U.S. Department of Commerce
International Trade Administration

International Trade UPDATE

www.trade.gov
November 2007

Strengthening U.S.–Latin American Commercial Relations

Talks in Brazil and Uruguay in October 2007 focused on the commercial and strategic relationships those countries have with the United States. The talks were part of an ongoing U.S. effort to strengthen ties throughout the Western Hemisphere.

BY LORRIE LOPES AND ALEXANDER PEACHER

U.S. commercial ties with the Western Hemisphere were the focus of visits to Uruguay and Brazil in October 2007 by Secretary of Commerce Carlos M. Gutierrez. New cooperative efforts were launched, and agreements and letters were signed during the visits. The visits were the result of ongoing discussions on a wide variety of commercial and trade issues that involve the Commerce Department and other U.S. government agencies.

Uruguay's Foreign Minister Reinaldo Gargano (center) greets Secretary of Commerce Carlos M. Gutierrez (second from left) at the entrance to the foreign ministry building in Montevideo on October 9. During the visit, Gutierrez signed a letter of intent that pledges the two countries to cooperate on issues of innovation and competitiveness. (U.S. Department of State photo)

Agreement Signed with Uruguay

A commitment to deepen the dynamic bilateral commercial relationship between Uruguay and the United States was the focus of the first visit. Gutierrez spent October 8 and 9, 2007, in the capital city of Montevideo, where he met with Tabaré Vázquez, president of Uruguay; Reinaldo Gargano, minister of foreign affairs; and Jorge Lepra, minister of industry. Gutierrez signed a letter of intent with Uruguay that commits the two governments to cooperate on issues of innovation and competitiveness.

Innovation Symposium

The first cooperative effort under the letter of agreement will be a symposium on innovation that Uruguay will host in late March 2008. The symposium will continue the work that began at the Americas Competitiveness Forum, which was held in Atlanta, Georgia, in June 2007.

The symposium will focus on the following countries of the Mercosur: Argentina, Brazil, Paraguay, and Uruguay. However, participation from other Western Hemisphere countries will also be welcome. The goal is not to replicate the significant accomplishments of

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INTERNATIONAL TRADE ADMINISTRATION

existing mechanisms and institutions but to explore and highlight new ways to spark innovation, to enhance national and regional competitiveness, and to ultimately create and sustain economic growth.

Growing Trade

The U.S.–Uruguay commercial relationship has seen significant growth in the past several years. The relationship began with the creation of the Joint Commission on Trade and Investment in 2002, and it continued with the negotiation of a bilateral investment treaty in November 2006 and the signing of a trade and investment framework agreement in January 2007. This latest agreement will serve to deepen the relationship.

"Uruguay has made great progress in opening doors for business, creating advances in technology, and improving education," said Gutierrez during his visit. "By working together, both bilaterally and regionally, we can ensure that we have robust, dynamic business environments and flexible, skilled talent pools that are equipped to meet the challenges of the 21st century and to compete globally."

Strengthening Ties with Brazil

Gutierrez next went to Brazil, where, during October 10 and 11, he presided over the inaugural meeting of the U.S.–Brazil Chief Executive Officer (CEO) Forum and the third meeting of the U.S.–Brazil Commercial Dialogue in the capital city of Brasília.

The CEO Forum is made up of government and business leaders from both countries. President George W. Bush and Brazilian President Luiz "Lula" Inácio da Silva announced the forum during a meeting at Camp David, Maryland. The Commercial Dialogue between the U.S. Department of Commerce and Brazil's Ministry of Development, Industry, and Foreign Trade was launched in 2006 and focuses on advancing commercial relations.

Brazil and the United States maintain a strong relationship with merchandise trade, which totaled more than $45 billion last year, an increase of 15 percent from 2005. The United States is Brazil's largest single trading partner. Bush and da Silva recognize the benefits of a strong and dynamic commercial relationship and continue to foster the dialogue.

U.S.–Brazil CEO Forum

The inaugural meeting of the U.S.–Brazil CEO Forum, held on October 10 and 11 in Brasília, was the first in a series in which Brazil and the United States will partner with the private sector to make progress toward a number of goals. Those goals include strengthening bilateral economic and commercial relations, promoting bilateral trade and investment, increasing competitiveness in global markets, and advancing economic prosperity for the people of both countries. The forum is cochaired by Gutierrez and Allan Hubbard, director of the National Economic Council. The cochairs for Brazil are Miguel Jorge, minister of development, industry, and foreign trade, and Dilma Rousseff, presidential chief of staff. Twenty top Brazilian and American business leaders make up the private-sector partners.

The forum made joint recommendations to the government officials on how Brazil and the United States can better promote trade, improve competitiveness, and support an environment for the rapid and secure movement of goods.

"The forum provided specific recommendations for the U.S. and Brazilian governments on steps we can take to grow ties between our two countries," said Hubbard. "In particular, [it] identified mechanisms, such as a bilateral tax treaty, that would promote investment and trade. The CEOs also made recommendations on other areas for focus, including investment protection, infrastructure, biofuels, customs modernization, and support of innovation through intellectual property protection."

U.S.–Brazil Commercial Dialogue

On October 10, Gutierrez and Jorge presided over the U.S.–Brazil Commercial Dialogue reporting session. Topics of discussion included the following:

"UNPRECEDENTED TRANSFORMATION" SEEN IN COLOMBIA

Secretary of Commerce Carlos M. Gutierrez led a second bipartisan U.S. congressional delegation to Colombia on October 12–13, 2007, to show the positive economic and social changes being driven by President Alvaro Uribe, a key U.S. ally in the region.

In remarks to the Bogotá Chamber of Commerce on October 12, Gutierrez said that he wanted "members of the United States Congress to see what I have seen: an unprecedented transformation of an entire country."

In Bogotá, the U.S. delegation met with Uribe and members of his cabinet to discuss the pending U.S. free trade agreement with Colombia. The delegation also met with labor leaders to hear of the government's efforts to reduce violence against trade unionists and to address human rights issues.

On October 13, the group went to Bojayá, an Afro-Colombian community on the Pacific Coast that the Colombian government has been assisting in its rebuilding efforts. In 2002, much of Bojayá was destroyed in the crossfire between rebel groups and paramilitaries, and the community suffered severe flooding in recent months.

Secretary of Commerce Carlos M. Gutierrez (center) and members of a bipartisan congressional delegation in Bojayá, Colombia, on October 13. This Afro-Colombian community has been the target of rebuilding efforts by President Alvaro Uribe after years of violence at the hands of paramilitary groups and rebels earlier this decade. (U.S. Department of Commerce photo)

The visit concluded in Medellín, where the delegation learned about Colombia's plans to integrate former paramilitary members back into civil society. The group also visited a flower farm. The fresh-cut flower industry in Colombia has emerged as a sustainable alternative to drug crop production. The industry has been a major success story under the Andean Trade Preference Act, with exports to the United States valued at $450 million in 2006. Flower exports enter the U.S. market duty-free, and this trade supports an estimated 150,000 U.S. jobs.

- Enhancing trade facilitation as a result of bilateral collaboration focused on Brazil's customs modernization plans, particularly plans for express delivery
- Enhancing cooperation between the U.S. National Institute of Standards and Technology and Brazil's National Institute of Metrology, Standardization, and Industrial Quality
- Increasing collaboration between the U.S. Patent and Trademark Office and Brazil's National Industrial Property Institute
- Reducing the average time to register and open a business in Brazil

The two countries also agreed to focus on entrepreneurial and venture development, with an eye toward building and maintaining a culture of free enterprise. This focus includes establishing a task force to identify and address impediments to venture capital investment.

A Cooperative Effort

The United States is committed to working cooperatively to improve overall economic and business relations with Brazil and to encourage the public and private sectors in the respective countries to increase and diversify the bilateral flows of goods and services.

The United States will host the next ministerial meeting of the U.S.–Brazil Commercial Dialogue and the next CEO Forum meeting in 2008. In the meantime, both governments will collaborate on how to best move forward with the recommendations put forth by the CEOs.

Lorrie Lopes is the Brazil desk officer and Alexander Peacher is the Uruguay desk officer in the Market Access and Compliance unit of the International Trade Administration.

Ensuring Compliance with the European Union's Data Protection Directive

A conference hosted by the U.S. Department of Commerce and cosponsored by the European Commission and the Article 29 Working Party on Data Protection examined the implementation of the U.S.–European Union Safe Harbor Framework.

BY DAMON C. GREER

U.S. companies rely on data transfers to reap economic efficiencies in business process operations, to garner cost savings by consolidating data centers into one easily secured location, and to qualitatively improve services to global clients. On October 15 and 16, 2007, as part of an effort to facilitate the continued flow of data between the member states of the European Union (EU) and the United States, representatives from the Department of Commerce and the European Commission met in Washington, D.C., to continue a series of bilateral discussions on data transfers.

Underscoring the purpose of the gathering, Michelle O'Neill, deputy under secretary for international trade, noted in remarks to the attendees that the "evolution of information technologies has led to new business models and the increased need to exchange information among businesses and consumers, but has also presented some policy challenges … It is the tension between the legitimate uses of information and the need for appropriate privacy for individuals that motivate us all here to be here today."

The meetings allowed the two government entities, along with representatives of the U.S. business community and non-governmental organizations, to have a conversation about the European Commission's implementation of its directive on data privacy (EU Directive 95/46/EC), the options for complying with the EU's regulatory framework, and the performance of the Department of Commerce's Safe Harbor program.

Commitments under the Safe Harbor Framework

The conference was a product of a bilateral commitment made by the European Commission and the United States in 2000 about the regulation of transfers of personal data from the EU to the United States. That commitment is called the U.S.–EU Safe Harbor Framework. (See sidebar "About the U.S.–EU Safe Harbor Framework," on page 5) Under that framework, both parties agreed to hold annual consultations and information exchanges to facilitate understanding, to improve oversight, and to discuss related data protection issues and opportunities. The last exchange occurred on October 23–24, 2006, at the European Commission's headquarters in Brussels, Belgium.

Mix of Government and Industry Privacy Officials

The October 2007 conference in Washington, D.C., was the largest meeting ever organized by the

Department of Commerce as part of its commitment to implement the Safe Harbor program. The conference featured five panels, 300 attendees, and 27 expert panelists from government, industry, and civil society. For the first time, Canada and Mexico participated on the panels, with representatives speaking on data protection and privacy in a regional context.

The conference featured panelists from the data protection authorities of Belgium, Germany, Ireland, Italy, and Spain. In addition, global privacy officials from leading companies, including General Electric, IBM, Intel, PricewaterhouseCoopers, Procter & Gamble, Schering-Plough, TransUnion, and TRUSTe, described their experiences under the EU directive, the role they play in dispute resolution, and the paths they have chosen to follow the law.

The conference's five panels had these themes:

- Implementing the U.S.–E.U. Safe Harbor Framework
- Looking at global sourcing and data flows—compliance and security in the global economy
- Examining EU's data protection framework—12 years later
- Implementing and enforcing corporate privacy rules
- Exploring binding corporate rules and contractual clauses

Protection Is Global

The conference's keynote speaker, Fred H. Cate, director of the Center for Applied Cybersecurity Research at Indiana University, noted that while "privacy is local," protection is global. He portrayed the global canvas of networks as a maze of conflicting rules and regulatory regimes, with simultaneous global access to personal data from workstations and with mobile applications whose data storage capabilities humble the earliest personal computers' capacities. Cate's message on the complexities and uncertainties surrounding global data protection set the stage for a vigorous discussion on possible solutions for protecting data in a global digital setting.

About the U.S.–EU Safe Harbor Framework

In 1998, the European Commission implemented EU Directive 95/46/EC, which is more commonly known as the "data protection directive." The directive would have had a dramatic influence on cross-border flows of personally identifiable information (PII) to countries whose data protection framework did not match the directive's provisions. It would have effectively allowed any of the EU member states' 27 data protection authorities to halt the transfer of PII.

To prevent stoppages of business data, the Department of Commerce, the Federal Trade Commission, and the business community engaged with the European Commission to design a mechanism to permit transatlantic data flows to continue. As of 2006, more than $635 billion in transatlantic trade was at stake.

In 2000, the negotiations resulted in the issuance of an "adequacy" determination by the European Commission, which is known as the U.S.–EU Safe Harbor Framework. Safe Harbor is a voluntary, self-certification program that exempts companies from the liability they would otherwise risk, while simultaneously providing savings that would accrue from streamlining operations. U.S. organizations obtain this exemption by self-certifying that they adhere to the Safe Harbor privacy principles and will abide by the requirements for dispute resolution by a third party.

Federal oversight of the Safe Harbor process is provided under section 5 of the Federal Trade Act of 1934. Under this authority, the Federal Trade Commission (FTC) investigates allegations of deceptive and unfair trade practices. Although self-certification is voluntary, failure to adhere to the principles may be viewed by the FTC as a misleading trade practice. To date, 1,300 U.S. companies have certified to Safe Harbor.

For more information about the U.S.–EU Safe Harbor Framework, visit the program's Web site at *www.export.gov/safeharbor/*.

2008 Conference, Certification Mark

In July 2008, the European Commission will host the next conference, which will have an expanded theme that recognizes the global nature of data protection and compliance. In addition, the Department of Commerce and the European Commis-

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Short Takes

News from the International Trade Administration

Exports Show Growth in Third Quarter of 2007

In September 2007, U.S. exports of goods and services posted year-to-date growth of 11.8 percent to $1,194.4 billion, while imports increased 4.4 percent to $1,721.9 billion. Total exports of goods and services in September were $140.15 billion (see chart).

The largest export markets for U.S. goods this year were Canada ($183.2 billion through September 2007, an increase of 5.9 percent over the same period in 2006); Mexico ($101.9 billion, an increase of 2.1 percent); China ($46.8 billion, an increase of 16.6 percent); and Japan ($46.7 billion, an increase of 5.8 percent).

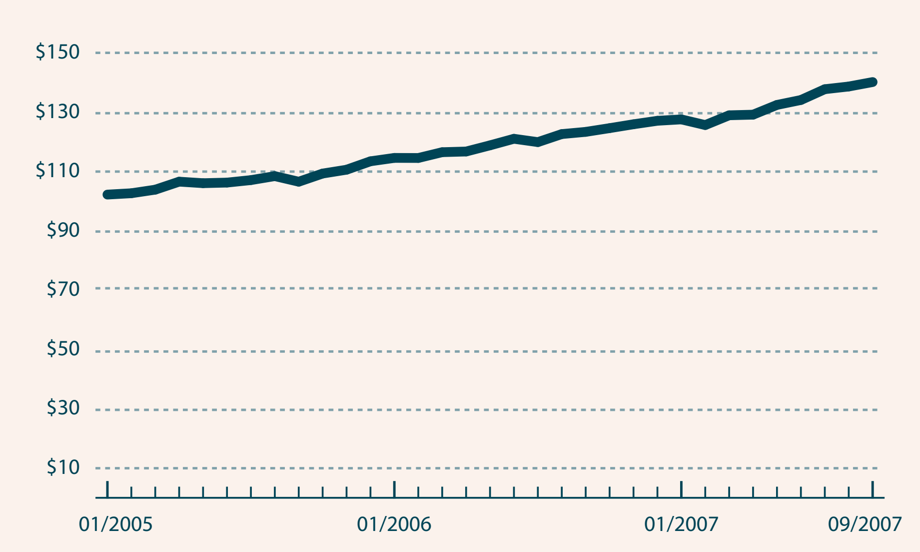
Exports comprised 12 percent of U.S. gross domestic product (GDP) in the third quarter of 2007. Five years ago, in 2002, exports accounted for 9.7 percent of GDP. Forty years ago, in 1967, exports accounted for 5.1 percent of GDP.

For up-to-date information about U.S. exports, look at the U.S. Export Fact Sheet, which is updated monthly on ITA's Web page at *www.trade.gov.*

North American Steel Trade Committee Meets in Laredo

Government and steel industry officials from Canada, Mexico, and the United States, gathered in Laredo, Texas, November 15–16, 2007, for the latest meeting of the North American Steel Trade Committee (NASTC). NASTC is a government-industry collaboration that meets twice yearly. It provides a forum for cooperation on policy matters affecting the North American steel market and industry. The International Trade Administration is the lead U.S. government agency for the group, and works closely with the Office of the United States Trade Representative on NASTC matters.

U.S. Exports of Goods and Services, January 2005 through September 2007 (billions of dollars)



Source: U.S. Department of Commerce, Bureau of the Census.

Major topics of discussion at the November meeting included issues relating to shipping steel within North America and future plans for improving the recently launched North American Free Trade Agreement (NAFTA) Steel Trade Monitor, which is a public, online database of steel trade information covering the three NAFTA countries.

Steel industry representatives provided a report on the state of the steel industry. It focused on industry concerns regarding capacity expansion in China, government support to the steel industry, and the need for NAFTA governments to strictly enforce their trade remedy laws. The industry representatives also stressed their concerns regarding the economic impact of developments in climate change policy.

The North American governments highlighted their cooperation on trade policy matters, agreeing to continue working toward a trilateral policy exchange on trade remedies. In addition, they agreed to continue their work on identifying potential border-related impediments related to shipping steel within North America, in the context of the broader goals of the Security and Prosperity Partnership of North America.

U.S. industry reaction to the meeting was positive. Mexico will host the next meeting, in the spring 2008.

The NAFTA Steel Trade Monitor is available on the Web at *www.nastc.org/nasteel-index.html*. Information on the Import Administration's steel monitoring programs is available at *http://ia.ita.doc.gov/steel/license/index.html*.

Review of Vietnamese Textile Imports Shows No Evidence of Dumping

On October 26, 2007, after reviewing the first six months of data from the monitoring program of apparel imports from Vietnam, the Import Administration (IA) announced that there was insufficient evidence to warrant initiating an antidumping investigation.

"After a fair and objective analysis of the data, [the Commerce Department] found insufficient evidence of dumping from Vietnam," said David Spooner, assistant secretary for import administration. "The department will continue to monitor apparel imports from Vietnam until the end of the administration and [will] work with all stakeholders to ensure an open and transparent monitoring process."

The monitoring program covers certain textile and apparel products from Vietnam. It began with Vietnam's entry into the World Trade Organization in January 2007 and will continue until January 19, 2009. (See the January 2007 issue of *International Trade Update*.)

Under the terms of the program, the Commerce Department will complete a review every six months to determine whether there is sufficient evidence to initiate an antidumping investigation of any textile or apparel goods from Vietnam pursuant to section 732(a) of the Trade Act of 1930.

For this latest report, the department examined import data for five different textile product groups—trousers, shirts, underwear, swimwear, and sweaters—during the six-month period from January to July 2007. Of the 486 total 10-digit Harmonized Tariff Schedule (HTS) lines for the five groups, 317 had no imports from Vietnam. Of the remaining 10-digit HTS lines, many even had rising unit values.

The Commerce Department will continue to post import data for those product groups on the Vietnam Textile and Apparel Import Monitoring Program's Web site at *http://ia.ita.doc.gov/download/vietnam-textile-monitoring/vtm-index.html*.

December 2007

Calendar

Here is a selected list of international trade events of interest, including ITA-sponsored events, as well as a selection of upcoming international trade fairs. The U.S. and Foreign Commercial Service (USFCS) maintains a comprehensive listing of industry shows at *www.export.gov*

December 5

CAFTA-DR Competitiveness Forum: Tools of Trade and Finance

Exton, Pennsylvania

www.buyusa.gov/philadelphia/271.html

The U.S.–Central America–Dominican Republic free trade agreement (CAFTA-DR) opens many opportunities for U.S. businesses. This morning seminar will look at strategies that are essential to business success in the region. For more information, contact Robert McEntire of the USFCS, tel.: (202) 482-4493; e-mail: *robert.mcentire@mail.doc.gov.*

December 5–7

CONEXPO Asia 2007

Guangzhou, China

http://conexpoasia.aem.org/EN/index.asp

With explosive annual growth and a high demand for construction equipment and services, the South China region has become Asia's boom area for building and infrastructure. In 2006, this show attracted more than 13,100 visitors from 75 countries. International visitors accounted for over 18 percent of total attendance. For more information, contact Sophie Xiao of the USFCS, tel.: +86 (29) 8667-4011, ext. 619; e-mail: *sophie.xiao@mail.doc.gov.*

December 6

Growth through International Sales

Lake Havasu City, Arizona

www.buyusa.gov/arizona/gtis_havasu.html

This half-day seminar is targeted at small and medium-sized businesses to help them better understand the details of exporting, such as trade regulations and documentation requirements, and to hear from experienced Arizona exporters. For more information, contact Kristian Richardson of the USFCS, tel.: (602) 254-2907; e-mail: *kristian.richardson@mail.doc.gov.*

December 7

BIS Essentials of Export Controls

Austin, Texas

www.buyusa.gov/austin/events.html

This program will cover the key information that exporters need to know to comply with the U.S. Export Administration Regulations. Counselors and other professionals from the Commerce Department's Bureau of Industry and Security (BIS) will cover the U.S. export control system for commercial exports. For more information, contact Karen Parker of the USFCS, tel.: (512) 916-5939; e-mail: *karen.parker@mail.doc.gov.*

December 9–13

Fire Department Instructor's Conference Bahrain

Manama, Bahrain

http://fdicb07.events.pennnet.com/fl//index.cfm

This conference, which is a replica of a similar event in Indianapolis, Indiana, is the leading exhibition and conference for fire industry professionals in the Middle East. About 5,000 visitors and 40 U.S. exhibitors are expected. For more information, contact Kevin Haley of the USFCS, tel.: (202) 482-6434; *e-mail: kevin.haley@mail.doc.gov..*

December 10–13

Projex Libya

Tripoli, Egypt

www.tradefairgroup.com/projexlibya

Projex Libya, incorporating Energy Libya and Infrastructure Libya, will be a valuable sales and exhibition venue for U.S. exporters in the fields of power generation, transmission, and distribution; oil and gas exploration and production; and building and construction. For more information, contact Kevin Haley of the USFCS, tel.: (202) 432-6434; e-mail: *kevin.haley@mail.doc.gov*.

December 11

Intellectual Property Rights in China

www.stopfakes.gov

This program is part of a continuing series of Webinars on the protection of intellectual property rights in China. It is sponsored by ITA's China office and will run from 11:00 a.m. to 12:30 p.m. Eastern time. For more information, or to register, send an e-mail to *chinaipr@mail.doc.gov*.

December 11–13

Power-Gen 2007

New Orleans, LA

http://pgi07.events.pennnet.com/fl//index.cfm

This show is the electric power generation industry's largest event of its kind in the United States. It will feature a multitrack conference program and a curriculum of preconference courses. The world's largest power exhibition will be held concurrently with the conference. For more information, contact Kevin Haley of the USFCS, tel.: (202) 482-6434; e-mail: *kevin.haley@mail.doc.gov.*

December 14

Export–Import Bank Programs and Small Business Update

West Long Branch, New Jersey

www.export.gov

The Export–Import Bank of the United States works closely with the Department of Commerce to boost foreign sales of U.S. companies. This half-day workshop at Monmouth University will review the bank's programs in detail and will offer tips on how to use the bank as a marketing tool. For more information, contact Thomas Mottley of the USFCS, tel.: (732) 571-3641; e-mail: *thomas.mottley@mail.doc.gov.*

On The Horizon

January 7–10

International Consumer Electronics Show 2008

Las Vegas, Nevada
www.cesweb.org

This show is the world's largest annual trade event for consumer electronics. The 2007 show welcomed more than 140,000 attendees and 2,700 exhibitors. For 2008, the Commercial Service in Seoul has recruited a South Korean buyer delegation to meet with U.S. suppliers. For more information, contact Jennifer Harrington of the USFCS, tel.: (202) 482-0595; e-mail: *jennifer.harrington@mail.doc.gov*.

January 17

Greece Webinar

Athens, Greece
www.export.gov

The USFCS can help U.S. companies sell their products in Greece with a wide range of services. First-time exporters to Greece, as well as companies with experience in the region, will benefit from the information that will be offered in this Webinar. For more information, contact William Kutson of the USFCS, tel.: +30 (210) 720-2146; e-mail: *william.kutson@mail.doc.gov*.

January 8–18, 2008

Clean-Energy Trade Mission

China and India
www.export.gov/cleanenergymission

This trade mission will visit five cities in China and India. It will be an especially valuable opportunity for U.S. exporters that offer clean-energy and energy-efficiency technologies to make contacts and sales. The deadline for applications has passed, but for more information about upcoming opportunities in this field, contact Justin Rathke of the Department of Commerce, tel.: (202) 482-7916; e-mail: *cleanenergymission@mail.doc.gov*.

Gatun Locks on the Atlantic side of the Panama Canal. In a 2006 referendum, Panamanians authorized a major reconstruction project for the canal, which will create a demand for technology and services that U.S. companies will be able to fulfill.

Market of the Month: Panama

With its strategic location at the meeting point of two oceans and two continents, Panama has historically served as the crossroads of trade for the Americas. Today, the country is not only a maritime shipping and air transport hub, but also an international trading, banking, and services center.

Panama's dollar-based economy offers low inflation and zero foreign exchange risk, and its legal and regulatory regimes are business friendly. Its government is stable, democratic, and reform-minded, and it actively seeks foreign investment in all sectors—especially services, tourism, and retirement properties.

Panama's economy is based primarily on a well-developed services sector, which accounts for about 80 percent of its gross domestic product (GDP). Benefits include the Panama Canal, a well-established banking and insurance sector, the Colon Free Zone (CFZ), container ports, and flagship registry. Manufacturing and mining account for roughly 14 percent of GDP.

The CFZ is the world's largest free trade zone, importing and reexporting more than $14 billion worth of goods annually. It is a vital trading and transshipment center that serves the region and the world.

In 2006, Panamanians approved a $5.25 billion project to expand the capacity of the Panama Canal. In conjunction with the planned expansion of port facilities on both coasts, the projects will solidify Panama's unique global logistical advantage. The projects will also generate enormous requirements for technology, goods, and services. Participation is expected to be global, and competition will be fierce.

Panama has the potential for substantial growth in the areas of electric power generation, health care services, port services, land development, road construction, water distribution and purification, telecommunications, and tourism.

U.S. companies seeking help in entering or expanding in the Panamanian market should look to the Department of Commerce's Commercial Service. With a network of domestic offices across the United States (see list on page 11) and specialists located in more than 80 countries overseas, the Commercial Service can use its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide.

(A longer version of this article is available online at *www.export.gov/articles/MoM_PanamaOct2007.asp*.)

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For more information and news, visit ITA's Web site at *www.trade.gov* or contact the Office of Public Affairs, International Trade Administration, 1401 Constitution Avenue NW, Washington, DC 20230; tel.: (202) 482–3809.

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Commerce Department and Kauffman Foundation Launch Partnership to Promote Entrepreneurship

A new Web-based resource and a series of upcoming symposia are part of a public–private partnership designed to advance entrepreneurship and economic growth throughout the world.

BY JOHN WARD

Recent economic research has shown that countries that create political and economic infrastructures that foster entrepreneurial development are more likely to achieve higher growth rates. Those growing economies are also more likely to be fertile markets for U.S. goods and services.

With that information in mind, the International Trade Administration (ITA) and the Ewing Marion Kauffman Foundation announced on November 7, 2007, a new public–private partnership. The partnership will focus on leveraging the entrepreneurial leadership of the United States to advance economic growth domestically and around the world.

The first phase of Entrepreneurship.gov was launched on November 7, 2007. Visitors to the site can preview the contents, view a video of things to come, and sign up to receive more information.

A Comprehensive Resource

The United States has long encouraged the key elements of entrepreneurship: business creation, innovation, and competition. In recent years, other countries have sought guidance on how they too can invigorate their economies through policies and programs that encourage the creation of high-growth businesses and thereby replicate U.S. success in entrepreneurial achievement.

One of the primary goals of the new partnership will be to assist those countries in developing the right policy environment that will allow entrepreneurs to organize and operate a business venture.

The partnership will create a comprehensive Web-based resource to advance entrepreneurship. The site, which is accessible at *www.entrepreneurship.gov,* is designed to be a one-stop resource for domestic and international interest in the U.S. approach to entrepreneurship. It will include research, educational content, policy papers, and information about entrepreneurship events worldwide.

A series of overseas symposia in target markets is planned to further disseminate the information provided on the Web site. The goal of the symposia will be to empower grassroots groups of domestic entrepreneurs to develop policy recommendations for their local or national policy-makers that will increase their ability to form new enterprises, to create jobs, and to increase wealth. ITA plans to host its first symposium under this partnership in India in January 2008

Expanding Markets Abroad

“Ultimately, the initiative will seek to promote economic growth, innovation, and entrepreneurship, thereby expanding markets for entrepreneurs in the U.S. and abroad and stimulating increased levels of productivity and standards of living in countries throughout the world,” said Carl Schramm,

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U.S. Export Assistance Centers

U.S. Export Assistance Centers (USEACs) are located in more than 100 cities throughout the United States. They are supported by five federal agencies, and serve as one-stop shops that provide small and medium-sized businesses with hands-on export marketing and trade finance support. For more information, visit the U.S. government's export portal, *www.export.gov.*

ALABAMA
Birmingham: (205) 731-1331

ALASKA
Anchorage: (907) 271-6237

ARIZONA
Phoenix: (602) 640-2513
Tucson: (520) 670-5540

ARKANSAS
Little Rock: (501) 324-5794

CALIFORNIA
Bakersfield: (661) 637-0136
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Indio/Cabazon: (760) 772-3898
Ontario: (909) 466-4134
Los Angeles (Downtown): (213) 894-4231
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Monterey: (831) 641-9850
Newport Beach: (949) 660-1688
Oakland: (510) 273-7350
San Rafael (North Bay): (415) 485-6200
Sacramento: (916) 566-7170
San Diego: (619) 557-5395
San Francisco: (415) 705-2300
San Jose (Silicon Valley): (408) 351-3390
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Entreprenewship

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president and chief executive officer of the Kauffman Foundation.

The Kauffman Foundation of Kansas City, Missouri, is a private, non-partisan foundation that works with partners to advance entrepreneurship in the United States and to improve the education of children and youth. Ewing Marion Kauffman, the late entrepreneur and philanthropist, established the Kauffman Foundation in the mid-1960s.

John Ward is a writer in the International Trade Administration's Office of Public Affairs. Cameron Cushman of the International Trade Administration's Market Access and Compliance unit assisted with this report.

Ensuring Compliance

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sion have agreed to establish ongoing exchanges on issues pertinent to privacy, data protection, and compliance. An informal group will work to foster regular communications between the EU and the United States.

The Commerce Department also plans to introduce a certification mark for companies that certify to Safe Harbor. The mark will validate companies' compliance with the privacy principles and will show their adherence to the enforcement framework established under Safe Harbor. Its use will be valid for one year, with an annual renewal when a company recertifies.

The dialogue on the U.S.–EU Safe Harbor Framework will continue in the coming months and years. As Cate noted at the October conference, "Safe Harbor is an adolescent now at a very difficult age." It is widely accepted that this "teenager" will reach maturity. Efforts to streamline other choices for complying with the EU directive will continue. In a world where more than 70 countries have either enacted or are planning to enact data protection regimes, challenges to U.S. companies' requirements will only grow. The U.S.–EU Safe Harbor Framework is but one possible solution.

Damon C. Greer is an associate director in the Manufacturing and Services unit of the International Trade Administration

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