

CHAPTER 2

INDUSTRY-SPECIFIC COUNSELING AND ASSISTANCE



Manufacturing and Services Industry Officers, ITA, U.S. Department of Commerce

Manufacturing and Services (MAS) is the industry-focused arm of the International Trade Administration. Its mission is to deliver industry analysis and trade policy support to promote the interests of U.S. exporters, especially small and medium-sized enterprises; to forge public-private partnerships to enhance the international competitiveness of U.S. industries; and to initiate industry-specific trade events. MAS industry and international trade specialists work directly with U.S. firms and industry associations to identify overseas trade opportunities and obstacles by product or service, industry sector, and market. MAS analysts also participate in trade policy development and negotiations and advocate on behalf of U.S. companies to help them win foreign contracts. MAS staff members also develop export marketing programs and obtain industry advice on trade matters. They organize executive trade missions, trade fairs, product literature centers, reverse trade missions, marketing seminars, and business counseling. Experts are organized in the following sectors:

- Aerospace
- Automotive
- Consumer goods
- E-commerce
- Energy
- Environmental technologies
- Information technologies
- Machinery
- Metals, materials, and chemicals
- Microelectronics, medical equipment, and instrumentation
- Services and finance
- Telecommunications technologies
- Transportation and machinery
- Travel and tourism

Contact: Trade statistics are available by industry on the home page of Manufacturing and Services' Office of Trade and Industry Information, at <http://ita.doc.gov/td/industry/otea/>. For MAS industry and international trade officers, call 800-USA-TRAD(E) (800-872-8723). To

access industry office Web sites, choose "Manufacturing and Services" on the ITA home page at www.ita.doc.gov.

Export Advantage Web site for Textiles and Apparel Import Administration, ITA, U.S. Department of Commerce

The Export Advantage Web Site, which is at <http://otexa.ita.doc.gov/ExportAdvantage/ExportAdvantage.htm>, provides information on foreign rules and requirements affecting U.S. textile and apparel exports overseas, such as tariffs and taxes, labeling requirements, and other issues. The Web site also provides information on trade events sponsored by the Office of Textiles and Apparel (OTEXA), as well as directories of overseas buyers and U.S. suppliers.

Contact: For information about OTEXA, visit www.otexa.ita.doc.gov. For information on international trade shows and events, call (202) 482-5153, or e-mail market_expansion@ita.doc.gov. For assistance with exporting or information on foreign regulations affecting U.S. textile and apparel exports, call (202) 482-3588, or e-mail exportadvantage@ita.doc.gov.

U.S. Travel and Tourism Statistical System, ITA, U.S. Department of Commerce

The Office of Travel and Tourism Industries functions as the U.S. federal tourism office. Among its core responsibilities is the collection, analysis, and dissemination of international travel and tourism statistics for the U.S. Travel and Tourism Statistical System, as well as the promotion of international travel to the United States. Information disseminated covers

- Basic market analysis
- Survey of international air travelers (in-flight survey)
- Visitor arrivals (I-94 form)
- U.S. international air traveler statistics (I-92 form)
- Forecast of international arrivals to the United States
- International travel receipts (exports) and payments (imports) data
- Canadian arrivals and visitation program
- Travel Trade Barometer Program
- Travel and tourism satellite accounts
- U.S. Promotion Campaign

Contact: Contact the Office of Travel and Tourism Industries at (202) 482-0140, or visit the home page at www.tinet.ita.doc.gov.



EcoLinks, the Eurasian–American Partnership for Environmentally Sustainable Economies, Institute for International Education, U.S. Agency for International Development

EcoLinks is a USAID-funded trade and investment program that supports environmental technology representatives in selected U.S. Commercial Service offices in Eastern Europe and Eurasia. These EcoLinks “tech reps” make use of several tools available from USAID, the Commercial Service, and host governments to identify business opportunities in the environmental sector, link U.S. environmental technology firms with partners in the region, and assist in financing the associated environmental projects.

Contact: To learn more about EcoLinks, call Gerald Gold, Partnership Grants Program, at (202) 712-0263; Jeffrey Orrey, Trade and Investment Program, at (202) 712-1608; or view the home page at www.ecolinks.org.



Trade and Technical Assistance, U.S. Department of Transportation

The Department of Transportation’s Office of International Transportation and Trade (X-20) serves as the department’s overseer on collaborative trade-related initiatives and technical assistance programs. The X-20 office works closely with agencies such as the U.S. Trade and Development Agency and the U.S. Department of Commerce to organize business workshops designed to help establish relationships and share information between U.S. businesses and foreign officials who are likely to make—or to heavily influence—awards of international contracts. Under mechanisms such as bilateral and multilateral agreements, the Department of Transportation’s operating administrations participate in cooperative programs and technology initiatives with partners worldwide and promote policies that enhance U.S. industry access to foreign markets.

Contact: The following people can offer assistance: Bernestine Allen, Office of the Secretary of Transportation, (202) 366-4398; fax (202) 366-7417; e-mail bernestine.allen@dot.gov; Greg Hall, Maritime Administration, (202) 366-2765; fax (202) 366-3746; e-mail greg.hall@dot.gov; Kay Drucker, Bureau of Transportation Statistics, (202) 366-4437; fax (202) 493-0568; e-mail kay.drucker@dot.gov; Henry Nevaes, Federal Highway Administration, (202) 366-0111; fax (202) 366-9626; e-mail henry.nevaes@fhwa.dot.gov; Barbara Pelletier, Federal Railroad Administration, (202) 493-6395; fax (202) 493-6401; e-mail Barbara.Pelletier@fra.dot.gov; Rita Daguillard, Federal Transit Administration, (202) 366-0955; fax 202-366-3765; e-mail rita.daguillard@fta.dot.gov; Rochelle Claypoole, Federal Aviation Administration, (202) 267-8208; fax (202) 267-5047; e-mail Rochelle.claypoole@faa.gov; Julie Abraham, National Highway Traffic Safety Administration, (202) 366-0846; fax (202) 493-2290; e-mail Julie.Abraham@nhtsa.dot.gov; or Thomas Marchesault, Research and Innovative Technology Administration, (202) 366-4434; fax (202) 366-7431; e-mail Thomas.Marchesault@dot.gov.

Office of Fossil Energy, International Programs, U.S. Department of Energy

The Office of Fossil Energy enhances the competitiveness of U.S. industry by supporting domestic fossil energy (coal, oil, and gas) project developers and exporters trying to expand the international sales of fossil energy technology, resources, and services.

Contact: To learn more, contact the following: Judd Swift, deputy director for international affairs, (202) 586-6660; fax (202) 586-4729; e-mail judd.swift@hq.doe.gov; home page www.fe.doe.gov; Barbara McKee, director, Coal and Power Export and Import, (301) 903-3820; fax (301) 903-1591; e-mail barbara.mckee@hq.doe.gov.

