, see this as an opportunity to establish or expand their presence in the region.

The PC penetration rate in the Central European countries has significantly increased in the past five years, largely driven by the small and medium-sized enterprise market. Since 1989, Central European governments, in an effort to implement major economic reforms, are sponsoring initiatives to encourage the use of information technologies, such as multimedia and the Internet. Incumbent telecommunications operators in Central Europe have capitalized on their dominant position in the telecom market and have taken leading positions in the Internet access markets. The low level of PC penetration and relatively high Internet access rates has hampered Internet growth. Although Internet use in Central Europe is relatively low compared to the United States and Western Europe, it is expected to grow considerably over the next several years.

Most Web sites in Central Europe are static and only offer general information about the company and the products. However, this is expected to change if Central European companies follow global trends, where the primary purpose of Web sites has become sales. While many retailers are developing online sales channels, electronic commerce in Central Europe is dominated

by the business-to-business (B2B) segment. This trend should continue for the next few years. There are opportunities for U.S. companies providing e-commerce-enabling products and services, but end-users will consist mainly of the largest companies in the region.

Many Central European firms are upgrading their legacy computer systems, investing in enterprise and customer management software, intranets and extranets, and integrating front and back offices. More and more Hungarian and Czech firms are eager to implement Internet and electronic commerce strategies. As a result, there is growing demand for professional Internet and electronic commerce services such as Web site design, and for systems integrators to install, program, and connect servers to legacy infrastructures as well as integrate Web sites and back office operations.

For additional information on these markets, contact:

Beatrix_Roberts@ita.doc.gov,
Office of Telecommunications
Technologies and
Jon_Boyens@ita.doc.gov,
Office of Information Technologies. ■

IRRIGATION EQUIPMENT

MORE CROP PER DROP

by Padraic J. Sweeney

Office of Machinery, Trade Development

The United States is a global agribusiness leader: from food crops to biotechnology to farm machinery, American companies lead the way in intensely competitive international markets. A dynamic component of the United States agribusiness sector is the irrigation equipment industry. American manufacturers account for 40 percent of the global market for all types of irrigation equipment and are eager to be recognized as part of the solution to the world's growing freshwater shortage.

WATER: THE BIG PICTURE

Why is water so important? Water, essential for human life, health, and economic prosperity, is becoming an increasingly scarce resource. As many as 80 countries, which include approximately 40 percent of the world's population suffer from severe shortages of fresh water. Jan Gerston, of the Texas Water Resources Institute at Texas A&M University, contends that users of irrigation water "will find that investment in efficient irrigation not only improves the bottom line, but is a hedge" against growing requirements surrounding the use of water. "Irrigation is the biggest user of water," acknowledges Tom Kimmell, Executive Director of the Irrigation Association, "but we are also the most efficient user of water."

The availability of fresh water has a powerful influence on U.S. commercial, political and even security

relations with many nations around the world. As Secretary of State Colin Powell wrote to the President of the Irrigation Association in a February 2001 letter, "Better management of limited fresh-water resources is critical to the sustainable development of economies worldwide and to the reduction of tensions in regions where water is scarce."

U.S. IRRIGATION EQUIPMENT INDUSTRY

The United States is the world's leading source of irrigation technology. Most commercial irrigation technologies in use today originated in this country. The Irrigation Association estimates that U.S. irrigation equipment manufacturers account for roughly \$800 million in exports.

Notwithstanding this strong U.S. position, global competition is intense. Intellectual property is highly perishable. Israel is a leading competitor, and Spain, Italy and a number of other European countries are rapidly emerging as major producers of irrigation equipment, as well. U.S. irrigation companies are generally small to medium-sized and must focus intensely on their commercial objectives to survive in this business environment.

MORE THAN JUST AGRICULTURE

Between 60 and 70 percent of the world's freshwater is used for agriculture, so modern irrigation technology is essential to conserving agricultural water and expanding agricultural production. "If we need to conserve



freshwater, and I believe that we do, then agriculture is where we need to start," says Tom Spears, President of Valmont Irrigation of Valley, Nebraska. Adam Skolnik, President of Senninger Irrigation of Orlando, Florida, stresses the dynamic nature of modern irrigation technologies and the potential savings they offer: "there is an enormous amount of savings to be had by applying today's technology — and we're learning more and more every day."

Mexico and Latin America are particularly important markets for many American exporters of agricultural irrigation equipment. Canada, South Africa, Australia, and many Middle Eastern countries are also major markets for agricultural irrigation technology.

IRRIGATION ASSOCIATION

Irrigation is a lot more than just agriculture, though. Many U.S. irrigation companies specialize in turf/landscape and golf systems. The famous Tuilleries Gardens in Paris, for example, are irrigated by a turf/landscape system installed by Rain Bird Corporation of Glendora, California. Rainbird also supplies the irrigation system for England's Royal Lytham and St. Annes golf course, site of the 2001 British Open. "Europe is the major market for golf and turf," says Rainbird's Vice President International, Jack Buzzard. "Canada and Australia are important, as well," along with "China, which is getting ready for the Olympics."

Turf/landscape irrigation technologies include automatic controllers, which regulate watering based upon scientifically calculated plant needs; soil moisture measurement devices; rainfall-shutoff devices; advanced performance sprinklers, and low-flow drip irrigation systems.

Golf irrigation employs technologies similar to turf/landscape, with a particular emphasis on high efficiency. The golf industry has pioneered the

use of recycled water (wastewater treated to near-drinking water quality) as well as self-contained, on-site water systems. South Korea, Japan, Taiwan, Malaysia, Thailand, and Singapore have been key export markets for golf irrigation equipment.

The Irrigation Association, with headquarters in Falls Church, Virginia, is the principal trade association for the U.S. irrigation industry. The Association participates in the development of relevant legislation and regulations; conducts educational and certification programs; and takes part in the development of irrigation-related international standards.

Looking to the future, U.S. irrigation equipment companies expect strong growth in international markets for their products. Mark Huntley, President and CEO of T-Systems International of San Diego, California reckons that for his company's drip irrigation systems, "the global market is growing at 15-20 percent per year." Nevertheless, U.S. irrigation companies do look for the U.S. Government for support in pursuing global markets. "Being our advocate out in the world" for U.S. products and technologies is an important role for the Commerce Department and other federal agencies, says Senninger's Adam Skolnik. "In most developing countries, the financing of projects is the main issue," notes Rain Bird's Jack Buzzard. The Irrigation Association is also working with the International Trade Administration to promote its International Irrigation Show more widely in key overseas markets. ■

For more information contact:
 Padraic Sweeney
 Tel: (202) 482-0135
 Email:Padraic_Sweeney@ita.doc.gov

The International Irrigation Show, sponsored annually by the Irrigation Association of Falls Church, Virginia, is the largest international trade event devoted exclusively to irrigation technology. The 2002 Show will be held October 24-26 at the Ernest N. Morial Convention Center in New Orleans, Louisiana. The organizers expect more than 6,000 attendees, 15-20 percent of whom come from outside of the United States, to meet with over 350 exhibitors in more than 180,000 square feet of exhibition space. Expanding international participation — and the opportunity for international buyers to learn more about American irrigation technology — will add considerable value to the Show, industry observers agree. The Show "is the industry's most important mechanism internationally" for promoting exports of U.S. irrigation technology, argues Jack Buzzard, Vice President International of Rain Bird Corporation and a past president of the Irrigation Association. "To the extent that we can promote it overseas, that's where we can get more bang for the buck" from the Show, says Tom Spears, President of Valmont Irrigation, whose company attends the IIS every year. Increasing international participation will "do a great job of promoting U.S. technology," Spear contends.

For more information on the International Irrigation Show, contact Irrigation Association Meetings Director Denise Stone
 Tel: 703-536-7080, Fax: 703-536-7019
 E-mail: denise@irrigation.org



ASK THE TIC

ITA PUBLICATIONS

by Gary Bouck and David Averne
Trade Information Center

U.S. exporters can get assistance in doing business in the world market from a number of publications that the U.S. Department of Commerce's International Trade Administration produce.

Below are helpful resources for export-related information that benefit experienced exporters as well as potential exporters. Most of these resources are available online, as well as in print.

WHERE CAN FIRMS GET INFORMATION ABOUT THE BASICS OF EXPORTING?

There are a number, including:

■ **A Basic Guide to Exporting**, a step-by-step guide to the exporting process, from identifying markets and developing an export strategy to doing market research, traveling overseas, finding buyers, shipping, and financing. The Guide also describes export promotion services offered by the U. S. Department of Commerce and other federal agencies.

The latest edition is available on-line at the TIC's website www.export.gov/tic (under "Export Resources") or in hard copy from UNZ & Company at 800-631-3098.

■ **The Export Programs Guide**, a must have guide to all federal government programs that help U.S. companies export their goods and services around the world. It provides program web addresses and contact information for government specialists in export counseling, market research, trade promotion, market access, export finance, safety inspection and certification programs, agriculture export and finance programs, and export licenses and controls. The entire text is available in a PDF version online at the TIC's home page www.export.gov/tic under "Export Programs Guide." Printed copies are available by calling 1-800-USA-TRAD(E) or by e-mailing TIC@ita.doc.gov.

■ **Export America** is the monthly magazine of the International Trade Administration. It draws on the

resources of the ITA and other government agencies to feature regional developments, success stories, country and sector-specific market opportunities, technical advice, trade events, online marketing tips and sources of financing. Past and current articles are available online at <http://exportamerica.doc.gov>. Subscriptions are available via the web site or by calling toll-free 1-866-512-1800.

WHAT PUBLICATIONS FOCUS ON A SPECIFIC INDUSTRY SECTOR?

■ **U.S. Industry and Trade Outlook**, a source book that provides up-to-date analyses of the major U.S. industries and sectors, industry-specific outlooks for international trade, domestic and global economic activity, and more than 650 easy-to-read charts and graphs that clearly illustrate industry trends.

The Outlook covers more than 200 manufacturing and service industries. Each industry chapter features historical data on shipments, imports, exports, and employment; discussions of industry trends, technology, and international competition; one-, two-, and five-year forecasts; recent trade patterns and major country markets; graphs highlighting domestic and international trends; and reference lists for further research.

The latest edition of the Outlook was published in 2000. Copies may be purchased from the National Technical Information Service (NTIS) through its toll-free ordering number 1-800-553-6847.

■ Reports published in the **Industry Sector Analysis (ISA)** series are prepared throughout the year by ITA's Commercial Service on the key industry sectors for U.S. exports to a given country. Reports cover market size, outlook, and end-user analysis for a selected industry sector in a particular country. These reports go into significant detail on a particular market, including third-country competition information, market access, distribution channels, market barriers and financing options. The reports also list best sales prospects, trade promotion opportunities, and in-country contacts.

ISAs are available online at www.export.gov under "Country/Industry Market Research." The ISA database is also available through the Commerce Department's STAT-USA Internet subscription service. To subscribe, phone 1-800-STAT-USA. Exporters can also access the database for free at over 1,400 Federal Depository

Libraries nationwide. To locate the nearest Federal Depository Library, call the TIC at 1-800-USA-TRAD(E).

- **Export Information Technology** (ExportIT) reports are a series of in-depth studies focused on foreign information technology, telecommunication and Internet markets in a given geographic area. They describe and analyze the trends, key issues, and events in telecommunications, Internet and e-commerce adoption in regional markets. The reports provide analysis of the status of telecommunications liberalization, competition in telecommunications services, and the deployment of new telecommunications technologies, and how these changes are affecting the adoption of the Internet and e-commerce. ExportIT reports highlight information and market opportunities relevant to small and medium-sized U.S. businesses in the IT and telecommunications industries. Suggestions on market entry strategies for smaller firms are included in the reports.

ExportIT Reports are available online at www.export.gov under "Industry Sector Offices" and "Computers." To obtain a printed copy of a report, please contact (202) 482-0571. See page 8 for a summary of three new reports.

- The **Environmental Technologies Export Market Plan** series consists of comprehensive export market plans for over 20 selected countries throughout the world, each designed to give the reader up-to-date information on this rapidly-growing industry sector. These reports are available online at www.export.gov by clicking on "Industry Sector Offices" and "Environmental Technologies".
- Automotive affairs country and sector-specific reports provide an analysis of the current status and future outlook for the U.S. domestic auto industry. Also featured are reports on the import requirements for motor vehicles and foreign remanufactured parts, and customized data on the U.S. motor vehicle and parts trade. These reports, and other outside publications, are available online at www.export.gov under "Industry Sector Offices" and "Automotive".



WHAT PUBLICATIONS FOCUS ON SPECIFIC COUNTRIES OR REGIONS?

- **Country Commercial Guides** (CCGs), which are updated annually by Commercial Service staff located at U.S. embassies and consulates in over 150 countries throughout the world, provide overviews of the political, economic, investment and commercial settings for each country. The "Leading Sectors for U.S. Exports and

Investments" section illustrates the degree of opportunity for U.S. exports in a particular country through comparative bilateral trade data for that country and the United States, and also for a particular product sector in that market.

Country Commercial Guides are available online at www.export.gov and www.state.gov (see State Department Home Services).

- The **BISNIS Bulletin** is a monthly regional bulletin on Russia and the Newly Independent States, featuring recent political and financial events, business and government programs, and regional portraits. It is published by the Business Information Service for the Newly Independent States (BISNIS). Call 1-800-USA-TRADE for details. For more information about BISNIS or to subscribe, visit their website www.bisnis.doc.gov.
- The **Central Eastern Europe Business Information Center (CEEBC) Update** is a bi-monthly publication updating current regional opportunities and commercial issues, often focusing on a particular industry sector within each issue. To subscribe, contact CEEBC at 1-800-USA-TRADE. CEEBC's web page is www.export.gov/ceebic

In addition, ITA has other online resources that are available at websites www.export.gov and www.trade.gov ■

FOR MORE INFORMATION

The Trade Information Center (TIC) is operated by the International Trade Administration of the U.S. Department of Commerce for the 19 federal agencies comprising the Trade Promotion Coordinating Committee. These agencies are responsible for managing the U.S. Government's export promotion programs and activities. You, too, can "Ask the TIC" by calling 1-800-USA-TRAD(E) toll free, Monday through Friday, 8:30-5:30 EST. Or visit the TIC's website at www.export.gov/tic.





WORLD TRADE WEEK AND TRADE EDUCATION



May marks the 76th anniversary of World Trade Week. In the years since its inception, the spirit and execution of events and celebrations spill over to encompass the entire month (and sometimes even from the end of April into the beginning of June). This is a clear sign that the message of trade is being carried throughout the United States and that our efforts to educate the business community as well as the general public about the impact of global trade is having its intended effect.

However, we continue to talk about the economic effects of trade, the stabilizing effect it has on local businesses and the numbers of jobs that are created as a result of trade. Why? Because the nature of trade is ever changing. As the United States enters trade agreements with partners such as Singapore, Jordan and Vietnam, and negotiates a new round of trade talks as a result of WTO meetings in Doha, Qatar, there are resulting benefits of those agreements that translate into business opportunities for you.

Outreach and education efforts are spearheaded not just by the Department of Commerce but also by other federal government agencies, state agencies and local chambers of commerce. We couldn't reach our clients and provide the services that we do without the network of local resources, both private and public. The services and support that the International Trade Administration provide are enhanced and communicated through all of our multiplier relationships — with local chambers of commerce, regional development organizations, recipients of our Market Development Cooperator Program and, especially, business people themselves. Most successful exporters are enthusiastic about their experiences and are more than willing to share their experiences, educate others about the intricacies of exporting and act as mentors for others like them.



More often than not, the federal government is viewed by small business as inaccessible and helpful only to large, big-ticket companies but when they move beyond that perception and actually make contact with a local office they're overwhelmed with the amount of support and information available. So in honor of some of the thousands of companies and success stories we've highlighted in *Export America* and to encourage many more, the collage of photos on the opposite page shows some of the diverse faces of successful small business exporters.



THE SWEET SMELL OF SUCCESS

ESTÉE LAUDER HONORED AT WORLD TRADE WEEK EVENT

by Anastasia Xenias

New York Export Assistance Center, U.S. Commercial Service

From its origins in 1946 as a small skin-care products company, Estée Lauder, Inc. has successfully grown into a global cosmetics enterprise.

The New York Export Assistance Center, in conjunction with the New York International Trade Alliance, has selected Mrs. Estée Lauder to receive the Annual International Business Leader of the Year Award for her company's outstanding contribution to international business. This award is the first to honor a woman-owned international business and will be presented by Representative Carolyn Maloney (D-N.Y.) at the commencement of World Trade Week in New York City. Accepting the award on behalf of Mrs. Lauder will be Ms. Jeanette Sarkisian Wagner, vice chairman of the company and a major force in its global expansion. Each year, the third full week of May is designated by the president as World Trade Week. In New York City and nationwide, events are held throughout the week to educate businesses and the public about the benefits of trade and how it fosters economic growth.

Mrs. Lauder was chosen for the award because her company symbolizes how a small, woman-owned business can grow to become a world-renowned international business. From the M·A·C counter at the Corte Ingles department store in Madrid to the Origins store at the Sogo department store in Taipei the Estée Lauder Companies, Inc. grace the globe with their prestigious brands. In 1946, Mrs.

Lauder and her husband Joseph started the company with four skin care products. Today, the company has a portfolio of 16 brands and sells its skin-care, makeup, fragrance and hair care products to consumers in over 120 countries.

Estée Lauder's brands include Estée Lauder, Clinique, Prescriptives, Aramis, Origins, M·A·C, Bobbi Brown, La Mer,



Ms. Jeanette Wagner (left) meets with trade specialist Anastasia Xenias of the New York Export Assistance Center.

Photo courtesy of U.S. Commercial Service

jane, Aveda, Stila, Jo Malone, and Bumble and bumble. In addition, the company licenses the fragrance and cosmetic lines of Donna Karan, Kate Spade, and Tommy Hilfiger. Products are sold worldwide through some 36,000 outlets including department stores, free-standing stores, perfumeries, travel retail outlets, professional salons, and the Internet.

How did Estée Lauder accomplish such a feat? The answer lies in the company's strong leadership, global vision, and its ability to recognize and pursue new opportunities. Building on its internal strengths and the diversity of its portfolio of brands, Estée Lauder has been able to reach consumers in nearly every corner of the world. The globally-oriented leadership at the Estée Lauder Companies has been the driving force behind the company's success in penetrating global markets.

Besides including family members in executive positions, Estée Lauder has always appreciated the skills of women. Among its top executives is Jeanette Wagner who is vice chairman of the company. Before becoming vice chairman, Ms. Wagner managed the company's international operations for 12 years from 1986 to 1998. In this position, Wagner was credited with propelling the company to a new level of global expansion. Her many accomplishments include the development of new distribution concepts, such as the first free-standing stores for the Estée Lauder and Clinique brands in Eastern Europe and Russia. In addition, she worked to open new markets for the company in China and in every major Asia-Pacific country. Under the 12 years of Ms. Wagner's direction, the international division of Estée Lauder posted revenue growth of 200 percent and profits grew by 250 percent.

DOING YOUR MARKETING HOMEWORK

Ms. Wagner's advice to companies considering overseas expansion is to "do



Ms. Wagner (left), Fred Langhammer and Philip Shearer of the Estée Lauder Companies meet with members of the Clinique retail team in Beijing

Photo courtesy of Estée Lauder Companies, Inc.

your homework." Since the beginning of its international operations, the company has always conducted in-depth research to determine the feasibility and compatibility of its products with each particular market — what Ms. Wagner calls "sensitivity at your fingertips." "Many fail because they don't do their homework," says Ms. Wagner.

A vital aid to doing her "homework," according to Wagner is the excellent market research provided by the U.S. Department of Commerce and the U.S. Commercial Service. "Companies don't know the resources the Department of Commerce can provide. The market research and information on a potential foreign partner, such as reputation in the marketplace, are very valuable."

Ms. Wagner herself has taken advantage of these resources. "I always connected with the Commercial Service in every market, most recently I saw the Senior Commercial Officers in China and Korea. U.S. small business owners who can't spend a lot of money will value the programs and services of the U.S. Commercial Service. When they

are developing international marketing plans — this is where the Commerce can help." This emphasis on market research has helped the Estée Lauder's global expansion — for example, by incorporating cultural and regional sensitivity in its marketing, and making adjustments based on preferences.

A CORPORATE FOCUS ON GLOBAL EXPANSION

Undoubtedly, the force and vision of Estée Lauder's leadership have also been important factors of the company's global success. According to Leonard Lauder, chairman of the board, "It takes an organization with the experience, the systems, the products and the leadership to see opportunity accurately and move on it quickly." It is this corporate vision that has motivated the company to expand into new markets across the globe.

Estée Lauder's international operations officially commenced in 1960, with the company's first contract with Harrod's in the United Kingdom. According to Ms. Wagner, Harrod's was selected because it is one of the most prestigious and well-known department stores in

Photo courtesy of Estée Lauder Companies, Inc.



Philip Shearer, Group President, International (left) Fred Langhammer and Jeannette Wagner meet with members of the Estée Lauder team in Beijing, China.

the world. Because of its visibility in Europe, it served as a springboard to other European markets. Shortly thereafter, the company made its foray with the Estée Lauder brand into new markets in the Americas, Europe and Asia. In the late 1960s the Aramis and Clinique brands were founded and a manufacturing facility was established in Belgium.

In the 1970s, Clinique was introduced overseas and Estée Lauder began to explore new opportunities in the former Soviet Union. During the 1980s, the company made considerable progress in reaching markets which were still out of reach for many American companies. For example, in 1989 Estée Lauder was the first American cosmetic company to enter the former Soviet Union when it opened a perfumery in Moscow. The same year, it established its first free-standing beauty boutique in Budapest, Hungary, the birthplace of Mrs. Lauder.

The firm opened some of its free-standing stores overseas because it could not find the right channels of distribution to maintain the brand's standards. "You have to be perfect when you are establishing a brand,"

says Ms. Wagner. This had the added effect of contributing to the modernization of some retail sectors, as competitors sought to emulate the elegance of the new Estée Lauder stores.

The 1990s were a decade of growth and expansion, with the establishment, or acquisition, of such new brands as Origins, M·A·C, Bobbi Brown, Tommy Hilfiger, and Stila. As these new brands were introduced to overseas markets, the Estée Lauder and Clinique brands moved further into untapped markets such as China. The products even made it into outer space: in 1991, the astronauts aboard the U.S. space shuttle used Clinique products. Recently, Clinique established a presence in Vietnam. According to Ms. Wagner, the company is focusing further on China and the rest of Asia. In addition, there are still many opportunities in Europe. The company will continue to look to Latin America for expansion, but with caution, due to economic circumstances and political instability.

ACCOMODATING DIVERSE GLOBAL MARKETS

Estée Lauder has built strong brand equity all over the world with each

brand having a single, global image. The company's philosophy to never compromise brand equity has guided it in its selection of the appropriate channels of distribution overseas. In the United States and overseas, products are sold through limited distribution channels to uphold the particular images of each brand. Before the company establishes or acquires a new brand, it is evaluated in terms of long-term global growth potential and its ability to complement the existing portfolio.

At the same time, Estée Lauder has been successful in responding to the needs of different markets. In Asia, for example, a system of products was developed to whiten the skin. This ability to adapt and create products to specific market needs has contributed greatly to the company's ability to enter new markets.

Estée Lauder's global strategies have paid off. In 2001, 61 percent of net sales came from the Americas, 26 percent from Europe, the Middle East, and Africa, and 13 percent were from Asia/Pacific countries. For the past five years, international sales have increased 9.8 percent annually. Estée Lauder has

manufacturing facilities in the United States, Canada, Belgium, Switzerland, and the United Kingdom, and research and development laboratories in the United States, Canada, Belgium, and Japan.

Estée Lauder's advantages lie in the strength and diversity of its brands and its outlets for reaching consumers. Nonetheless, in today's ever-changing world, challenges lie ahead. Increased communications, competition, and consumer awareness all demand that Estée Lauder stay on the cutting edge of its market niche. As for trade barriers, "we have encountered all of them in every country," says Ms. Wagner. The best way to deal with them is "to do your homework and build relationships."

SUCCESS BRINGS RECOGNITION

Mrs. Lauder and her company have received numerous accolades for their contributions to the cosmetic, skin care, and fragrance industries. Among Mrs. Lauder's many awards of distinction include honors from the Cosmetic Executive Women and the American Society of Perfumes. She was inducted into the U.S. Business Hall of Fame by Fortune and was the first person to twice receive the Neiman Marcus Award for Distinguished Service in the Field of Fashion. Many of Estée Lauder's brands have been recognized in the United States and overseas for their high quality and innovative features. In the United States, these include awards from the Skin Cancer Foundation, the Fragrance Foundation, and a variety of beauty and health magazines.

Estée Lauder exemplifies the definition of a global company. International operations are not an afterthought, but are an integral part of the company's overall growth strategy. While challenges remain, Estée Lauder is well-equipped to move even further into new parts of the world. ■

FOR EXPORTING, WOMEN NEED APPLY

Estée Lauder is the symbol of success for many women involved in international business. Today, more and more women in the United States are small business owners and many women are at the helm of organizations related to international business. According to Diane McDonald, president of the New York chapter of the Organization of Women in International Trade (OWIT), "it is equally important for women and men to enter the international marketplace. Women are an entrepreneurial force around the world and it is vital that women-owned businesses in the United States tap into these marketplaces of products, services, and ideas." Some examples of women in international trade include:

- Donna Sharp is the executive director of New York's World Trade Institute at Pace University and the 2002 chairperson of World Trade Week. Her organization's mission is to provide experience-based training and education to individuals, companies, and organizations to help them compete globally.
- The Organization of Women in International Trade is a professional organization designed to promote women doing business in international trade. The organization provides a forum for networking and educational opportunities. OWIT has 20 chapters in the United States and 10 overseas.
- The U.S. Commercial Service has been led by a woman director general for the past 10 years, most recently by Maria Cino
- The U.S. Export Assistance Center in New York where Ms. Anastasia Xenias is the trade specialist responsible for assisting companies in the cosmetic, fashion, and tourism industries to export their products. Ms. Xenias works with many woman-owned small business exporters such as Firoze Nail and Skin Care (a special line of nail polishes developed as "color with treatment" without formaldehyde by celebrity manicurist Firoze Salimi) and Suzanne de Paris Produit et Institut de Beauté International, a high-quality line of skin care products made with unique natural ingredients developed and marketed by the mother-daughter team of Comtesse Suzanne and Brenda de Paris from their exclusive New York City salon. "The Commerce Department has always been a great help to us," says Comtesse Suzanne. According to Ms. Xenias, "both firms are following Ms. Wagner's excellent advice and are doing their homework, in partnership with the Commercial Service. "We hope to help build future success stories for women-owned exporters as impressive as the global presence of Estée Lauder."



BRINGING THE MESSAGE OF EXPORTING TO MINORITY BUSINESSES

by Cory Churches

Editor, Export America

Owning your own business is more than a full-time job.

And as small business owners, most of you are familiar with the hurdles to starting and staying in business. However, minority business-owners face more than the average business barriers. Access to basic business information, practical business training, capital and preconceived stereotypes are just a few of the obstacles these business owners must overcome in order to succeed. Entering the trade game simply adds another layer of difficulty. Fortunately, there are many community resources available that target all small businesses but specifically address the needs of minority-business owners.

Just as women today play a more important role in American business, minority-owned businesses have become one of the fastest-growing segments of the U.S. economy. According to recently released U.S. Census Bureau figures minority-owned businesses grew more than four times as fast as U.S. firms overall between 1992 and 1997, realizing more than 30 percent growth in those five years. Fifteen percent of all businesses in the United States are owned by minorities with nearly six percent owned by Hispanic Americans, over four percent by Asian Americans, another four percent by African Americans and one percent by American Indians.

The increase in minority-owned businesses has led to a proliferation of minority-owned business success stories. Businesses such as Sarian Bouma of Capitol Hill Building Maintenance, Don Williams of Princeton Healthcare, Inc. and Maria Sobrino of LuLu's Desserts, just to name a few. These and other success stories can be found by visiting the magazine's Web site and clicking on the link to "Success Stories". You may learn a great deal from their experiences or maybe even find your next business partner.

MINORITY BUSINESS DEVELOPMENT AGENCY

Providing support and information to U.S. businesses on the benefits of global trade is a primary objective of the International Trade Administration (ITA). In fulfilling that goal, ITA employs a number of partners, including some of our sister agencies within the Department of Commerce. One such agency is the Minority Business Development Agency (MBDA), headed by Mr. Ronald Langston. Mr. Langston has been a vocal advocate of working with ITA and specifically, ITA's Under Secretary, Mr. Grant Aldonas. According to MBDA's stated vision, "the Minority Business Development Agency is dedicated to becoming an entrepreneurially focused and innovative organization, committed to empowering minority business

enterprises for the purpose of wealth creation in minority communities." ITA shares this vision and in a collaborative effort with MBDA seeks to promote job creation, economic growth, sustainable development and improved living standards for all Americans. ITA looks to provide a bridge between potential exporters and global markets — bringing buyers and sellers together.

Where MBDA seeks to educate and support minority businesses in becoming successful, stable and profitable businesses, ITA provides the network and assistance to these same businesses to pursue overseas markets. ITA and MBDA have worked together to formally coordinate the goals of each agency.



MBDA National Director Ron Langston answers questions during a recent press conference.

Photo courtesy of Department of Commerce

MBDA maintains a resource portal located on their Web site www.mbda.gov, which allows users to locate business resources in their communities. The site also gives advice and information to new businesses, home businesses, and small, medium and large businesses. Everything from alternative financing methods to industry trends is available on MBDA's site.

In addition to the informative web site, MBDA has a network of local offices, which provide grass-roots access to business development information. MBDA has five regional offices across the country and a network of Minority Business Development Centers. Minority businesses can receive hands-on technical assistance such as applying for loans and mechanizing a business.

To locate a regional MBDC, visit www.mbda.gov and follow the link to "About MBDA."

THE TRADE INFORMATION CENTER

The federal government also maintains a toll-free number that enables new-to-exporting businesses to speak to export counselors about getting started in exporting, filling out paperwork and researching potential markets. Additionally, the Trade Information Center's Web site (www.export.gov/tic) houses a wealth of information that will help any new business become familiar with the exporting process. The web site offers answers to frequently asked questions, country-specific information, tariff and tax information as well as the National Export Directory, which will help new businesses identify local resources. To reach a trade specialist, call (800) USA-TRAD(E).

THE U.S. COMMERCIAL SERVICE

The U.S. Commercial Service is another International Trade Administration division, which has a network of domestic and international trade spe-

cialists equipped to provide counseling, research and support for businesses pursuing new markets. Commercial Service conducts seminars and educational events geared to minority business, such as the Global Diversity Initiative (GDI), that culminate in a trade promotion event that matches participants directly to foreign buyers.

The GDI is offered nation-wide and has ongoing programs. To find out more information or register for the next group of classes, contact your local export assistance center, a list of which can be found on the back cover of this magazine or visit www.usatrade.gov.

THE SMALL BUSINESS ADMINISTRATION

When starting a new business, the Small Business Administration is a logical stop. SBA provides small businesses with the nuts and bolts of running a business, applying for funding, receiving counseling on marketing strategy and business plans and participating in workshops on a variety of topics. SBA is easily accessible through their web site and local offices. SBA administers an extensive network of Small Business Development Centers where new businesses can connect with the service corps of retired executives or SCORE. With more than 11,000 volunteer business counselors, SCORE provides small business mentoring and advice on a full range of business topics.

With so many federal, state and local resources available for businesses to get the facts on pursuing global markets, assistance is usually just a phone call away. ■

ONLINE RESOURCES FOR MINORITY EXPORTERS:

Export.gov

The Federal government's comprehensive Web site for information on trade <http://export.gov>

U.S. Export Assistance Centers

www.usatrade.gov

MBDA's Trade Portal

www.mbda.gov

Trade Information Center

www.trade.gov/tic

Small Business Administration

www.sba.gov

Minority Business Entrepreneur

www.mbemag.com/

A bi-monthly magazine on minority and women-owned business. Table of contents, and subscription info.

National Minority Business Council

www.nmbc.org

The National Minority Business Council, Inc. (NMBC) has been helping small, minority- and women-owned businesses succeed for over a quarter century. Founded in 1972 as a full-service, non-profit (501)(c)(3) corporation, the organization is dedicated to providing business assistance, educational opportunities, seminars, purchasing exchanges, mentoring, business listings and related services to hundreds of businesses

Minority Business News

www.minoritybusinessnews.com

America's monthly news source for information about minority business enterprise and diversity.



RURAL COMPANIES EXPAND THEIR SALES HORIZONS WITH THE RURAL EXPORT INITIATIVE

by Amy Klemt

U.S. Commercial Service

Small businesses in rural areas like Somerset, Kentucky and Alamogordo, New Mexico face challenges unknown to metropolitan businesses. The inevitable ups and downs of the business cycle create big worries for rural businesses whose access to large markets may be limited. Here's a tip for those rural businesses: there are great markets for your products and services overseas.

Why don't more rural businesses export? Rural areas often lack the resources available to most urban businesses, and their access to banking and shipping centers may be limited as well. The U.S. Commercial Service's Rural Export Initiative opens new doors for rural U.S. companies by providing them with better access to export assistance and global market research. Through this initiative, the U.S. Commercial Service is increasing the number of rural companies, who successfully enter or expand their presence in international markets.

Exporting is by no means as simple as selling to customers in your own backyard. Rural U.S. business owners need to carefully target the best markets for their products and then be prepared to deal with cultural differences, unfamiliar labeling standards, customs issues and a host of other challenges. Assistance navigating the process of

making their first international sale can make a world of difference to a small, rural company. That's where the U.S. Commercial Service and its network of U.S. Export Assistance Centers come in.

Commerce Department experts say a little help can go a long way. International Trade Specialists like Sandra Munsey in Somerset, Kentucky support U.S. businesses in rural areas through seminars, counseling, and on-site visits. "Many rural businesses have never considered exporting, partly because they have limited access to important resources such as freight forwarders, international bankers and attorneys, and other export services available in more densely populated areas. In many cases we're the only game in town for rural businesses and we give them equal footing with their competitors in metropolitan areas," says Munsey.

A team of U.S. Commercial Service trade specialists, focused specifically on the needs of rural businesses, sponsors numerous seminars, conferences, and trade events across the country. International Trade Specialists from the network of U.S. Export Assistance Centers comprise the Rural Export Initiative team. Eighteen U.S. Export Assistance Centers are currently located in rural areas.

The Rural Export Initiative team coordinates a variety of programs around the country with direct benefits for rural companies or communities. Sandra Necessary, a trade specialist in the Santa Fe U.S. Export Assistance Center, organizes and supports numerous export programs throughout New Mexico, southern Colorado, and west Texas for her predominantly rural client base. "I've found that it pays to enlist the help of



(L to R) Ken Romero, Darcy Kallastewa, Andrew Thomas, Juanita Senoia, and Kenneth Johnson all participated in the video conference to Milan and the CHIBI Jewelry show in January of this year.

Photo courtesy of U.S. Commercial Service

local partners such as Chambers of Commerce, business organizations, and state tourism agencies for rural export programs,” says Necessary. An upcoming series of workshops in eight rural New Mexico and Colorado cities, “New Mexico Really Rural Program,” will train local partners to better assist local businesses in the export process. “Last year, the workshops focused on providing local businesspeople with new exporting tools and resources, but we found that it is much more effective to ‘train the trainers.’ The upcoming workshops will allow the local business organizations to continue providing the needed export assistance long after the workshop is over,” Necessary says.

Necessary has also provided extensive export assistance to the large Native American community in New Mexico through a variety of programs. The Rural Export Initiative team works with Native American communities in many states to introduce these communities to the benefits of international trade. Seminars and trade events highlighting Native American arts and crafts have successfully provided opportunities to display Native American jewelry, crafts, and artwork. Through these programs, Native Americans are finding markets for their products and receiving training in international business procedures and marketing.

Recently, Necessary enabled five Native American artisans to display their products in Milan at CHIBI, the largest European jewelry show, without even leaving New Mexico. How? Via a videoconference with Milan, each of the artisans presented samples of their products and discussed the cultural influences on their work, as show attendees in Milan gathered to watch.

Necessary also organizes the international component of the Annual Native American Tourism Conference. Last year, two U.S. Commercial Service trade experts from Germany and Japan held exporting workshops at the conference.

International buyer delegations participated in the workshops and participated in one-on-one matchmaking meetings with the Native American exporters at the conference.

The Rural Export Initiative team and other U.S. Commercial Service trade specialists support rural companies at trade shows around the country, providing export counseling and conducting matchmaking meetings and events. Trade specialists also accompany or represent rural companies at trade shows overseas, accompany trade missions, enable rural businesses to meet with visiting U.S. Commercial Service overseas trade experts, work with rural media to increase awareness, and develop web-casts on current, timely issues for companies in rural areas. Electronic-based programs such as web-casts and videoconferences are often employed as cost-effective methods of breaking distance barriers. Although some rural companies lack access to the equipment needed for electronic outreach, it remains a valuable tool for many rural areas.

Rural businesses may be hesitant about exporting at first, but Rural Export Initiative programs yield results in rural areas. The majority of the rural companies the U.S. Commercial Service works with are small and new to exporting. The trade specialist’s first task is to convince the company that no business is too small to export, a common misconception in rural areas.

Trade specialists develop a close working relationship with rural clients, whose lack of resources often lead them to rely more on the U.S. Commercial Service for assistance than clients in more urban areas. U.S. Commercial Service support gives rural businesses the confidence they need to venture into new international markets, explains Munsey. “Our rural clients know they can always turn to us with questions or problems and if we can’t help, we’ll refer them to someone who can. Most rural businesses are

very appreciative that a trade specialist representing the U.S. government will travel, sometimes hundreds of miles, to their business just to offer assistance.”

Often rural businesses timid about jumping into the export process change their tune after they make their first international sale. Rural companies enjoy higher rates of growth and increased profitability for their businesses when they tap into new markets they never even imagined. As long as there are rural companies to turn into export believers, the U.S. Commercial Service, through the Rural Export Initiative, will continue to spread its message of export opportunity. ■

UPCOMING RURAL EXPORT INITIATIVE EVENTS

New Mexico Really Rural Program
Upcoming series of exporting workshops to train local business partners to enable them to provide export assistance to nearby rural businesses.

Durango, CO; Gallup, NM; Los Alamos, NM; Taos, NM; Las Vegas, NM; Alamogordo, NM; and Roswell, NM

Andean Countries Senior Commercial Officer Multi-State Conference & Tour
A four-city outreach event, featuring U.S. Commercial Service Senior Commercial Officers from Venezuela, Columbia, Peru, and Ecuador, aimed at elevating U.S. business awareness of the Andean markets. A web-cast production will be developed from this event to further reach rural communities nationwide. Little Rock, AR; Dallas, TX; Austin, TX; and New Orleans, LA May 13-17, 2002

Rural Colorado Video Market Briefing Series —The first part of a four-part series of the “Western Slope Video-Conference Market Briefing Series On The Rural Colorado Western Slope” took place April 1, 2002.

Three future sessions are planned. “Doing Business in China” — May 17, 2002, “Doing Business in the EU” — June 12, 2002 and “E-Commerce” - September 11, 2002.



WORLD TRADE WEEK EVENTS

ALASKA

Anchorage May 23, 2002

The U.S. Export Assistance Center in Anchorage, in partnership with the Export Council of Alaska and the State of Alaska Division of International Trade will host the 16th annual Export Alaska Banquet. The "Governor's Exporter of the Year Award" will be presented and the Governor will outline the state's initiatives in markets overseas.

Anchorage Export Assistance Center
Tel: (907) 271-6237.

CALIFORNIA

World Trade Week 2002 — Southern California "Peace Through Trade"

The World Trade Week program will offer a host of seminars, educational programs and award presentations throughout Southern California. World Trade Week strives to educate the public about the positive aspects that international business has on our local economy. www.worldtradeweek.com

World Trade Week Highlights Torrance May 13 – 17, 2002

Unique Experience for Chamber Members

Every year the International Business Committee of TACC celebrates World Trade Week in May. The celebration culminates the hard work and dedication by the committee members. In the past, an international luncheon, or an exhibit marked World Trade Week celebration. However, this year, the committee is organizing a unique experience for Chamber members. A series of corporate tours will be spotlighting and recognizing 3 companies, active in international business, during the week of May 13th - May 17th. www.torrancechamber.com/tacc.shtml

San Diego World Trade Center May Breakfast San Diego May 9, 2002

San Diego World Trade Center once again presents its monthly breakfast for members of the international business community on Thursday, May 9th, 2002 from 7:30 to 9:00 a.m. at the University Club atop Symphony Towers located in downtown San Diego. The goal of the monthly breakfast is to gather San Diego companies and individuals involved in international trade interested in receiving, discussing and exchanging information on world trade. Attendees of the upcoming breakfast will not only have the chance to network but also to welcome guest keynote speaker,

Commissioner Steve Cushman, Port of San Diego. Visit www.sdwtc.org

GEORGIA

Savannah May 24, 2002

The Savannah U.S. Export Assistance Center, the South Georgia District Export Council, and the Savannah Maritime Association will co-sponsor an event celebrating World Trade Week and Maritime Day. The program will be a Black Tie/Dinner event. The occasion will be one in which recognition and awards will be made to members of the international/maritime community for outstanding contributions. Contact the Savannah Export Assistance Center Tel: (912) 652-4204.

LOUISIANA

New Orleans, LA May 19, 2002 Mexico Luncheon & Matchmaking Program

Senior Foreign Service Officer Gerardo Victorica from U.S. Consulate Guadalajara will address local businesspersons in the export industry at a Mexico Luncheon Program.

Mr. Victorica will participate in matchmaker sessions, and make site visits to local business clients.

MICHIGAN**Detroit****May 20-22, 2002****World Trade Week 2002****“High Technology and International Business”**

The Detroit Regional Chamber in association with its International Business Council present three days of exciting informational seminars and receptions designed to provide you with the tools and contacts to identify trade and investment prospects in some of the world's hottest markets. www.detroitchamber.com/pages/events/wtw_main.asp

MINNESOTA**Minneapolis****May 15, 2002****Minneapolis Convention Center****“Free Trade/Fair Trade: Why Should Minnesota Business Care?”**

Join the Minnesota World Trade Association and a host of foreign trade participants for a discussion of Free Trade/Fair Trade, its impact on Minnesota businesses and the future of trade is headed. Governor Ventura has again been invited to attend this year. To register or for more information, contact the Minnesota World Trade Association at Tel: (651) 917-6257 or Fax (651) 917-1835.

MISSOURI**Kansas City****May 15, 2002****China & the WTO: Enter a New Era**

Our program will address some of the larger issues confronting the U.S. relationship with China and the implications for area businesses of China's entry into the WTO. It will also include some real hands-on presentations on market entry and expansion strategies for import, export, investment and contract manufacturing and will feature many companies and organizations in the concurrent trade exhibition that can provide participants with products and services designed to enhance China market

success. Phone: (913) 685-2600
www.itckc.org/WTW/wtw.html

NEBRASKA**Omaha****May 17, 2002****May - 2002 World Trade Conference Business as Usual? Doing Business In The Post 9-11 World**

September 11th has brought many changes to our lives. As international business professionals, we have been focused on how the terrorist attacks have affected the way we get our product in or out of the United States, the way we travel and the way we spend our money. This year's conference will touch on these aspects as well as provide in-sight into the future of the U.S. economy. We are also very excited to host a panel of executives to discuss how their companies have been impacted during the last six months. www.mitaonline.org/id17.htm

NEW YORK**Buffalo****May 29, 2002****2002 World Trade Week Dinner & Forum****“The Power of Connection”**

Featuring Terence Black, Managing Director BAE SYSTEMS Capital Buffalo Convention Center. For more information, call (716) 852-7160 www.wtcbn.org

World Trade Week**New York****May 21, 2002 - 24, 2002**

A series of events are planned for World Trade Week, including an educational seminar on Thursday, May 23, followed by an international wine and beer tasting in the evening. For more information Email: Crystal Parmar, Email: Cparmar@pace.edu Coordinator Tel: (212) 346-1188, Fax: (212) 346-1171

OKLAHOMA**Oklahoma City****May 15, 2002**

This is the 19th annual Oklahoma World Trade Conference and it is one of the major international trade events held in Oklahoma. Sponsored by the Oklahoma District Export Council in coordination with the Oklahoma and U.S. Departments of Commerce, the conference serves as an annual review and update of major trade issues. This year the conference will focus on three major themes: Expanding into Europe, Multilateral Development Banks and the Impact on Terrorism on the International Business Environment. To find out more information, contact the Oklahoma City U.S. Export Assistance Center at Tel: (405) 608-5302.

PENNSYLVANIA**Philadelphia****May 30, 2002**

International Business Week in the Philadelphia Metropolitan Area

This is a one-day forum that will include speakers and panel discussions from business and government leaders from the Philadelphia area. Presenters and panelists will represent the international banking, pharmaceuticals, services, manufacturing and telecommunications sectors. For information on how to participate, contact the Philadelphia U.S. Export Assistance Center at Tel: (215) 597-6101. ■

A full list of events is available at
<http://exportamerica.doc.gov>

UPCOMING TRADE EVENTS

MAY - OCTOBER 2002

DATES	EVENT	LOCATION
May 7 – 9	Giftware, Homeware and Furnishing International This show is tailored to the Australian market but attracts importers, wholesalers, agents and retailers from all over the Western Pacific Rim, including New Zealand and the Asia Pacific region. The show is a terrific opportunity to obtain exposure and attract interest of distributors in a hot market.	Melbourne, Australia
May 9 – 12	Interzoo 2002 Interzoo, sponsored by the German pet industry association, proved its importance once again in 2000 as the world's largest pet supplies trade fair. There were over 1,000 exhibitors from 44 countries and more than 21,000 trade visitors. U.S. companies may display product literature at this event through our trade specialists.	Nuremberg, Germany
May 13 – 17	Sviaz Expo Comm Moscow 2002 Sviaz Expo Comm Moscow 2002 is Russia's premier Telecommunications industry exhibition. This show will be the 11th annual exhibition for telecom technologies, information technologies, research and development, and wireless and broadband technologies. The exhibition will be concurrent with a conference.	Moscow, Russia
May 16 – 19	Natural Products Expo Asia 2002 Expected to attract over 6,000 visitors, Expo Asia 2002 is the largest natural products event in Asia and is a U.S. Department of Commerce certified event. The trade show will include dietary supplements, herbal ingredients, organic foods, skin care products, and lifestyle enhancing remedies.	Hong Kong, China
May 21 – 24	World Education Market – WEM 2002 The Software and Information Industry Association — is organizing a group of leading education technology companies to WEM 2002, one of the largest and most important conferences and exhibitions targeting the education marketplace. Now in its third year, WEM provides a unique international platform to network, buy, sell and build business partnerships with government, education, and industry executives from around the world. This mission targets education technology companies, including software and multimedia publishers, content providers, online publishers and systems, content publishers, distributors and technology and service providers, and online learning companies targeting all levels of education. If this is your business, don't miss this opportunity.	Lisbon, Portugal
May 22 – 24	Expo Medica Hospital 2002 Expo Medica Hospital the leading medical hospital exhibition in Mexico. Attendance was over 700 professional visitors in 2000. The show has had a 35 percent annual increase in visitors over the past 3 years. Expo Medica Hospital is endorsed by the Mexico Hospital Associations, which holds the annual congress meeting at this show. The show also features "the hospital of the future", a special exhibition area where state-of-the-art equipment is showcased. According to a survey taken by the show organizers, companies attending the 2000 show reported an average short-medium-term sales achieved of \$441,000. Over 90 percent of show visitors reported they had purchasing power.	Mexico City, Mexico
June 1 – 30	National Healthcare Conference and Exhibition National Healthcare Conference and Exhibition. Catalogs will be displayed during the show and will be distributed to potential agents/distributors. A copy of individual company's brochure will also be displayed in the Trade Information Center for a year.	Kuala Lumpur, Malaysia
June 1 – 4	International Travel Expo The International Travel Expo is one of the largest international travel exhibitions in Hong Kong. It offers exhibitors an excellent chance to promote travel products and services to travel buyers and consumers, both corporate and individual in Asia.	Hong Kong, China
June 2 – 3	Airvex 2002 Airvex is the largest air conditioning trade show in Hong Kong. Held simultaneously with four other related shows, it attracts a large, regional audience of professionals and trading partners in the air-conditioning, electrical, building services, security and lighting products industries. Embassy staff will organize a product literature center at the show so U.S. companies can display their catalogs.	Hong Kong, China

HIGHLIGHTED EVENTS

INDUSTRY CONTACT INFORMATION

Housewares and Giftware	Jacob Miller Tel: (202) 482-0380 Email: Jacob_Miller@ita.doc.gov
Pet Supplies	Edward Kimmel Tel: (202) 482-3640 Email: Edward_Kimmel@ita.doc.gov
Telecommunications Equipment	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
Drugs/ Pharmaceuticals, Processed Foods	Marnie Morrione Tel: (202) 482-0812 Email: Marnie_Morrione@ita.doc.gov
Computer Software, Services, Information Services	Eric Fredell Tel: (202) 789-4464 Email: Efredell@siia.net
Medical Equipment	Lisa Huot Tel: (202) 482-2796 Email: Lisa_Huot@ita.doc.gov
Healthcare Services, Medical Equipment	Natila Ahmad Tel: (603) 2168-5101 Email: Natila.Ahmad@mail.doc.gov
Travel/Tourism Services	Rose Mak Tel: (852) 2521-7173 Email: Rose.Mak@mail.doc.gov
Air Conditioning/ Refrigeration Equipment	Elanna Tam Tel: (852) 2521-5950 Email: Elanna.Tam@mail.doc.gov

SECRETARIAL BUSINESS DEVELOPMENT MISSION TO MEXICO

JUNE 17 – 20, 2002
MEXICO CITY AND MONTERREY, MEXICO

Secretary of Commerce Donald L. Evans will lead a senior-level business development mission to Mexico City and Monterrey, Mexico on June 17-20, 2002.

The focus of the mission will be to help U.S. companies explore business opportunities in Mexico. The delegation will include approximately 15 U.S.-based senior executives of small, medium and large U.S. firms representing, but not limited to, technology, equipment, and services in the following key growth sectors: energy and energy efficiency, environmental and water resources, information management, telecommunications, transportation, medical, and manufacturing. These key sectors reflect Mexico's tremendous social and physical infrastructure needs, the growth of a consumer society, and the boom in manufacturing created by NAFTA and the proximity of the U.S. market.

Contact:
Jennifer Andberg
Office of Business Liaison
Tel: (202) 482-1360
Email: Jandberg@doc.gov

AEROSPACE TRADE MISSION TO VIETNAM

AUGUST 25 – 31, 2002
HANOI, HO CHI MINH CITY, VIETNAM

The Office of Aerospace, in the Department of Commerce's International Trade Administration, will lead an aerospace mission to Vietnam - Hanoi and Ho Chi Minh City. Vietnam offers substantial market opportunities for aerospace companies, and is one of the more attractive markets in Asia.

The mission will include representatives from a variety of U.S. aerospace firms interested in gaining a foothold in the fast-growing Vietnamese aerospace market. The program's goals are to gain first-hand market information and to provide access to key government officials and potential business partners for U.S. aerospace firms desiring to expand their presence in Vietnam.

Contact:
Mara Yachnin
Office of Aerospace
Tel: (202) 482-6238
Email: Mara_Yachnin@ita.doc.gov

DATES	EVENT	LOCATION
June 14 – 15	Fieldays Fieldays is New Zealand's leading agriculture, floriculture and horticulture trade event. The exhibition hosts more than 900 exhibitors and is attended by over 110,000 visitors. Exhibitors participating in Fieldays generate approximately \$65 million in sales from the event.	Wellington, New Zealand
June 17 – 20	Athens 2004 Tourism and Infrastructure In view of the Athens 2004 Olympic Games and the tourism infrastructure opportunities that exist in the Greek market, U.S. Department of Commerce will organize the "Athens 2004 Tourism Infrastructure and Development" Conference. This event will introduce and network participating U.S. companies and industry association representatives with Greek business and government decision-makers. A heavy emphasis will be placed on meetings with key Athens 2004 Olympic games committee members.	Athens, Greece
June 24 – July 2	SIIA and USITO Trade Mission to China SIIA — the Software & Information Industry Association — is organizing a trade mission to Beijing and Shanghai, in cooperation with the U.S. Information Technology Office in Beijing. Mission members will meet with major Chinese software organizations, visit the China Software Industry Association's International Soft China 2002, and hold individual business meetings.	Beijing and Shanghai, China
July 1 – 31	Analitica Latin America 2002 The American Products Literature Center at Analitica Latin America offers smaller firms an opportunity to have their literature showcased at Brazil's largest trade show for analytical instruments and laboratory equipment. Commerce staff provide each company with sales leads of foreign buyers.	Sao Paulo, Brazil
August 3 – 6	ISPO Summer 2002 Each year at the ISPO Summer in Munich, the sports equipment and fashion industry sets the tone for the following summer season in sports articles and sports fashion. Exhibitors from over 40 countries present their range of products, focusing on both summer and non-seasonal sports.	Munich, Germany
August 26 – 29	Comdex Korea Comdex Korea is one of the largest IT and telecommunication exhibition in Korea. U.S. IT and telecommunication companies will find this event the most valuable chance to expand their market exposure in Korean market. Revenue from the information and communications industry in Korea, which was recorded around 90 trillion won (\$70 billion) is expected to increase to 135 trillion won (\$104 billion) by 2002. Number of internet users is expected to increase to 10 million by 2002 and more than 75 percent of businesses will be taking advantage of e-commerce.	Seoul, Korea
September 4 – 7	Asia Food Expo 2002 Asiafood Expo 2002 is the largest trade show for the food industry in the Philippines. Over 600 local and foreign exhibitors participated in the 2000 show, which attracted over 18,000 visitors.	Manila, Philippines
September 10 – 13	Gartex 2002 Gartex 2002 is the 12th International Garment Machinery, Textiles, Accessories and Textile Machinery Exhibition. This exhibition will feature the state of the art machinery and technology for the textile industry. It is estimated that the apparel/textile industry will grow at a steady pace over the next decade with ever increasing demand for quality products.	New Delhi, India
September 18 – 20	Global Franchising 2002 The fourth annual Global Franchising Expo 2002 will be held in the International Convention and Exhibition Center in Suntec City, Singapore. This year's themes for franchising opportunities include: retail trade, food service and service industries.	Suntec City, Singapore
September 26 – 29	Aquatech 2002 Aquatech is one of the largest and most important events in the water sector — and draws not only Europeans but a worldwide audience. American Products Literature Center offers smaller companies new to Europe a very cost-effective market introduction — and contact with potential representatives.	Amsterdam, Netherlands
September 30 – October 2	Golf Europe Golf Europe is a specialized show for golf course operators. Germany itself is the fastest growing and fifth largest foreign market for U.S. Golf equipment. The focus of the show is on golf equipment, accessories, apparel and other golf related products.	Munich, Germany

INDUSTRY CONTACT INFORMATION

Agricultural Machinery and Equipment	Janet Coulthart Tel: (644) 462-6002 Email: Janet.Coulthart@mail.doc.gov
Architectural/Construction/Engineering Svcs	Irene Ralli Tel: (30 1) 720-2224 Email: Irene.Ralli@mail.doc.gov
Computer Software, Services, Information Services	Tu-Trang Phan or Eric Fredell Tel: (202) 482-0480 or (202) 289-7442 Email: Tu-Trang_Phan@ita.doc.gov or Efredell@siia.net
Laboratory Scientific Instruments	Stephen Harper Tel: (202) 482-2991 Email: Steven_Harper@ita.doc.gov
Sporting Goods Equipment and Apparel	Amanda Ayvaz Tel: (202) 482-0338 Email: Amanda_Ayvaz@ita.doc.gov
Computers/Peripherals, Software, Services	Chris Ahn Tel: (82 2) 397-4186 Email: Chris.Ahn@mail.doc.gov
Food Processing/Packaging Equipment	Cleo Alday Tel: (632) 888-6619 Email: Cleo.Alday@mail.doc.gov
Textile Machinery and Equipment	Elizabeth Ausberry Tel: (202) 482-4908 Email: Elizabeth.Ausberry@mail.doc.gov
Franchising	Sharon Slender Tel: (201) 652-7070 Email: Sharon@kallmanic.com Web: www.kallman.com
Water Resources Equipment/Services	Anne Marie Novak Tel: (202) 482-8178 Email: AnneMarie_Novak@ita.doc.gov
Sporting Goods	Amanda Ayvaz Tel: (202) 482-0338 Email: Amanda_Ayvaz@ita.doc.gov

GLOBALTRONICS - AMERICAN PRODUCTS LITERATURE CENTER**SEPTEMBER 3 - 6, 2002
SINGAPORE**

GlobTRONICS is Asia's premier event integrating six specialized electronics exhibitions. The event covers full spectrum of products and services in microelectronics systems integration and components while centering on manufacturing processes. The American Products Literature Center will display product catalogs, sales brochures, and other graphic sales aids. Commerce staff provides each company with sales leads of foreign buyers. This is cost effective for smaller companies new to the market to introduce their products and services. Electronic components and electronic production and testing equipment rank number one and two, respectively as Singapore's leading sectors for U.S. exports and investments. With a robust 22 percent growth rate for these electronic sectors in 1999 and expectations of continued growth through 2001, there are good opportunities for U.S. firms to export their products to Singapore, and via Singapore throughout Asia.

Contact:

Marlene Ruffin
Office of Microelectronics,
Medical Equipment and Instrumentation (OMMI)
Tel: (202) 482-0570
Email: Marlene_Ruffin@ita.doc.gov

LA CUMBRE**SEPTEMBER 3 - 6, 2002
LAS VEGAS, NEVADA**

La Cumbre is the premier travel industry conference for the sales and marketing of travel to the United States from Latin America and the Caribbean. The event, now in its 13th year, features a structured, computer-matched marketplace enabling buyers and suppliers to meet during scheduled appointments, negotiate rates, and generate significant revenue opportunities. This year, for the first time, destinations from throughout the Americas will have the opportunity to participate as exhibitors and have a booth on the La Cumbre selling floor. For more information on La Cumbre and how to participate, contact:

La Cumbre, Inc.
Tel: (904) 285-3333
Fax: (904) 285-6036
Web: www.lacumbre.com

**A full listing of upcoming trade events
is available via <http://export.gov>.**

QUARTERLY TRADE DATA

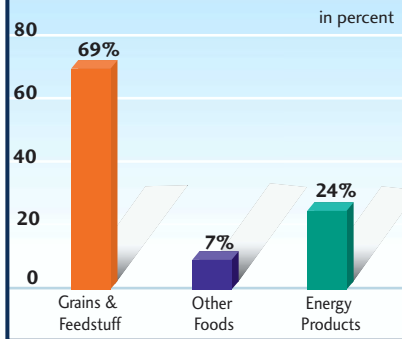
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FOOD & ENERGY

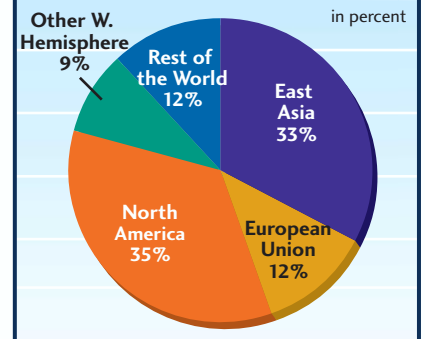
RECENT TRENDS



COMPOSITION

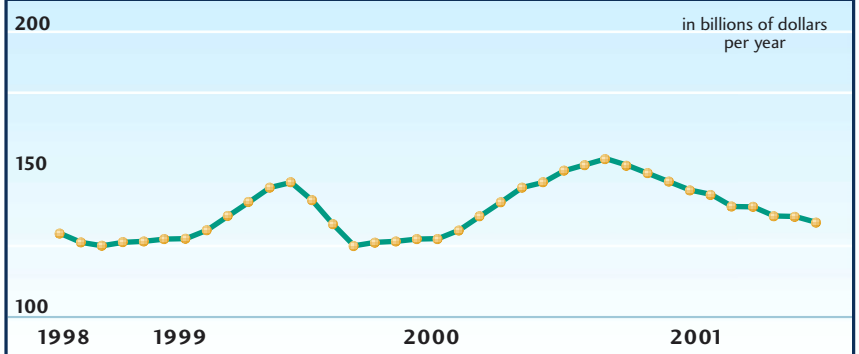


DESTINATION

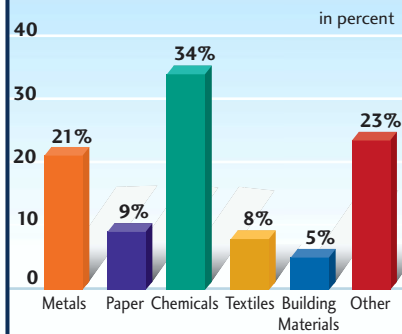


MATERIALS

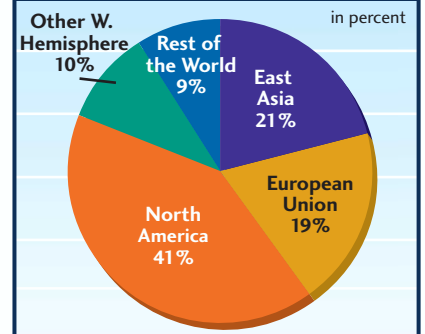
RECENT TRENDS



COMPOSITION



DESTINATION



Monthly data are centered three-month moving averages, based on seasonally adjusted figures and expressed as annual rates.

Product categories (except for services) are based on end-use classification. Commercial services include all private services.

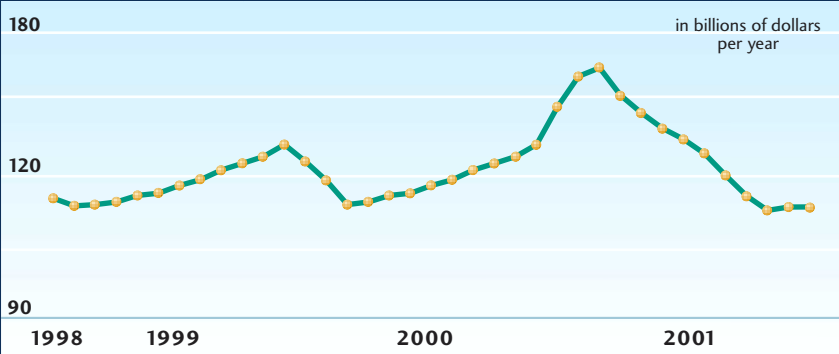
North America: Canada and Mexico.

European Union: Austria, Belgium, Denmark, France, Finland, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden and United Kingdom.

East Asia: China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan and Thailand.

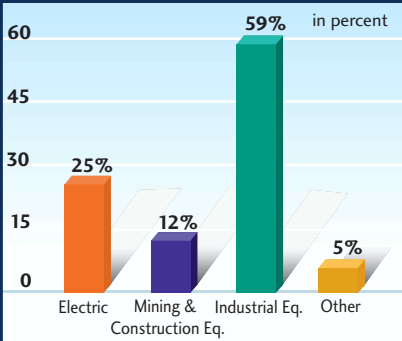
The chart showing exports of services by region is based on data for calendar year 2000. Other charts showing product mix and geographic destination are based on data for the year ending January 2002.

RECENT TRENDS

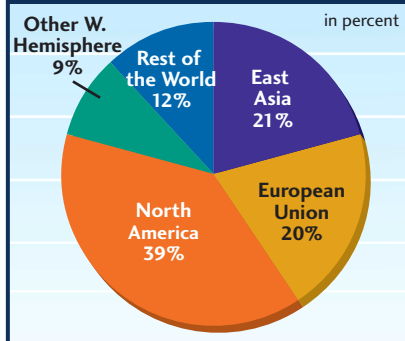


MACHINERY

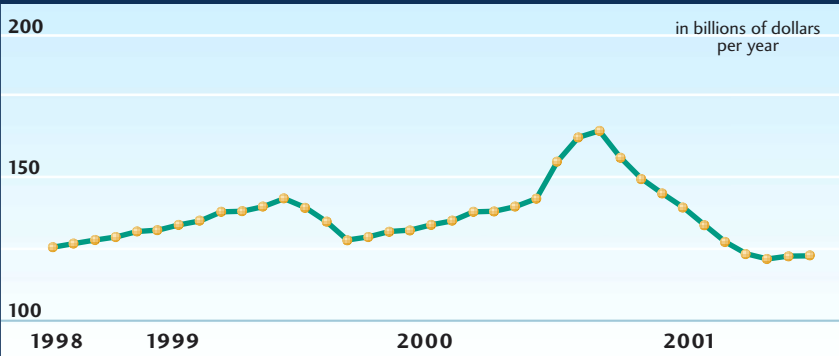
COMPOSITION



DESTINATION

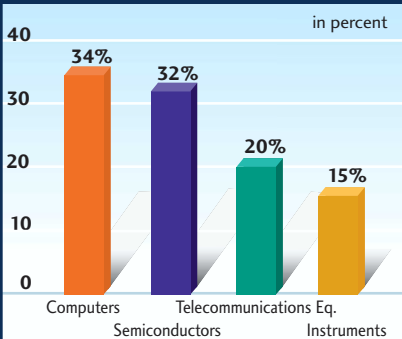


RECENT TRENDS

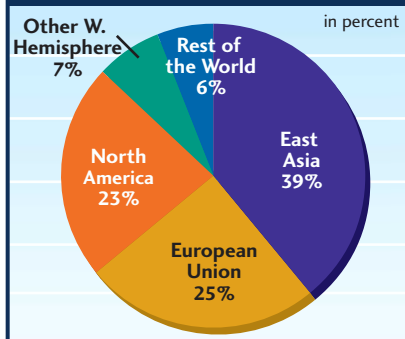


ELECTRONICS & INSTRUMENTS

COMPOSITION



DESTINATION

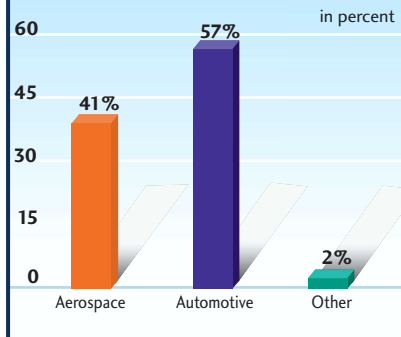


TRANSPORTATION EQUIPMENT (CIVILIAN)

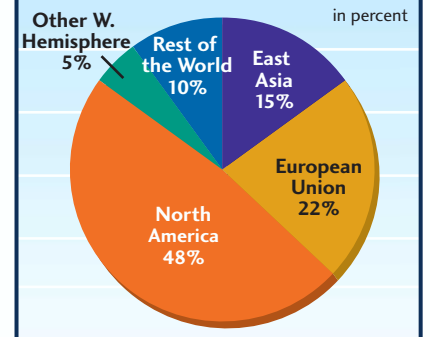
RECENT TRENDS



COMPOSITION

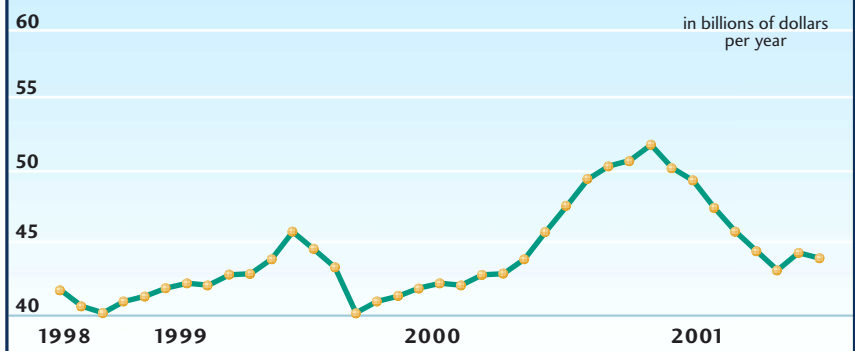


DESTINATION

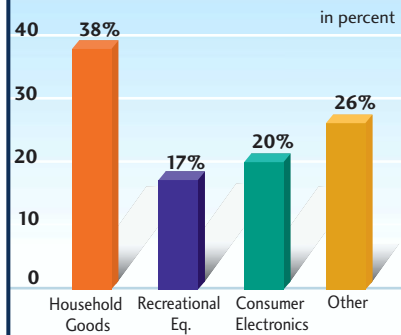


CONSUMER DURABLES

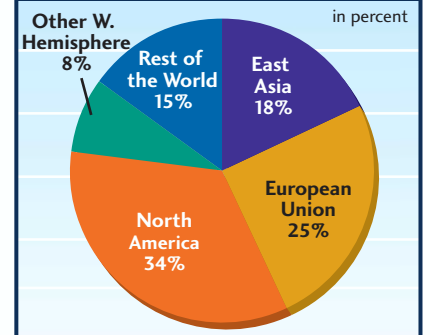
RECENT TRENDS



COMPOSITION

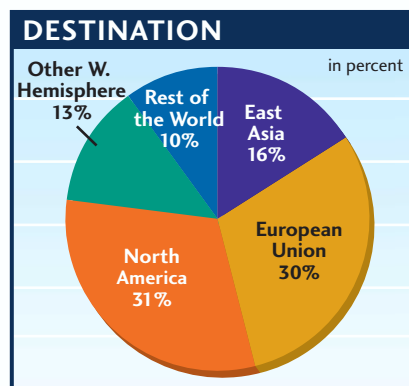
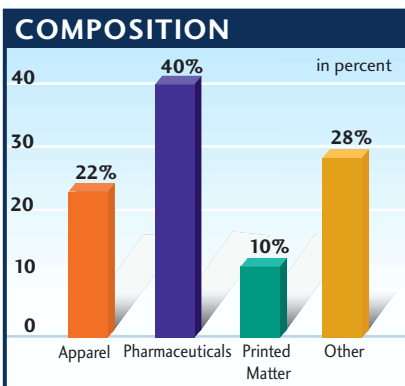
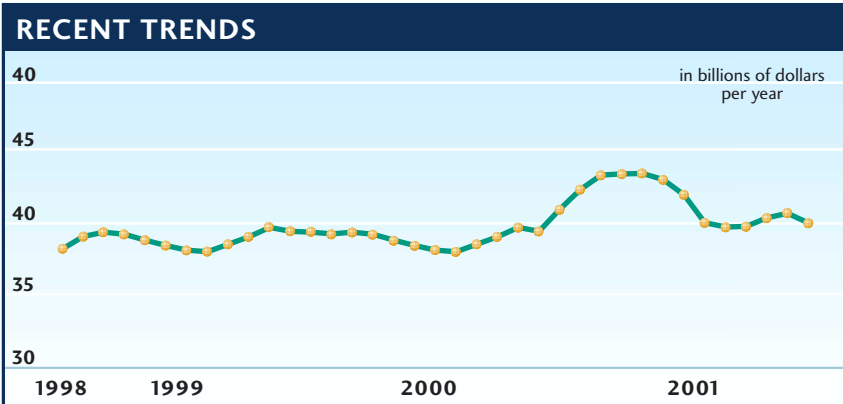


DESTINATION

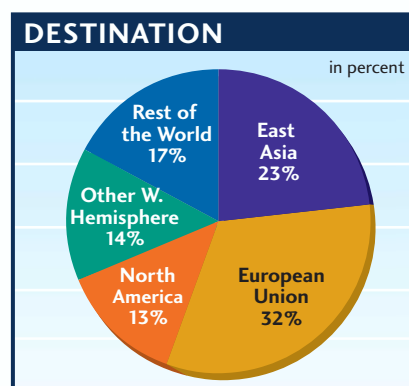
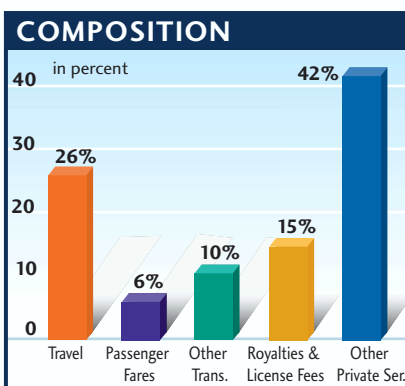
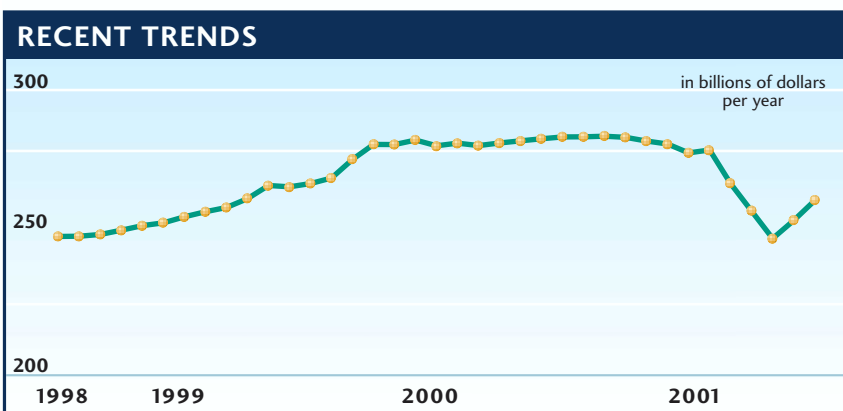


Source: Bureau of the Census (goods), Bureau of Economic Analysis (Services).

CONSUMER NONDURABLES



COMMERCIAL SERVICES



Additional information is available from the International Trade Administration (www.ita.doc.gov/tradestats/), the Bureau of the Census (www.census.gov/foreign-trade/www/) and the Bureau of Economic Analysis (www.bea.doc.gov/bea/).

■ A DECADE'S EFFORT PAYS OFF FOR ONE SMALL BUSINESS EXPORTER

by John Ward

Office of Public Affairs

Small Business Exporter of the Year Lalit Chordia is helping southwestern Pennsylvania realize its export potential while reaping the benefits of international sales for his company, Thar Technologies.

To those accustomed to thinking of the Pittsburgh area as an economic dynamo — with its tech-oriented universities such as Duquesne and Carnegie-Mellon, and a well-established industrial base — it may come as a surprise that the area is a comparative laggard in exports. But it's true: according to export statistics compiled by the U.S. Department of Commerce, just 17.5 percent of the region's companies exported in 1999 (the latest year available for complete numbers), compared to 20 percent of companies in comparable metropolitan regions, such as Cleveland, Miami, or Seattle. But over the past 10 years, at least one company, Thar Technologies, Inc., has been showing small companies in the Pittsburgh area that exporting is an achievable, attractive option for them. And in recognition of this, the U.S. Small Business Administration this year named Thar's president and founder, Dr. Lalit Chordia, as the 2002 Small Business Exporter of the Year.

DEFINING A NICHE

A native of India, Dr. Chordia studied chemical engineering at the Indian Institute of Technology and later at

Carnegie-Mellon University, where he received his Ph.D. in 1985. While studying, he founded Suprex Corp. in 1982. Later, seeking to exploit the commercial potential of high-pressure carbon dioxide process technologies that use so-called "supercritical fluid" technology, Dr. Chordia founded Thar Technologies in 1990.

A "supercritical fluid" is a solvent that can be either liquid or gas, used in a state above the critical temperature and pressure where gases and liquids can coexist. Among other things, it is used in extraction processes, such as the removal of essential oils from plants, caffeine from coffee, and impurities

from drugs. The systems put together by Thar Technologies utilize carbon dioxide, which has the advantage of being physiologically safe, environmentally acceptable, and non-polluting. It has added advantages in that it is ozone-friendly and does not contribute to global warming.

Since its inception, Thar Technologies has been involved in the design, development, and manufacture of pumps, heat exchangers, and all other components that go into supercritical equipment. According to Thar's marketing director, Todd Palcic, the company has been able to distinguish itself in the market by its emphasis on product



Two employees of Thar Technologies check one of the company's supercritical fluid systems.

Photo courtesy of Thar Technologies

design — with lighter, easier-to-use components — and the advanced software it offers with its systems.

The company has experienced steady growth. From one division and seven employees in 1995, Thar Technologies has grown to four divisions and 29 employees in 2002. It now is housed in two locations in Pittsburgh.

MOVING INTO THE GLOBAL MARKET

Since the company's inception, Dr. Chordia has been fervent in supporting and developing overseas markets for Thar Technologies. To start, the company found a European distributor, and made use of Duquesne University's Export Trade Assistance program. This program is part of the Duquesne University Chrysler Corporation Small Business Development Center (SBDC). It offers a wide array of services for exporters, including consulting, seminars, planning workshops, and information on partnerships.

The company also took advantage of the resources offered by Pennsylvania's Department of Community and Economic Development. Among other things, this state agency maintains a network of foreign offices — currently there are 17 — to promote exports by Pennsylvania companies. According to Thar's Todd Palcic, the in-country staff of the state agency was particularly helpful to Thar's marketing efforts by prescreening contacts, offering cultural tips to the company, making introductions, and setting up interviews. At one point, a staffer from Pennsylvania's Brussels office even drove a Thar rep to a hard-to-find location. According to Palcic, this helped the company establish a presence in the Benelux countries.

The company also made sure to participate in trade missions that could help it to expand into new markets. For example, using a market access grant that the company obtained from the Pennsylvania Department of

Community and Economic Development, Thar was able to participate in a trade mission to Asia that included visits to Vietnam, Korea, and Japan. Another opportunity came in March 2000, when the company participated in a trade mission to India, led by Lt. Governor Mark Schweiker. During this visit, Thar successfully concluded negotiations with Indo-Global Spices of Bangalore. The deal was worth \$1.1 million, and created 20 new jobs in Pennsylvania. Another trade mission that year, in November 2000, took Thar Technologies to Argentina, Brazil, and Chile.

These efforts have paid off for the company: According to Dr. Chordia, Thar Technologies' business is now almost as large as its domestic business. The company's export sales grew from 6 percent of sales in 1997 to 48 percent of sales in 2001. And the advantages of global sales for Thar, even in a period of slowed economic growth, have been evident. "International [business]," said Chordia recently to *Pittsburgh Prospects* magazine, "takes out some of the ups and downs of the U.S. economy."

GIVING BACK TO THE EXPORTING COMMUNITY

In expanding overseas, Dr. Chordia did not forget the Pittsburgh business community. Making himself available to other small business owners, he has acted as a mentor, and has offered his foreign distributors and representatives as channels for other local small businesses. He has also been active in the exporting community, serving on the World Affairs Council of Pittsburgh, the Leadership Council of Pittsburgh, and the District Export Council. Dr. Chordia is also the founder of the U.S.-India Forum, a group that promotes business and political cooperation between the two countries. ■

LEVERAGING YOUR LOCAL RESOURCES

There is no need to shy away from exporting due to your company's location. Wherever your company is located in the United States, there are a number of resources available to you for easing the transition into international sales. Many of these resources have a special focus on the needs of small and medium-sized firms:

- **Small Business Development Centers (SBDCs).** These are counseling and assistance centers co-funded by the U.S. Small Business Administration and individual state governments. Many of the SBDCs, such as the one located at Duquesne University in Pittsburgh, have special programs geared to meet the needs of small business exporters. A complete list of SBDCs can be found on the Web at www.sba.gov/sbdc, or call the Small Business Answer Desk at (800) 827-5722.
- **U.S. Export Assistance Centers (USEACs).** These consist of a network of over 100 centers located across the country. They are co-funded by five federal agencies, and were established to serve as one-stop shops to provide hands-on export marketing and trade finance support to small and medium-sized firms. To locate the USEAC nearest you, go to the Web at www.export.gov, or call the Trade Information Center at (800) 872-8723.
- **State Export Offices.** Many states have both domestic and overseas export promotion offices. The state of Pennsylvania, for example, maintains 17 overseas offices that provide such services as in-country trade assistance, market intelligence, and identification of potential partners. Links to state offices can be found on the Web at www.trade.gov/tic. Click on "Export Resources" then "National Export Directory."
- **District Export Councils, or DEC's,** are organizations of leaders from the local business community, appointed by successive secretaries of commerce, whose knowledge of international business provides a source of professional advice for local firms. You can find more information about the DEC's at <http://sites.usatrade.gov/dec/dec.html>.
- **Service Corps of Retired Executives, or SCORE,** offers counseling to small businesses through its network of 389 chapters. You can find the nearest one to you by going to www.score.org.



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