

# EXPORT *America*

January 2001 Volume 2 Number 3  
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THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS



## Data Protection: The Safe Harbor Framework

### *Inside:*

- Changes to the Shippers Export Declaration
- Export Financing from Export-Import Bank
- Colorado Firm Finds Sweet Tooth in Mideast
- Mapping State Export Data Online





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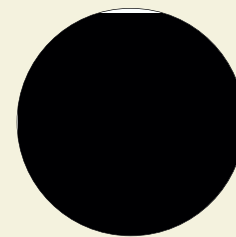
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U.S. DEPARTMENT OF COMMERCE  
International Trade Administration

**Norman Y. Mineta**  
Secretary of Commerce

**Robert S. La Russa**  
Under Secretary  
for International Trade

**Patrick Kirwan**  
Acting Director of Public Affairs

**Cory Churches**  
Editor

**John Ward**  
Contributing Editor

**Margaret Kammeyer**  
Editorial Intern

Published monthly by the U.S.  
Department of Commerce,  
Washington, D.C.

Annual subscription rate is \$61.  
All subscription inquiries should  
be sent to the Government  
Printing Office, Superintendent  
of Documents, Mail Stop: SSOM,  
Washington, D.C., 20401.

Other inquiries should be sent to the  
U.S. Department of Commerce, Room  
3414, 1401 Constitution Avenue,  
NW, Washington, D.C., 20230.

First-class postage paid at Washington, D.C.

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law of this department.

**I**n this fast-paced businesses environment, competitive advantages can come from many different sources.

For companies that export or do business in the EU, the recently implemented safe harbor agreement may be just what they need to differentiate themselves within their industry. Having in place a clearly defined privacy protection policy offers peace of mind to your customers in general. However, to European business partners as well as EU consumers, being included on the list of companies who have pledged to comply with the guidelines of the Safe Harbor agreement can be the key to making sales within the EU.

The U.S. and the EU address privacy protection in markedly different ways. The U.S. has allowed industry to create a self-regulatory approach to privacy protection, whereas the EU has created a labyrinth of privacy laws that are comprehensive and applicable to every industry. U.S. businesses operating with European organizations should be aware of the framework and

how it can streamline the regulatory process for U.S. companies. Rather than deal with fifteen regulatory bodies and their specific Directives governing privacy protection, U.S. companies can meet the requirements for one overarching directive. Consumers should also be aware of compliance obligations of firms under the Safe Harbor framework to ensure that companies are adhering to the framework.

In addition to our feature, we introduce our new *Export Statistics Express* web site this month and highlight the successes of recent Market Development Cooperator Program award recipients. Next month, we will take a look at the benefits of ISO 9000 certification and get an analysis of the information technology market in Asia. Until then, feel free to drop us a line ([Export\\_America@ita.doc.gov](mailto:Export_America@ita.doc.gov)) with any comments or questions.

*Cory Churches*

Cory Churches  
Editor



## GLOBAL NEWS LINE

### BRAZIL

The InterAmerican Development Bank (IDB) is financing \$180 million of a \$300 million dollar low-income housing program, called Favela-Bairro or FB, in the Municipality of Rio de Janeiro. The balance (\$120 million) will be financed by the Municipality. The FB program began in 1994, and it is rated one of the best of its type in the world by IDB and the other multilateral development banks. The FB's philosophy is to integrate the residents of poor neighborhoods called favelas into nearby suburbs by improving living conditions and upgrading housing units. The project contemplates overall urbanization, reforestation, sanitation infrastructure, schools, childcare centers, playgrounds and other social improvements. Most favelas in Rio have been built without minimum safety construction structures, in risky geological areas. The second phase of the FB program is expected to target 300,000 residents.

The Rio de Janeiro Real Estate Market Association (Ademi) reported that 4,000 new residential projects were built in 1999 in the Municipality of Rio de Janeiro by the Ademi developers only. This number does not include other ventures erected by private group cooperatives and other independent builders. For 2000, Ademi estimates an increase of 25 percent in private housing buildings and a significant increase in the apartment-hotels and service flats segment, stemming from recent State and Municipal regulations authorizing such ventures. For more information, contact the U.S. Commercial Service Rio de Janeiro at (55 21) 292-7117 or Email: Sao.Paulo.Office.Box@mail.doc.gov

**On October 20, Rio de Janeiro Governor Garotinho signed an executive decree eliminating the Merchandise Circulation Tax (ICMS) on imported software--only for products imported through or produced in the State of Rio de Janeiro. Both carrier medium value and content**

value must be stated on Pro-Forma Invoice and Commercial Invoice.

ICMS is a State value-added tax applicable to both imports and domestic products. The ICMS tax on imports is assessed ad valorem on the c.i.f. value, plus import duty. Then the Industrial Products tax (IPI), which is a Federal tax on most domestic and imported manufactured products, is levied. Although importers have to pay the ICMS to clear the imported product through Customs, it is not necessarily a cost item for the importer, because the paid value represents a credit to the importer. When the product is sold to the end-user, the importer debits the ICMS, which is included in the final price of the product and is paid by the end-user.

Direct software sale through the download process to the buyer's computer is also subject to this tariff reduction. For more information, contact the U.S. Commercial Service Rio de Janeiro at (55 21) 292-7117 or Email: Sao.Paulo.Office.Box@mail.doc.gov. Please see the International Market Insight of October 31, 2000 on Rio de Janeiro Government Merchandise Circulation tax reduction for a more in depth description of the reduced taxes.

### GREECE

**The U.S. Commercial Service hosted an official U.S. Pavilion at the first ever "Infralympics Conference and Exhibition - Athens," in Greece November 2-5, 2000.** Infralympics-Athens was organized by PGI Hellas S.A., a subsidiary of PGI, Inc. based in Arlington, Virginia. The event provided an excellent opportunity for U.S. companies to learn about and secure lucrative and prestigious contracts arising from Greece's preparations for the Olympic Games. Over the next four years Greece will spend more than \$3.5 billion to implement an ambitious infrastructure upgrade program. To successfully meet their goal of hosting a modern Olympics, Greece will turn to the international marketplace for a broad range of products and expertise,

including architecture design and refurbishment, information technology, telecommunications and broadcasting, hospitality and tourism, construction, waste management, emergency services and healthcare, catering, human resources, and environmental protection equipment and services.

Participants gained valuable exposure and a chance to develop partnerships with Greek firms for bidding on Olympic related contracts. The event also enabled U.S. participants to discover opportunities in Greece as a whole, a country acknowledged to be one of the most rapidly developing markets in Europe. Greece remains the only European Union member in South Eastern Europe and as such, is attracting enormous amounts of EU funding for regional infrastructure projects. Greece, and Athens in particular, is consequently developing into South Eastern Europe's hub for commerce, transport, finance and telecommunications. For more information, contact U.S. Commercial Service in Athens at (30 1) 720-2303 or Email: Athens.Office.Box@mail.doc.gov

### INDONESIA

**Indonesia's telecommunications market is on the path to liberalization.** At this point, there are two major players in the market; PT Telekomunikasi Indonesia (Telkom) has a monopoly on domestic call services, and PT Indonesia Satellite Corporation (Indosat) has control over international call services. According to press reports, the government will lift Telkom's monopoly over local and domestic long distance call services in 2002, ahead of the original schedule of 2010 and 2005 respectively. In addition, it is also reported that Indosat's monopoly in the international telephone service, which it shared with its subsidiary PT. Satelindo, will end in 2003, one year earlier than initially scheduled. The Indonesian government recognizes that new entrants into the telecommunications market will accelerate market liberalization efforts and boost



the fixed line penetration rate from the current density of 2.96 percent.

Compared with other Asian countries, the mobile phone penetration in Indonesia is quite low at one in 100 people in 1999. However, this sector has showed a promising growth rate. As of June 30, 2000, the total number of active cellular subscribers was over 2.7 million — representing a growth of 67.5 percent over the same period in the previous year. The introduction of prepaid cards is believed to have helped the industry during the recent economic crisis. Industry insiders predict that the demand for cellular phones will significantly increase in the next few years due to the popularity of prepaid cellular calling cards. For more information, contact U.S. Commercial Service Jakarta at (62 21) 526-2850 or Email: Jakarta.Office.Box@mail.doc.gov

## HONG KONG

During the week of December 4, ITU Telecom Asia 2000 brought together the leading companies, speakers and policy makers from the Asia-Pacific region to promote and move forward telecommunications development in this part of the world. Visitors to the exhibition saw the latest products and services shown by companies that came from all sectors of the telecommunications industry. Nearly 50 American companies participated in the event, with many of them setting up shop in the huge American Pavilion.

The theme for this year's event was "Gateway to Opportunity," which underscored the vast potential for telecommunications companies in the Asia-Pacific region. To make the Gateway theme a reality, the ITU included the Asia 2000 Forum as part of the event. Designed to bring together government and industry leaders, it also gave company representatives a great chance to network with telecommunications ministers from all over the region. The Forum included summits on infrastructure, policy, development and the Internet. For

more information, contact U.S. Commercial Service Hong Kong at (852) 2521-1467 or Email: Hong.Kong.Office.Box@mail.doc.gov

## UAE

As of October 2000, the UAE market for medical equipment is estimated to be more than \$354 million. The UAE major imports from the U.S. continue to be diagnostic, therapeutic and patient monitoring equipment perceived to be high technology and state of the art products. U.S. medical equipment and supplies as well as healthcare technology and services are considered of high reliability and are preferred. The United States commands a major market share with regards to imaging and monitoring equipment, ventilators, life support equipment and operating theater equipment.

The Ministry of Health is planning to set up 18 new hospitals with 3,816 beds by the year 2005 at an estimated cost of more than \$408.6 million. Dubai Department of Health and Medical Services is spending \$63.6 million to modernize and expand five of its public healthcare facilities. Among the projects that are in the pipeline are a 880-bed hospital in Al-Ain, the country's third largest emirates, and a 484-bed pediatric hospital in Abu Dhabi. This year, the Khalifa Medical Center, a new 325-bed hospital managed by Inter Health Canada, was opened in Abu Dhabi to treat UAE nationals. A telemedicine service, linking the local Al Mafrq Hospital to the Mayo Clinic in Minnesota, has also been inaugurated. For more information, contact U.S. Commercial Service Abu Dhabi at (971 2) 627-3666 or Email: Abu.Dhabi.Office.Box@mail.doc.gov

## INDIA

The recent visit of Prime Minister Vajpayee to the U.S. has resulted in an agreement between the two countries on the revision of duty rates and the legally binding tariff ceilings on a wide range of textile and apparel items of importance to the U.S. industry.

Recently, the Ministry of Finance (MOF) has lowered customs duties on a wide range of textile and apparel items to enhance imports of textiles and apparel items from the U.S. and the European Union (EU).

The composite tariff rate was earlier pegged on the weight of the item; however, trading partners such as the U.S. and the EU sought alteration in the mode of specific duty levy, that has now been changed from kilogram to square meter. This will effectively lower the incidence of the customs levy.

The duty revision has been effected on approximately 195 tariff lines such as woven fabrics of carded wool, combed wool, cotton, unbleached or bleached woven fabric of synthetic filament yarn, woven fabric of artificial filament yarn, man-made staple fibers, tufted textile fabrics, women or girls suits, women or girls overcoats, men or boys suits and certain articles of apparel which are knitted or crocheted.

This reduction offers a new opportunity for U.S. exporters to enter the Indian textile market. The tariff revisions increase prospects for profitable participation in India's textile market under the provision outlined above. U.S. companies should consider these measures in determining whether new export opportunities exist for their products. For more information, contact U.S. Commercial Service New Delhi at (91 11) 3316-84148 or Email: New.Delhi.Office.Box@mail.doc.gov. ■

### 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).

# CHOCOLATE-COVERED EXPORTS

COLORADO FIRM FINDS SWEET TOOTH IN MIDEAST MARKETS

by Sandra Necessary

*New Mexico Export Assistance Center, Commercial Service*

and

Nancy Charles-Parker

*Senior Commercial Officer, UAE, Commercial Service*

The folks at Rocky Mountain Chocolate Factory like people to know that their candy is dandy. And now, thanks to an international business deal, it appears that even more of their confectionery cuisine will be melting in the mouths of customers for years to come.

Export opportunities can happen anywhere at any time, as Rocky Mountain

Chocolate Factory discovered when they went searching for suitable international franchisers. Greg Pope, Rocky Mountain's Vice President of Franchise Development, led the candy firm to eventually sign a master franchise license agreement with the Al Muhairy Group of the United Arab Emirates covering the United Arab Emirates, Saudi Arabia, Oman, Kuwait, Bahrain and Qatar.

Rocky Mountain Chocolate Factory, Inc., an international franchiser and confectionery manufacturer, produces

an extensive line of premium chocolate candies and other confectionery products. The Colorado-based company has a line of stores operating in 43 states and Canada, with a total of 235 retail locations worldwide.

## THE COMPLETE CANDY EXPERIENCE

How can an American concept, especially one with distinct regional preferences, be successful in the Middle East? "We are learning that Europeans and Middle Eastern cultures are keen on our theme of in-store candy preparation," Pope commented. "Chocolate has a universal appeal and in the Middle East it is considered a gourmet luxury, much like caviar is in the United States. Rocky Mountain's dark chocolates, Butter English Toffee and Rocky Pop are particular favorites of the UAE consumers," Pope adds.

Visitors to the Rocky Mountain Chocolate Factory are entertained with lively candy-making demonstrations performed in the store's old-fashioned country Victorian candy kitchen. Cooks use traditional American candy-making methods with gas-fired stoves, copper kettles and wooden ladles. "UAE consumers are embracing the Rocky Mountain candy, brand and store concept wholeheartedly," Pope says.

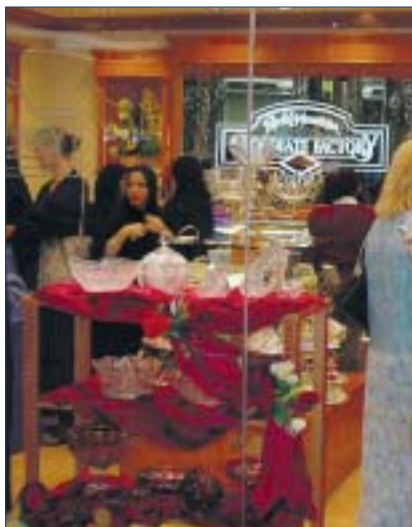


Photo courtesy of Al Muhairy Group

Chef Fadi prepares candy apples in the newly opened Rocky Mountain Chocolate Factory location in Abu Dhabi.



Photo courtesy of Al Muhairy Group



Visitors to the Abu Dhabi store are greeted by a sumptuous atmosphere.

Rocky Mountain Chocolate Factory worked hard to expand their franchises beyond North America. For example, the firm sent marketing packets to Commercial Service offices worldwide and had recently participated in a franchising trade show in Milan, Italy. As a result of their proactive approach, the candy firm came to the attention of an United Arab Emirates entrepreneur, Sanjay Duggal, who saw Rocky Mountain's advertisement in the library of the Commercial Service's American Business Information Center in Abu Dhabi, the capital of UAE. Sanjay, who is a frequent visitor to the CS American Business Information Center, contacted the candy firm and subsequently visited the Company in Durango, Colorado where he met with Pope. Chandran Vengayil, Commercial Assistant at Commercial Service Abu Dhabi helped to ease communication between the two potential partners and facilitate the subsequent agreement between Rocky Mountain and the Al Muhairy Group.

While Greg and Sanjay were discussing franchising opportunities, another player entered the game. Sandra Necessary, Director of the New Mexico Export Assistance Center (EAC), received a letter notifying her of the deal that was cooking in her territory. Sandy toured

the factory in Durango, sampling Rocky Mountain's products firsthand. Encouraging Greg to pursue the franchise opportunity in the UAE, she invited him to attend "Horizons" — a business outreach forum featuring Senior Commercial Officers from U.S. embassies in Asia and Africa held in Colorado in May 1999. The assistance of the New Mexico, Denver and Abu Dhabi offices was integral to Rocky Mountain's efforts in completing the franchise deal, originally initiated by the two partners.

Pope attributes the success of the deal to Nancy's and the Commercial Service's enthusiasm for Rocky Mountain's chocolate. "Some people really like our product, but Nancy and her team have been enthusiastic facilitators during the whole process," Pope said. "The Commercial Service has been very supportive in helping us realize our franchising goals."

### THE WHOLE WORLD IS A CHOCOLATE

After each side traded visits to the other's home market, the Al Muhairy Group decided to join forces with Rocky Mountain to become the master franchise license holder for the Gulf Region. With Sanjay as the Project Manager, the Group opened the first Rocky Mountain Chocolate Factory in May 2000. The franchise is located in the new, upscale office building and luxury shopping mall, Al Muhairy Center, which lies in the heart of Abu Dhabi. The family owned Al Muhairy Group is a UAE-based company with multinational operations in a number of industries. Saeed Mubarak al Muhairy, Deputy General Manager for Investment, has decided to take the firm into expanded ventures, including retail. Two more Rocky Mountain locations are expected to open in the region within the next six to eight months. The success of this venture has so far exceeded Pope's expectations. Less than 12 months had passed between the initial

contact from Sanjay and the final signing of the franchising agreement.

In July 2000, Charles-Parker arrived in the UAE as the U.S. Senior Commercial Officer. Soon thereafter, Rocky Mountain Chocolate's melt-in-your-mouth truffles were on a welcome dinner table for 150 local guests. Other business groups are using the mouth-watering morsels as well, a tasty example of how the UAE and domestic Export Assistance Centers cooperate to partner local firms with U.S. suppliers.

### ICING THE DEAL

Rocky Mountain's advertising now turns the heads of drivers and pedestrians alike with huge posters in Abu Dhabi. For example, Rocky Mountain recently hosted a Chocoholics Evening for 120 locals and expatriates, complete with apple and strawberry dipping and other demonstrations. The Commercial Service in Abu Dhabi supported the event with marketing suggestions, local business guests, videos and posters from the Denver and New Mexico Export Assistance Centers.

### KEEP SPREADING THE NEWS

And what does Pope think about leading the chocolate invasion into the Middle East? "Several hotels, airlines and U.S. companies based in the UAE are discussing purchasing our premium Colorado chocolate for their clients," he says. "It's fattening work, but some one has to do it." ■



The Al Muhairy group representatives celebrate the store opening with Greg Pope.

Photo courtesy of Al Muhairy Group

# FROM DIAPERS TO WINE BARRELS, NEW ITA PARTNERS LAUNCH EXPORT PROMOTION CAMPAIGNS

by Brad Hess

*Market Development Cooperator Program, Trade Development*

Organizations like Automation Alley and the Ohio Valley Regional Development Commission (OVRDC) have hit the ground running in their efforts to promote exports of a variety of U.S. products. In October, these two groups, and five others, received Market Development Cooperator Program (MDCP) awards. MDCP awards help non-profit export multiplier organizations such as local development agencies, small business development centers and trade associations. From the Federal Government, award-winners receive both financial assistance and professional support for export marketing ventures designed to help small and medium-size enterprises (SMEs).

## DIAPER ASSEMBLY

In early November, International Trade Administration (ITA) team members met with companies participating in Automation Alley's export promotion project. Project Manager Therese Thill noted that export promotion is "the logical extension of Automation Alley's commitment to promote Oakland County, Michigan's unique mix of industries," many of which have been spun off from the automotive

industry. During this visit, an ITA team led by Jeff Gren, Director of Trade Development's Office of Microelectronics, Medical Equipment and Instrumentation, found sophisticated technology in an industry quite unrelated to building cars and trucks: diaper manufacturing.

Jon Slaybaugh, General Manager of Ametek Patriot Sensors, showed Gren and the rest of the Automation Alley team one of his company's high-speed position products that is used in the manufacturing process of several high-volume consumer products, only one of which is diapers. Slaybaugh noted that, although they are disposable and consumed in high volume, "you can't just roll them out in giant sheets and tear them off; diapers are precision assembled from components." The precision assembly required is at such a high rate of speed that the job could not be done without the sophisticated technology that companies like Ametek Patriot Sensors offer.

Diaper manufacturing underscores how diversified the market promises to be for Automation Alley's mix of companies. Over the next three years, Automation Alley, with the help of Gren's ITA team, including Pontiac, Michigan Export Assistant Center Director Richard Corson, will focus on the German and Mexican markets. The organization will match the \$400,000 of Federal financial assistance two-to-one.

## OHIO HARDWOOD WILL KEEP GERMANS IN GOOD SPIRITS

The other MDCP award winners for 2000 are moving ahead and abroad where they sometimes find the demand high for U.S. products in unusual applications. "In Germany," notes John Hemmings, III, OVRDC's Assistant Director, "oak is in particular demand in the cooperage industry." For the benefit of those who don't follow the hardwood products industry, Hemmings went on to explain that cooperage is barrel making. "The Germans prefer oak barrels for wine and spirit production," according to Hemmings.

OVRDC will spend \$100,000 in addition to the \$50,000 in Federal financial assistance it receives. Through its Ohio Appalachian Hardwood Initiative, OVRDC will promote exports to Germany and Japan. Industry Specialist Chris Twarok of the Office of Materials, Metals and Chemicals, heads an ITA team of Trade Development and Commercial Service professionals that will help OVRDC increase its exports over the two-year term of the project.

## A PARTNERSHIP WHERE LOCAL INITIATIVE DETERMINES SUCCESS

The MDCP is premised on the concept that export assistance works best

when it is delivered locally by state agencies, quasi-public providers, or non-profit industry organizations, with ITA playing an enabling role. Through MDCP cooperative agreements, ITA works alongside the award winners. Industry specialists, trade specialists and other ITA professionals help award winners however they can. This may include working trade shows, doing research, counseling companies, referring resources and presenting industry and market insights to companies.

Only weeks into its project, Automation Alley's companies are already benefiting from partnership with ITA. During the visit to Ametek Patriot Sensors, General Manager Jon Slaybaugh identified two international trade problems his company had to address, a letter of credit and difficulty with intellectual property rights. ITA's Jeff Gren was able to recommend, on the spot, resources Slaybaugh could call upon to resolve these problems. As Slaybaugh pointed out, "just knowing the rules and having access to resources makes a big difference."

### FUNDING FORMULA YIELDS EXPORTS

Organizations eligible to apply for MDCP awards include trade associations, non-profit industry organizations such as small business development centers, World Trade Centers, chambers of commerce and state departments of trade and their regional associations. Awards are limited to \$400,000 for each project, which may last up to three years. Award winners put up two dollars for every Federal dollar in award money.

By requiring investment by award winners, when all the MDCP projects to date are completed, non-Federal export multipliers will have spent over \$43 million to develop foreign markets versus \$17 million of Federal award dollars. This investment has yielded a handsome return. As Commerce Secretary Norman Y. Mineta noted when he announced the winners,

"cooperator projects have been responsible for over \$2 billion in exports since the program began in 1993." The complete list of 2000 MDCP award winners can be viewed at [www.exports.gov/MDCP](http://www.exports.gov/MDCP).

### COMPETITION FOR FISCAL 2001 MDCP AWARDS

Eligible organizations may apply for MDCP awards after ITA opens the competition with the publication of a notice in the Federal Register in early 2001. Applications will be due approximately eight weeks after publication of the notice.

"Before you apply, find out if you are eligible," recommended Jerry Morse, Division Director in Trade Development's Office of Planning, Coordination, and Resources Management (OPCRM). Morse designed the MDCP in 1993 after Congress passed legislation creating the program. "A winning MDCP application requires significant forethought and planning," Morse added, "potential applicants should contact the MDCP manager as soon as possible to maximize their effort."

### CHANCES OF SELECTION

The seven winners for fiscal 2000 were chosen out of a field of 45 competing eligible applicants. A panel of ITA executives reviewed each application in light of five evaluation criteria published in the MDCP Federal Register notice. The Selection Panel scored each application and ranked the top ten applicants. Assistant Secretary for Trade Development Michael J. Copps made the final choice from the ten ranked finalists.

In addition to preparation, it is sometimes persistence and follow-up that pay off for applicants. "Sometimes an applicant is selected for an award the first year it applies," noted OPCRM Director Robert Pearson. Pearson went on to say that, "the majority of winners are repeat applicants that have submitted applications in previous years."



Photo courtesy of U.S. Department of Commerce

Deputy Under Secretary for International Trade Timothy Hauser congratulates John William Hemmings III and Douglas Fry of the Ohio Valley Regional Development Commission, recipient of \$50,000 of MDCP financial assistance.

To help potential applicants and unsuccessful applicants from previous years, the MDCP Manager is available to counsel entities interested in preparing an application for the upcoming competition. Jerry Morse cautions potential applicants not to wait until the publication of the MDCP Federal Register notice to contact the MDCP Manager, "In order to be fair to all applicants, from the date the notice is published until the applications are due eight weeks later, ITA professionals, including the MDCP Manager, cannot counsel potential applicants." MDCP policy allows ITA employees to respond to potential applicant inquiries the same way it fields any other inquiry from the public, but during this eight-week period between competition announcement and submission deadline, the policy does not allow counseling or suggestions about the merits of particular MDCP application ideas. During this period, organizations can ask the MDCP Manager about the application process, however, they should not discuss any of the substance of their application with the MDCP Manager. ■

Interested organizations should contact MDCP Manager, Brad Hess by Tel: (202) 482-2969, Fax: (202) 482-4462, Email: [Brad\\_Hess@ita.doc.gov](mailto:Brad_Hess@ita.doc.gov), or by visiting the MDCP web site at [www.export.gov/mdcp](http://www.export.gov/mdcp).



# THE TRANSATLANTIC BUSINESS DIALOGUE

CLEARING THE WAY FOR U.S.-EU TRADE

by David Wharwood

*Office of European and Regional Affairs, Market Access and Compliance*

By easing regulatory impediments, the Transatlantic Business Dialogue is helping U.S. producers gain access to the prosperous markets of the EU, where there are opportunities for sales growth in all sectors. The 15 member states of the European Union represent the largest single market for American goods in the world. The United States and the EU share the world's largest trading relationship—\$524 billion—and the largest investment relationship, with some \$890 billion in cross investment. More than 6 million U.S. jobs are dependent on these investments. While many large U.S. firms have penetrated this market, most U.S. exporters to the EU are small and medium-sized businesses. And while the EU includes some of the most open economies in the world, and is a region with close political ties to the United States, small exporters can face formidable obstacles in bringing their products to market in Europe.

One organization working to overcome these regulatory and commercial obstacles is the Transatlantic Business Dialogue (TABD). The TABD is an organization comprised of representatives of large and small U.S. and EU firms. It acts in unison to engage the U.S. and EU governments on the issues that hamper transatlantic trade.

While the TABD is a prominent partner to government in shaping a global trade policy for the future, it also fields dozens of sector-specific efforts to open transatlantic markets today. Through these efforts, the TABD is building a dialogue between the governments that can lead to more effective, less costly regulatory processes for exporters while maintaining sound consumer and environmental protection.

## THE TRANSATLANTIC BUSINESS DIALOGUE OPENS MARKETS

The TABD is a unique business-government initiative launched in 1995 to reduce trade and investment barriers in the transatlantic region. It was launched in Seville, Spain, at a conference attended by CEOs from more than 100 U.S. and EU companies and by top government representatives. It is a key part of the New Transatlantic Agenda, adopted at the 1995 Madrid Summit, which laid out an action plan to enhance economic and political relations.

The U.S. Department of Commerce is the chief U.S. government liaison with the TABD, and every year the Secretary of Commerce leads a group of senior officials to the TABD's annual CEO conference to study and discuss the concerns of member businesses. The most recent of these meetings was held this past November 16–18 in Cincinnati, Ohio, where more than 150 CEOs and

senior government officials met to discuss and develop solutions for barriers to export in the transatlantic market.

## TABD LEADERSHIP

The TABD is governed by U.S. and European co-chairs, and has five subject-specific working groups, each led by U.S. and EU co-chairs. These five working groups focus on standards and regulatory policy, business facilitation, the World Trade Organization and global trade issues, small and medium-sized enterprise and electronic commerce. In 2001, the TABD will be led by co-chairs James Schiro, CEO of Pricewaterhouse Coopers Global and Michael Treschow, of the Swedish firm Electrolux. The TABD's issue recommendations, and information on its leadership and membership can be found on its website.

## FOCUSING ON REDUCING REGULATORY BARRIERS

In its six-year life, the Transatlantic Business Dialogue has delivered for business in several commercial issues of direct value to exporters in this market. Some of these areas include metric-only product labeling, international accounting standards, electronic commerce data protection and the Mutual Recognition Agreement with Europe on product approvals.

■ Metric-Only Labeling. Responding to pressure from the TABD and the

U.S. Department of Commerce, the EU agreed in December 1999 to delay implementation for 10 years of a metric-only directive that would have required all products sold in the EU to be labeled only in metric units. This directive would have had potentially disastrous effects on many small U.S. exporters, who often lack the capital and resources to quickly reconfigure and re-label their products. A more gradual approach to this issue was recently demonstrated by the U.S. National Conference on Weights and Measures, a standards writing organization that develops model state laws and regulations. In July 2000, it approved a proposal to amend the Uniform Packaging and Labeling Regulation to allow metric-only labeling in some circumstances. Fourteen U.S. states now allow metric-only as an option effective January 1, 2000. This measure, paired with the EU action, will allow U.S. exporters a reasonable time period to adjust to metric labeling and will significantly limit the need for dual labeling of their goods.

■ **International Accounting Standards.** Differing national accounting standards can mean prohibitive costs for businesses attempting to operate in and export to the European Union and around the world. The TABD has pushed governments to develop a plan for converging national and international standards in a reasonable time period and to support the accounting profession's initiative to help assure the implementation, application and enforcement of them. The European Commission is also considering a plan for making the use of international accounting standards mandatory for companies listed on European stock exchanges. The TABD has developed a strong dialogue with the U.S. Securities and Exchange Commission and the European Commission on this issue.

■ **Data Protection.** With the TABD's guidance, the United States and the

EU developed the Safe Harbor Privacy Principles, which serve as authoritative guidance to U.S. companies and other organizations receiving personal data from the European Union. This arrangement with the EU protects the access of U.S. companies to the European Union market in electronic commerce. On November 1, 2000, the U.S. Department of Commerce announced the introduction of Safe Harbor in the United States. U.S. organizations may sign up and self-certify to the program at the Commerce Department's web site at [www.export.gov/safeharbor](http://www.export.gov/safeharbor).

■ **Mutual Recognition Agreement.** The TABD helped conceive, and fostered the development of, a groundbreaking agreement between the United States and the European Union, the Mutual Recognition Agreement (MRA). This agreement will harmonize, at a high level, product standards, regulations and conformity assessments, thereby reducing costs to businesses in both markets. This agreement covers electronic equipment, telecommunications equipment, medical devices, pharmaceuticals, electrical equipment safety and marine safety. The MRA creates more transparent and streamlined approval for goods in sectors that face high costs from differing and potentially redundant regulatory processes in the United States and the EU. With the TABD's assistance, the United States and the EU are

working to complete implementation of the MRA and to expand its coverage to more products.

## LOOKING TOWARD 2001

The Cincinnati CEO Conference produced progress in several areas. Business agreed with government to develop a minimum standard for customs data which would stream line the entry of goods, especially for small firms for whom entry documentation can prove truly onerous. The conference also saw progress on improving heavy equipment emissions rules. The full set of TABD recommendations and its conference report is available at [www.tabd.com](http://www.tabd.com). In 2001, TABD will continue its work toward solving issues important to exporters as well as its invaluable work helping governments resolve the U.S.-EU trade disputes and develop an agenda for a new WTO round.

The TABD helps set a positive tone for government cooperation at the highest levels and it delivers changes in the rules of the marketplace that boost the business of U.S. and European exporters. The ability to liberalize the transatlantic market by means of cooperation and agreement that is facilitated by the TABD is essential to the tone of the vital U.S.-EU trade relationship, and to the prosperity of U.S. exporters, large and small. For more information on the TABD, visit their website at [www.tabd.org](http://www.tabd.org).



Commerce Deputy Secretary Robert Mallett, European Commissioner for Enterprise Erkki Liikanen, Treasury Secretary Lawrence Summers and TABD Co-Chair George David take press questions at the TABD Cincinnati CEO Conference.

Photo courtesy of Greater Cincinnati Chamber of Commerce

# EXPORT STATISTICS EXPRESS

## MAPPING STATE EXPORTS TO THE WORLD

By Kate McCurdy, Claudia Wolfe and William Kolarik

*Office of Trade and Economic Analysis, Trade Development*

Export statistics have always been essential for tracking trends in international trade and formulating government trade policies and programs. Over the past few years, private industry has been particularly interested in state-level export statistics to support market research efforts and advance export development initiatives. Every week, ITA receives hundreds of requests for state export data. These requests can be time-consuming to fulfill and sometimes result in a product that does not exactly meet the customer's needs. After viewing the initial response, many customers often submit follow-up requests. The result has been an ever-growing workload that has made it a challenge to sustain timely service.

To deal more efficiently with escalating demand for state export statistics, the Commerce Department's Office of Trade and Economic Analysis (OTEA) has partnered with MapInfo Corporation — a Troy, N.Y., software company specializing in geographically-based data — to develop the Export

Statistics Express (ESE) Internet website. The ESE website allows individuals to interactively retrieve export data in both numerical and graphical formats. The website is being launched this month (January 2001) and will be accessible through the Commerce Department's export portal at <http://www.export.gov>.

### STATISTICS ON DEMAND: THE EXPORT STATISTICS EXPRESS

Development of the Export Statistics Express website began early last year, with OTEA furnishing design guidance and MapInfo Corporation providing software and engineering expertise. Final testing is underway as this article goes to press. The effort has succeeded in creating a world-class website featuring powerful 21st century data retrieval tools. The site makes state export data much more accessible, while sharply reducing the costs of disseminating these statistics.

Data users, for the first time, can now access the International Trade Administration's state export database over the Internet and quickly produce

output tailored to their own specifications. The database contains nearly 250,000 lines of information from the Census Bureau's Exporter Location series, which assigns export sales to states based on the zip code location of exporters as specified on U.S. export declarations. For every state, the database provides export sales values to every country in the world, broken down by major product groups. Coverage is currently for the years 1993–99; an update for 2000 will be implemented as soon as full-year statistics become available.

### USING THE EXPORT STATISTICS EXPRESS

The ESE website allows users to look at exports in two very different ways. First, one can view the global pattern of a state's exports: for instance, California's exports to every foreign country. Or one can examine the state-by-state pattern of exports to a selected destination: for example, every state's exports to Japan, or a major regional grouping like the European Union.

Using pull-down menus, the user defines the parameters of the data



needed. For the global pattern view, one chooses a state or U.S. region, an export product group, a time period and a statistic. Currently, users may choose the dollar value of exports for a given year, the dollar change over a multiple year period, or the percentage change over a specified time span.

For the state pattern view, one chooses a foreign market, a product group, a time period, and a statistic. Once the parameters are defined, the website combs through all the data and extracts only those records that are relevant. The data are then presented in both a color map shaded by value ranges and a table of values. Both the table and map can then be easily printed or downloaded. Tables can be readily imported into any spreadsheet, while the map format is compatible with most graphics programs.

Because the process is entirely interactive, users can instantly modify their requests and view results. Literally thousands of different maps can be created to analyze and vividly display export data. By visualizing the data on a map, one can quickly spot relationships and new developments that may not be immediately apparent when viewing the same data on spreadsheets and reports. And since the data are accessed from within a web browser, there is little or no user training required.

### A WEBSITE WITH MANY USES

There are many potential uses for the Export Statistics Express website. For example, businesses that provide export support services, such as banks, transportation firms, and insurance companies, can use the site to target their marketing efforts. Government agencies at the federal, state, and local levels will find the site useful for planning export promotion programs. Analysts in trade associations and academia can utilize the site to monitor state and regional trends in U.S. exports. Members of Congress will be able to easily track export developments

in their respective states. And the ability to quickly produce color-coded maps and concise export data tables will also help members of the news media, who often have to cope with tight publication deadlines. In sum, the ESE website is a unique statistical tool that gives both private industry and government agencies fast access to state export data needed for informed policy and business decisions.

### FUTURE PLANS

The ESE website completes the first phase in OTEA's plan to make many forms of export data accessible on fully interactive, geographically-based Internet sites. Plans are now being drawn up for the next steps.

### PHASE II

OTEA plans to create a website that will allow users to construct tables and color-shaded maps showing the state-by-state distribution of jobs supported by exports of manufactured goods. This site will draw on new export-related employment data being generated by a joint ITA-Census Bureau statistical research project. Using pull-down menus similar to those on the ESE website, visitors will be able to choose whether they want to view the state pattern of export-supported jobs in a particular industry or for all industries combined. Visitors will also have another choice: they will be able to map all export-related jobs, just those jobs that directly depend on exports, or just those that are indirectly supported by exports.

### PHASE III

OTEA will focus on developing an interactive website that enables users to map the state distribution of small and medium-sized companies that export. Visitors will be able to tailor their requests by time period, type of product exported, company size (all exporters, small and medium-sized exporters, small exporters only,

medium-sized exporters only), and type of company (all companies, manufacturers, wholesalers, other firms). Like the ESE website, data will be displayed in both a table and color-shaded map.

Finally, OTEA will consider moving its national-level trade databases to websites styled after the Export Statistics Express.

### HELP DESK

Readers who have questions about the ESE website, or have suggestions for improvements, can contact OTEA directly by e-mail or phone. All comments and suggestions are welcome.

Those who wish to learn more about the MapInfo technology used to construct the website should contact MapInfo Corporation directly at 1-800-FAST MAP (1-800-327-8627) or visit the company's website at [www.mapinfo.com](http://www.mapinfo.com).

The Office of Trade and Economic Analysis is located in the U.S. Department of Commerce, International Trade Administration. For more information contact:

U.S. Department of Commerce  
Office of Trade and  
Economic Analysis  
HCHB 2815  
Washington, DC 20230  
Contact Person: Kate McCurdy  
Tel: (202) 482-5732  
Email: [Kate\\_McCurdy@ita.doc.gov](mailto:Kate_McCurdy@ita.doc.gov)

ESE website:  
[www.export.gov/ese.html](http://www.export.gov/ese.html)

OTEA website:  
[www.ita.doc.gov/tradestats](http://www.ita.doc.gov/tradestats)

MapInfo Corporation website:  
[www.mapinfo.com](http://www.mapinfo.com)

# ESE WEBSITE GUIDE



The home page for the Export Statistics Express (ESE) website can be reached via a link from the Department of Commerce's web portal, [www.export.gov](http://www.export.gov). At this point, choose whether to get data on the global pattern of a state's exports or data on the state pattern of exports to a particular market. Just click either of the GO buttons.

## STATE EXPORT PATTERNS TO WORLD



The *State Export Patterns to World Markets* page displays a map of the United States and, on the left, pull down menus and buttons. Use these controls to define the data desired. Choose a foreign market (e.g. Canada), a product group (e.g., electric and electronic equipment) and a statistic (the dollar value of exports for a selected year). Also select the map color palette and the number of value ranges to be displayed. Then click SUBMIT.

## GLOBAL PATTERNS OF STATE EXPORTS



*Global Patterns of State Exports* page displays a map of the world and, on the left, a series of pull-down menus and buttons. Define the data you need by choosing a U.S. region (e.g., New England) or state (e.g., California), a product group (e.g. chemical products), and a statistic (e.g. the change in dollar value of exports over a selected time period). Then choose the color-shading scheme and number of value ranges to be displayed on the map. Next, click the SUBMIT button.



The map of the world is shaded according to the number of ranges and colors chosen. A legend is displayed that matches up map colors with value ranges. Four buttons in the grey area above the map perform a variety of functions. The magnifying glasses permit users to zoom in or out. The button with the four arrows allows users to center the screen on different areas of the map. The printer button permits printing of maps and tables, and downloading of map and legend images.

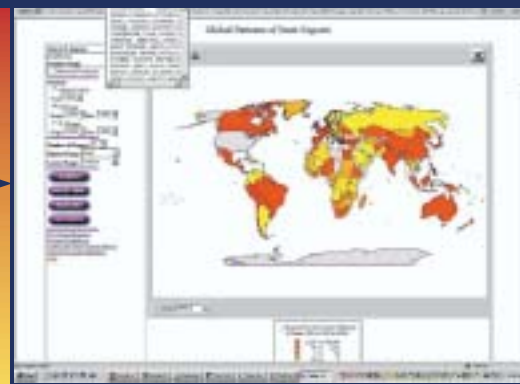
## MARKETS



The map of the United States is shaded according to the number of ranges and colors chosen. A legend is provided that matches the map colors to the value ranges. Buttons above the map permit the user to alter the map's perspective, print maps and tables or download maps and legend images. The GET DATA button generates a downloadable file, the RESET MAP button allows the user to select different criteria and RESTART brings the user back to the home page.

A table containing all requested data is generated below the map and can be viewed by using the right-hand scroll bar to move down the page. For the user-selected product and destination, the table displays 1993-1999 export values for each state and all major U.S. regions. In default mode, the table also shows percentage and dollar changes for 1993-1999 and 1998-1999. Users can opt to append an additional column showing changes over different user-selected time periods.

Moving below the map using the right-hand scroll bar, the user finds an easy-to-read table containing all raw data used to construct the map. The table displays export values for every country and world region which buys the specified product from the user-selected state or region. Coverage is for 1993-1999, and includes columns showing changes from the previous year, changes during 1993-1999, and changes over any user-specified period.



Clicking on the GET DATA button generates a downloadable file. A new browser window appears displaying the data in text format. From the menu on the new window, select FILE then SAVE AS and specify where you want to copy the file. The downloaded file can then be easily imported into any spreadsheet.

To return the map to its original, unshaded appearance, click on RESET MAP. To return to the home page, click on RESTART.





# ASK THE TIC

## LEGAL RESOURCES AND OPTIONS FOR THE EXPORTER.

by Jim Robb  
*Trade Development*

Exporters are frequently faced with legal issues, such as those relating to agent/distributor agreements, protection of intellectual property rights and appropriate licensing arrangements, which can determine the viability of a successful export transaction.

Some of the many questions that the Trade Information Center receives everyday include: Is there a model international contract? Are there any legal agreements I can use to license my product? How do I protect my intellectual property? What are the tax implications of exporting? What are my obligations under the Foreign Corrupt Practices Act?

The Trade Information Center receives these questions, and many others like these, every day. Although the Trade Information Center cannot provide legal counseling, there are many legal resources available to help small companies with exporting.

### WHAT IS THE EXPORT LEGAL ASSISTANCE NETWORK (ELAN)?

A widely available and useful legal resource for new-to-export businesses is the Export Legal Assistance Network (ELAN). In this innovative program, established by the Federal Bar Association with assistance from the U.S. Department of Commerce and the U.S. Small Business Administration's International Trade Program, lawyers from the Federal Bar Association volunteer to provide an initial legal consultation free of charge to companies just beginning to export. Under ELAN, knowledgeable lawyers help new-to-export companies learn the legal aspects of international trade. ELAN has regional coordinators in 46 cities in the United States, each with three or more attorneys on tap.

### WHAT SERVICES DOES AN ELAN LAWYER PROVIDE?

In your first meeting, the volunteer ELAN lawyer will help you identify the key legal issues facing your company in exporting. The volunteer will explain basic contractual requirements, taxes and regulations and give you introductory information on other necessary resources, such as banks, freight forwarders, insurance companies and state

and federal programs to expand exports. Your consultation will last long enough to identify the legal issues facing your product or service.

This free consultation is meant to provide a reasonably detailed overview of the legal issues involved in exporting. You are then free to handle the next steps yourself, or to hire an attorney to complete them for you.

### HOW CAN I CONTACT AN ELAN LAWYER LOCATED NEAR ME?

You can locate an ELAN lawyer nearest you by calling the Trade Information Center. In addition, the Trade Information Center's home page lists ELAN coordinators under "National Export Directory." For more information on ELAN services, you can also access the ELAN home page at [www.fita.org/elan](http://www.fita.org/elan).

### WHAT ARE SOME OTHER LEGAL RESOURCES?

#### ■ Office of the Chief Counsel for International Commerce

The Commerce Department's Office of the Chief Counsel for International Commerce has posted useful background information on its website. Focusing mostly on export and investment issues, this website contains resources on various legal issues facing exporters. For more information on these and other legal issues, visit the Chief Counsel's web site at [www.ita.gov/legal](http://www.ita.gov/legal).

#### ■ District Export Councils

District Export Councils (DECs) are organizations of leaders from the local business community, whose knowledge of international business provides a source of professional advice for local firms. Many DEC members are practicing attorneys. For more than 25 years, DECs have served the United States by assisting companies in their local communities export. Closely affiliated with the Commercial Service's Export Assistance Centers, the 56 DECs combine the energies of more than 1,500 exporters with the assistance of private and public export service providers throughout the United States. For more information regarding District Export Councils, call the Trade Information Center or visit [www.usatrade.gov/dec](http://www.usatrade.gov/dec).

#### ■ American Bar Association

Another useful source for legal information is the American Bar Association (ABA). The ABA publishes numerous books on the subject of international business. Some of these publications include guides to the legal aspects of doing business in specific countries and guides to foreign

law firms and law groups abroad. The ABA's complete catalog is available on their web site listed at [www.abanet.org](http://www.abanet.org).



### HOW CAN I AVOID HAVING TO RESOLVE LEGAL DISPUTES IN COURTS OR THROUGH INTERNATIONAL LEGAL BUREAUCRACIES?

A problem that occasionally faces all exporters, and not only companies new to export, is what to do when your foreign partner or buyer is not adhering to an established agreement. Parties entering into an international contract can consider alternative methods of resolving disputes outside of the courtroom. These methods, which are generally known as Alternative Dispute Resolution (ADR), offer neutral mechanisms for resolving disputes that may arise and can include arbitration, conciliation and mediation.



### WHAT ARE SOME OF THE WAYS TO DEAL WITH A TRADE DISPUTE WITH A FOREIGN BUYER?

#### ■ Arbitration

Arbitration is a primary form of ADR by which the parties agree to submit their disputes to an arbitrator or a panel of arbitrators. Arbitrators have binding authority to render awards that are enforceable in the courts of most countries. Arbitration is often less costly, less litigious, less time-consuming and offers more privacy to the parties than litigation.

The parties agree to arbitration in the event of a dispute in the contracting stage by including an arbitration clause in their contract. Depending on what the parties have agreed to, either the parties will choose their own arbitrators and procedures (ad hoc arbitration) or submit their dispute to an arbitral institution.

There are many different arbitral institutions to which parties may turn in the event of a dispute. A number of regional institutions as well as additional information on arbitration may be found at [www.ita.doc.gov/legal/arb-96.html](http://www.ita.doc.gov/legal/arb-96.html).

#### ■ Mediation and Conciliation

Mediation, also known as conciliation, is a process in which parties to a dispute appoint a neutral third party to assist them in resolving their disputes. Unlike a judge or an arbitrator, the mediator does not have the power to compel the parties to accept a recommended solution. The goal of mediation is a voluntary negotiated settlement.



### WHERE CAN I FIND ADDITIONAL INFORMATION ON ALTERNATIVE DISPUTE RESOLUTION (ADR)?

A brochure on alternative dispute resolution, produced by the NAFTA Advisory Committee on Private Commercial Disputes, contains sample arbitration and mediation clauses

and lists the major arbitral institutions. More information on the NAFTA Committee may be found at the NAFTA home page at [www.itaiep.doc.gov/nafta/nafta2htm](http://www.itaiep.doc.gov/nafta/nafta2htm)

Additional information on Alternative Dispute Resolution is available on the following websites:

- [www.ita.doc.gov](http://www.ita.doc.gov)—U.S. Department of Commerce, International Trade Administration
- [www.ita.doc.gov/legal](http://www.ita.doc.gov/legal)—Office of the Chief Counsel for International Commerce, U.S. Department of Commerce
- [www.pto.gov](http://www.pto.gov)—U.S. Department of Commerce, Patent and Trademark Office
- [www.adr.org](http://www.adr.org)—American Arbitration Association
- [www.iccwbo.org/arb/index/htm](http://www.iccwbo.org/arb/index/htm)—International Chamber of Commerce
- [www.cpradr.org](http://www.cpradr.org)—CPR Institute for Dispute Resolution
- [www.abanet.org](http://www.abanet.org)—Section of Dispute Resolution/American Bar Association
- [www.batnet.com/oikoumene/tarc.html](http://www.batnet.com/oikoumene/tarc.html)—Technical Arbitration & Conflict Resolution (TACR)
- [www.adr.org/rules/camca\\_rules.htm](http://www.adr.org/rules/camca_rules.htm)—Commercial Arbitration and Mediation Center for the Americas



### ARE THERE ANY ADDITIONAL WAYS TO GET ASSISTANCE IN RESOLVING A TRADE DISPUTE?

Depending on the dispute, the U.S. embassy or consulate offices may be contacted to attempt to assist the parties in resolving their disputes. The U.S. Government may provide informal assistance in resolving trade disputes arising between American and foreign businesses at the request of either party. Such assistance is limited to informal, conciliatory efforts directed toward removing misunderstandings between the businesses concerned so that they may settle their differences through friendly relations.

The U.S. Government cannot adjudicate, arbitrate, mediate or provide any kind of ADR to parties in trade disputes. ■

The Trade Information Center (TIC) is operated by the International Trade Administration of the U.S. Department of Commerce for the 20 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. Or visit the TIC's website at <http://tradeinfo.doc.gov>.

# ARE YOU READY FOR SOME SIGNIFICANT CHANGES?

## NEW SED REGULATIONS ARE NOW IN EFFECT

by Margaret M. Gatti, Esq.  
*Attorney, Gatti & Associates Law Office*

Recently implemented changes to the Foreign Trade Statistics Regulations and the Export Administration Regulations have altered the way that Shipper's Export Declarations are completed.

Effective October 2000, exporters, forwarders and foreign buyers must deal with a new set of responsibilities due to the implementation of new regulations that dramatically change the process of completing a Shipper's Export Declaration (SED or export declaration).

The SED is the basic form that is used to report export transactions. It is prepared by the exporter or a forwarding agent and presented to the U.S. Customs Service at the port of export. The information contained in the export declaration is used by the Census Bureau to tabulate export statistics and by the Bureau of Export Administration to regulate the export of commodities subject to legal restrictions.

The changes to the SED come as part of amendments to the Foreign Trade Statistics Regulations (FTSR) and the Export Administration Regulations (EAR) that were first proposed more than two years ago. After numerous meetings and seminars with parties most likely to be affected by the new regulations, revised rules were published on July 10, 2000. Exporters were granted a 90-day grace period for compliance.

This period ended on October 10, 2000, when full compliance with the new regulations became mandatory.

The FTSR were amended in order to clarify the responsibilities of U.S. exporters, U.S. forwarding agents and foreign buyers in completing and filing an SED. The requirements governing the preparation and filing of export declarations by U.S. forwarding agents on behalf of U.S. exporters or foreign buyers are also modified under the new rules.

Changes to the FTSR also clarify the formula for reporting value on an export declaration. The value is calculated by adding the selling price for the goods exported pursuant to a sale to the charges for inland freight and charges for inland insurance.

### A DUAL-PURPOSE FORM

The dual nature of the SED was made more explicit by the changes in the FTSR and the EAR. The export declaration serves as a document used by the Census Bureau for statistical reporting purposes. It is also used as an export control document for the Bureau of Export Administration (BXA) and other government agencies. Both of these agencies have different reasons for wanting more accurate information on the SEDs: The Census Bureau because inaccurate data have led to artificially low export statistics; The Bureau of Export Administration to better ensure that the export of restricted goods, such as those used in weapons manufacture, are securely under the control of the proper authorities.

How will the new rules affect parties in international transactions? The important thing to remember is that there are two sets of rules. The Census rules specify who must supply information for SEDs. The Bureau of Export Administration's rules specify who is responsible for obtaining an export license for routed transactions.

According to the amended FTSR, the party responsible for completing and filing the export declaration for an export transaction varies with the assumption of export clearance responsibility. If a U.S. exporter assumes export clearance responsibility (a standard export transaction), the exporter or its designated U.S. forwarding agent is responsible for completing and filing the SED.

Under the new regulations, an exporter who has assumed export clearance responsibility must, if the company is preparing the SED itself, insure the accuracy of all the export information reported on the SED, sign it, and file (or transmit electronically) the declaration with the U.S. Customs Service.

If an exporter is using a U.S. forwarding agent to complete the SED, the exporter must provide the forwarding agent a power of attorney or other written authorization and the export information required to complete the declaration. Additionally, the exporter must maintain sufficient documentation to support the information provided.

If a foreign buyer assumes export clearance responsibility, as is typically the case



in an ex-works or routed export transaction, the foreign buyer must authorize a forwarding agent in the United States to perform the export clearance responsibilities, unless the foreign buyer is in the United States at the time the export is made.

### THE EXPORTER'S RESPONSIBILITIES IN ROUTED TRANSACTIONS

In routed export transactions, the U.S. exporter involved must now provide the buyer's forwarder with the following information:

- the U.S. exporter's name and address;
- the U.S. exporter's employer identification number (EIN);
- a description of the commodities, the Schedule B number, the quantity, the value and the Export Control Classification Numbers (ECCNs) for the commodities, or sufficient technical information to enable the determination of the ECCNs for commodities to be exported, and
- any information that the U.S. exporter knows will affect the determination of export license authority for the commodities to be exported.

The new regulations also require that a U.S. exporter must maintain sufficient documentation to support the information that the exporter provides to the foreign buyer's forwarding agent.

### THE FORWARDING AGENT'S RESPONSIBILITIES IN ROUTED TRANSACTIONS

As to the responsibilities of a U.S. forwarding agent in a routed transaction, the amended FTSR require that the forwarding agent take the following actions:

- obtain from the foreign buyer a power of attorney or other written authorization to complete the SED on the foreign buyer's behalf;

- prepare, sign and file the SED or Automated Export System (AES) record on behalf of the foreign buyer based upon information provided by the U.S. exporter;

- maintain documentation supporting the information reported on the SED or AES record; and

- upon request from the U.S. exporter, provide verification that the information provided by the U.S. exporter was accurately reported on the SED or AES record. The form of verification provided to the U.S. exporter may range from a copy of the export declaration to a simple statement, signed by the forwarding agent, attesting to the forwarding agent's accurate reporting of information provided by the U.S. exporter.

### A NEW TERM: U.S. PRINCIPAL PARTY IN INTEREST

Both of the above sets of regulations focus on the party that is now called the U.S. Principal Party in Interest (USPPI), a new term that replaces exporter on the export declaration form. The USPPI, which in the past was often uninvolved in routed transactions, now has responsibilities for supplying data for the export declaration.

The USPPI is the party that receives the primary monetary benefit from the export transaction, such as:

- the U.S. manufacturer, if the merchandise is sold directly for export to a foreign buyer (the so called "foreign principal party in interest," or FPPI);
- the U.S. buyer (such as a wholesaler or distributor), if the U.S. manufacturer sells the merchandise domestically to a U.S. buyer who then sells the merchandise for export to a foreign buyer;
- the "U.S. order party," if it directly negotiates with a foreign buyer and arranges the sale and export of the merchandise to a foreign buyer. The amended regulations define "U.S.

order party" as the person or entity in the United States that conducts direct negotiations or correspondence with a foreign buyer and consequently receives an order from the foreign buyer; or

- the foreign buyer/FPPI, but only if the buyer is in the United States when the commodities are exported.

Regardless of which party has assumed export clearance responsibility, the exporter listed on the export declaration must always be the U.S. principal party of interest. The Census Bureau has made it clear that a U.S. forwarding agent may never be the USPPI (exporter) for the SED, unless the agent acts as an "order party." However, in a routed export transaction, for export control purposes under BXA regulations, the U.S. forwarding agent of a foreign buyer can be the applicant on an export license.

While these changes may be daunting at first, they are designed to collect more accurate data on export transactions and ensure that transactions are compliant with existing regulations governing export licenses. Assistance with the new rules is as close as your fingertips. ■

For more information on the regulations governing the Shippers Export Declaration, consult the following sources:

Bureau of Export Administration:  
The Bureau's home page is [www.bxa.doc.gov](http://www.bxa.doc.gov). Click on "frequently asked questions" to obtain basic information on export requirements. For more detailed information, please call Sharron Cook at (202) 482-2240.

Census Bureau, Foreign Trade Statistics:  
The Census Bureau maintains a page that contains foreign trade data and a downloadable version of the SED form. The web site is [www.census.gov/foreign-trade/www](http://www.census.gov/foreign-trade/www). For more detailed information, contact Frank Korpusik at (301) 457-2238.

U.S. Customs Service:  
The import/export page of the Customs Service web site is located at [www.customs.ustreas.gov/impexpo/impexpo.htm](http://www.customs.ustreas.gov/impexpo/impexpo.htm).



# THE SAFE HARBOR PRIVACY FRAMEWORK

**HELPING U.S. ORGANIZATIONS TO ACHIEVE COMPLIANCE  
WITH THE EUROPEAN DIRECTIVE ON DATA PROTECTION**

By Jeff Rohlmeier

*Office of E-commerce, Trade Development*

and

William Yue

*Office of Chief Council for International Commerce*

**Today's communication technologies allow information to be collected, compiled, analyzed and delivered around the world more quickly and inexpensively than ever before. Where it was once difficult, time-consuming, and expensive to obtain and compile information, it is now often available with a few simple clicks of a computer mouse. This increased access to information facilitates personal and political expression as well as commerce, education and health care. Consumers benefit from the increased access to information. Organizations benefit through reduced costs and better targeted advertising.**

The great promise that these technologies bring also raises new challenges and opportunities for ensuring effective privacy protections. Multinational organizations may centralize all personnel data in one location from locations around the world for record keeping, benefits, and payroll purposes; credit card organizations may do the same with bank card information for billing purposes. Citizens of one country may easily visit web sites in other countries, thereby transferring personal information across borders. Laws, which are generally limited by nations borders, may have little effect in a medium without borders.

The implications for U.S. companies operating in the United States are serious. What companies do with this information has raised concerns in many nations. Nations share concerns

about the impact of the expansion of electronic networks on information privacy and U.S. companies need to pay particular attention to how the European Union is addressing this issue. The United States and the European Union (EU) are both addressing these concerns, but in markedly different ways. The U.S. has taken a self-regulatory approach whereas the EU has relied more on a government-led regulatory approach. The European Directive on Data Protection, which went into effect in October 1998, requires the European Commission to determine the adequacy of data protection in third countries and to prohibit personal data flows to countries with privacy regimes that are not deemed adequate. Organizations wishing to receive personally identifiable information from the European Union would have to provide adequate privacy protection.

Data transfers are the life blood of many organizations and the underpinnings for all of electronic commerce. Multinational organizations routinely share among their different offices a vast array of personal information. This information can be as simple as personnel telephone directories to more sensitive information such as personnel records, insurance information needed to process medical claims, credit card billing information, or patient information essential for conducting pharmaceutical research on new drugs. Similarly, small and medium companies can be subjected to the restrictions of EU data privacy concerns.

Accordingly, the United States initiated a high-level informal dialogue, led by the U.S. Department of Commerce International Trade Administration and the European

Commission Directorate for Internal Markets, with the goals of ensuring the free flow of data and effective protection of personal data. These discussions led to the development of a “safe harbor” framework based on principles that more closely reflect the U.S. approach to privacy, which at the same time meet the European Directive’s adequacy requirements. These principles were deemed adequate by the European Commission in July 2000. The safe harbor became effective on November 1, 2000.

This article provides guidance on whether the safe harbor applies to specific organizations, how to achieve compliance and the consequences if firms fail to comply with the safe harbor principles.

### PRIVACY IN THE UNITED STATES AND THE EUROPEAN UNION

As mentioned, the U.S. and the EU have both addressed data privacy concerns, but in different ways. The United States has largely adopted a self-regulatory approach to the development of privacy protections in the private sector. A self-regulatory initiative could involve a number of companies in the same line of business deciding that they will follow certain rules in handling information about their customers. These companies might also decide to display a seal that shows that they follow the rules. If one of the members of this “self-regulatory regime” breaks the rules, the membership to the self-regulatory group and permission to display the seal will be revoked. Nonetheless, the United States does address specific privacy concerns in the law as needed, particularly where sensitive information is involved or there have been cases of abuses. These sensitive areas include financial and medical records, genetic information, Social Security numbers and information involving children.

In Europe, however, privacy laws tend to be comprehensive, applying to every

industry and closely regulating what data is collected and how it is used. The EU’s approach to privacy grows out of Europe’s history and legal traditions. In Europe, protection of information privacy is viewed as a fundamental, human right. Europe also has a tradition of prospective, comprehensive lawmaking that seeks to guard against future harms, particularly where social issues are concerned. The EU began examining the impact of technology on society over fifteen years ago; the inquiry culminated in the adoption of a directive in July 1995 specifically addressing privacy issues. The European Community’s Directive on Data Protection took effect in October 1998. Member States were required to bring into force laws, regulations, and administrative provisions to comply with the Directive by its effective date.

### THE EUROPEAN UNION DIRECTIVE ON DATA PROTECTION

A quick review of the Directive’s basic terms makes clear that, consistent with European tradition, the Directive takes a regulatory and comprehensive approach to privacy issues. It has two basic objectives: first, to protect individuals with respect to the “processing” of personal information; and second, to ensure the free movement of personal information within the EU through the coordination of national laws.

Personal information is defined as information relating to an identified or identifiable natural person. An identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identification number or to one or more factors specific to his physical, physiological, mental, economic, cultural or social identity.

The scope of the Directive is very broad. It applies to all processing of data, on-line and off line, manual as well as automatic, and all organizations holding personal data. It excludes from

its reach only data used “in the course of purely personal or household activity.” The Directive establishes strict guidelines for the processing of personal information. “Processing” includes any operations involving personal information, except perhaps its mere transmission. For example, copying information or putting it in a file is viewed as processing.

The EU Directive explains in detail the provisions under which data is used and processed, the types of data that may be collected, the measures taken to protect said data, verification mechanisms to ensure proper data processing, government authorities to oversee and supervise the protection of personal data and, finally, EU members must enact laws prohibiting the transfer of personal data to countries outside of the EU that do not ensure an adequate level of privacy protection.

### THE SAFE HARBOR FRAMEWORK

In order to bridge the differences between the U.S. and European approaches to data protection and to provide a streamlined means for U.S. organizations to comply with the Directive, the safe harbor framework was created. The safe harbor framework consists of seven privacy principles; fifteen frequently asked questions and answers (FAQ’s), which provide more detailed information on the safe harbor principles and the EU Directive; the European Commission’s adequacy decision; the exchange of letters between the Department of Commerce and the European Commission; and letters from the Department of Transportation and Federal Trade Commission on their enforcement powers. To fully understand the safe harbor, one should be familiar with all of these documents. The safe harbor can apply to all personal information transferred from the European Union — whether collected on or off line and whether it is within the scope of the Directive. Decisions by



U.S. organizations to enter the safe harbor are entirely voluntary. The EU has agreed to allow U.S. organizations time to consider whether to participate in the “safe harbor” and, if so, to implement privacy policies to put the principles into effect. As such, EU Member States have also agreed “to avoid interruptions in data flows, so as not to call into question the good faith efforts being made to secure adequate protection for data transferred from the EU.”

### **BENEFITS OF IMPLEMENTING THE SAFE HARBOR FRAMEWORK**

The safe harbor provides predictability and continuity for those EU organizations that send personal information to the United States and U.S. organizations that receive personal information from the EU. All fifteen EU member states are bound by the European Commission’s finding of adequacy. The safe harbor either eliminates the need for prior approval to begin data transfers or provides for automatic approvals. It provides for a flexible privacy regime more congenial to the U.S. approach to privacy and for the most part for enforcement to be conducted in the United States (as opposed to Europe). The safe harbor privacy principles offer a simpler and more efficient means of complying with the adequacy requirements of the Directive, which should particularly benefit small and medium enterprises.

In addition to the specific benefits that flow from joining the safe harbor, developing a privacy policy can be a good business decision for U.S. organizations. A privacy policy can be seen as a critical piece of any overall business strategy, particularly an international business strategy, as well as a critical piece of its electronic commerce strategy. For example, by providing customers with choice about how your organization uses their personal information, you can reduce the possibility that you will lose sales because your customers are concerned about use of their data.

### **WHAT ARE THE ELIGIBILITY REQUIREMENTS TO JOIN SAFE HARBOR?**

Any U.S. organization that is subject to the jurisdiction of the Federal Trade Commission, or U.S. air carriers and ticket agents subject to the jurisdiction of the Department of Transportation, may participate in the safe harbor. The Federal Trade Commission and the Department of Transportation have both stated in letters to the European Commission that they will take enforcement action against organizations that state that they are in compliance with the safe harbor framework but then fail to live up to their statements. Firms that do not fall under the jurisdiction of these agencies, such as financial institutions and telecommunications firms common carriers are not yet eligible to join safe harbor. However, the two sides have agreed to negotiations to extend the benefits of the safe harbor to the financial services sector.

### **WHAT ORGANIZATIONS SHOULD JOIN THE SAFE HARBOR?**

Organizations that receive personally identifiable information from EU Member States are required to demonstrate that they provide “adequate” privacy protection. Organizations that receive personally identifiable information and have not identified either another basis for demonstrating adequacy or a relevant exception in the Directive should consider joining the safe harbor as one means of meeting the Directive’s Adequacy requirements.

### **HOW DO ORGANIZATIONS JOIN THE SAFE HARBOR?**

Organizations that decide to participate in the safe harbor must comply with the safe harbor’s requirements and publicly declare that they do so. To be assured of safe harbor benefits, an organization needs to self-certify annually, through the safe harbor website or by a letter to the Department of

Commerce, that it adheres to the safe harbor’s requirements, and of course, it must continue to abide by the safe harbor requirements. The Department of Commerce maintains a list of all organizations that self-certify their adherence to the safe harbor framework. This list is regularly updated, so that it is clear to data protection authorities and consumers which firms are compliant with the safe harbor framework. An EU organization can ensure that it is sending information to a U.S. organization participating in the safe harbor by viewing the public list of safe harbor organizations posted on the Department of Commerce’s safe harbor website.

### **HOW AND WHERE WILL THE SAFE HARBOR BE ENFORCED?**

In general, enforcement of the safe harbor will take place in the United States in accordance with U.S. law and will rely, to a great degree, on enforcement by the private sector. The safe harbor private sector enforcement has three components: verification, dispute resolution, and remedies. Organizations are required to have procedures for verifying compliance, either independent or self-assessment; to have in place a dispute resolution system that will investigate and resolve individual complaints and disputes; and to remedy problems arising out of a failure to comply with the principles. Provision is also made for U.S. organizations to cooperate with European data protection authorities to satisfy the dispute resolution and remedy requirements. Where human resources data is involved, cooperation with the European data protection authorities is required.

Private sector self regulation and enforcement will be backed up as needed by government enforcement of the federal and state unfair and deceptive trade practices statutes. The effect of these statutes is to give an organization’s safe harbor commitments the force of law vis a vis that organization.

Depending on the industry sector, the Federal Trade Commission or the Department of Transportation provide overarching government enforcement of the safe harbor principles. Where an organization relies in whole or in part on self-regulation in complying with the safe harbor principles, its failure to comply with such self-regulation must be actionable under federal or state law prohibiting unfair and deceptive acts or it is not eligible to join the safe harbor. An annex to the safe harbor principles contains a list of U.S. governmental enforcement agencies recognized by the European Commission. For the purposes of safe harbor, the European Commission currently only recognizes the Federal Trade Commission and the Department of Transportation as suitable U.S. governmental enforcement agencies. The list of government enforcement agencies recognized by the European Commission can be found on the Department of Commerce's safe harbor website. It is anticipated that this list will expand as more agencies declare their willingness to enforce the safe harbor.

### FAILURE TO COMPLY WITH THE SAFE HARBOR REQUIREMENTS

If a U.S. safe harbor organization persistently fails to comply with the safe harbor requirements, it is no longer entitled to benefit from the safe harbor. Persistent failure to comply arises where an organization refuses to comply with a final determination by any self-regulatory or government body or where such a body determines that an organization frequently fails to comply with the requirements to the point where its claim to comply is no longer credible. In these cases, the U.S. safe harbor organization must promptly notify the Department of Commerce of such facts. The list maintained by the Department of Commerce will indicate any notifications the Department receives from enforcement bodies of persistent failures to comply. The list will indicate a persistent failure to

comply 30 days after the Department of Commerce receives the notification.

### THE SAFE HARBOR PRINCIPLES

As mentioned, the safe harbor framework includes seven principles that must be followed by an organization if it is to enjoy the benefits of the safe harbor. These principles are described in the sidebar within this article. Further guidance on each of the seven safe harbor principles can be found in the safe harbor Frequently Asked Questions and Answers (FAQ's). The principles and FAQ's are available on the Department of Commerce's safe harbor website.

### DISPUTE RESOLUTION MECHANISMS

By providing a means of redress, organizations assure consumers that they are committed to resolving any privacy concerns that they may have. Organizations should clearly state how consumers who feel that their privacy may have been violated based on the safe harbor privacy principles should contact the organization and what steps the organization will take to resolve such issues.

An independent recourse mechanism assures your customers that your organization is complying with its stated policies. While programs vary, organizations like BBBOnline, TRUSTe, AICPA WebTrust, and the Direct Marketing Association are developing privacy programs that will comply with the safe harbor privacy principle on enforcement. Other programs such as an outside arbitration and mediation service may also be used, so long as every complaint is heard in compliance with the enforcement principle and FAQ 11.

Alternatively, organizations may choose to cooperate with data protection authorities. In this instance, an organization must comply with procedures outlined in FAQ 5. If an organization receives human resources data, the organization must agree to cooperate

with the data protection authority for handling complaints. Moreover, this option is necessary in situations where a transfer is to a business that is not regulated. Additional guidance is provided in FAQ 9 for the handling of human resources data.

Whatever type of service is selected, it must meet certain basic criteria. The safe harbor privacy principles identify necessary elements for any effective dispute mechanisms. The mechanism should be readily available and affordable so that an individual's complaints and disputes are investigated and resolved by reference to the principles. The dispute resolution body that is chosen must provide sufficiently rigorous sanctions to ensure compliance by organizations. The remedies should be such that noncompliance is reversed or corrected and future processing is in conformity with the safe harbor principles. Sanctions should include both publicity for non-compliance and deletion in certain instances. In instances of persistent failure to comply the dispute resolution body must have the ability to notify such failures to a governmental body with applicable jurisdiction or to the courts, as appropriate, and to notify the Department of Commerce.

Once an organization has selected an appropriate dispute resolution mechanism, this information should be made readily available to the consumer through the privacy policy. ■

The Commerce's Safe Harbor website provides more detailed information on the safe harbor framework and the self-certification procedure, including a workbook. In addition, the Safe Harbor List may also be viewed at [www.export.gov/safeharbor](http://www.export.gov/safeharbor). For further information on the safe harbor framework, or for more information on the self-certification procedure, please contact Jeff Rohlmeier at the U.S. Department of Commerce, (202) 482-0343, [Jeff\\_Rohlmeier@ita.doc.gov](mailto:Jeff_Rohlmeier@ita.doc.gov).

# The Safe Harbor Principles

**NOTICE:** An organization must inform individuals about the purposes for which it collects and uses information about them, how to contact the organization with any inquiries or complaints, the types of third parties to which it discloses the information, and the choices and means the organization offers individuals for limiting its use and disclosure. This notice must be provided in clear and conspicuous language when individuals are first asked to provide personal information to the organization or as soon thereafter as is practicable, but in any event before the organization uses such information for a purpose other than that for which it was originally collected or processed by the transferring organization or discloses it for the first time to a third party.

**CHOICE:** An organization must offer individuals the opportunity to choose (opt out) whether their personal information is (a) to be disclosed to a third party or (b) to be used for a purpose that is incompatible with the purpose(s) for which it was originally collected or subsequently authorized by the individual. Individuals must be provided with clear and conspicuous, readily available, and affordable mechanisms to exercise choice.

**SAFE HARBOR SENSITIVE INFORMATION PRINCIPLE:** For sensitive information (i.e. personal information specifying medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership or information specifying the sex life of the individual), they must be given affirmative or explicit (opt in) choice if the information is to be disclosed to a third party or used for a purpose other than those for which it was originally collected or subsequently authorized by the individual through the exercise of opt in choice. In any case, an organization should treat as sensitive any information received from a third party where the third party treats and identifies it as sensitive.

**ONWARD TRANSFER:** To disclose information to a third party, organizations must apply the Notice and Choice Principles. Where an organization wishes to transfer information to a third party that is acting as an agent, it may do so if it first either ascertains that the third party subscribes to the Principles or is subject to the Directive or another adequacy finding or enters into a written agreement with such third party requiring that the third party provide at least the same level of privacy protection as is required by the relevant Principles. If the organization complies with these requirements, it shall not be held responsible (unless the organization agrees otherwise) when a third party to

which it transfers such information processes it in a way contrary to any restrictions or representations, unless the organization knew or should have known the third party would process it in such a contrary way and the organization has not taken reasonable steps to prevent or stop such processing.

**SECURITY:** Organizations creating, maintaining, using or disseminating personal information must take reasonable precautions to protect it from loss, misuse and unauthorized access, disclosure, alteration and destruction.

**DATA INTEGRITY:** Consistent with the Principles, personal information must be relevant for the purposes for which it is to be used. An organization may not process personal information in a way that is incompatible with the purposes for which it has been collected or subsequently authorized by the individual. To the extent necessary for those purposes, an organization should take reasonable steps to ensure that data is reliable for its intended use, accurate, complete, and current.

**ACCESS:** Individuals must have access to personal information about them that an organization holds and be able to correct, amend, or delete that information where it is inaccurate, except where the burden or expense of providing access would be disproportionate to the risks to the individual's privacy in the case in question, or where the rights of persons other than the individual would be violated.

**ENFORCEMENT:** Effective privacy protection must include mechanisms for assuring compliance with the Principles, recourse for individuals to whom the data relate affected by non-compliance with the Principles, and consequences for the organization when the Principles are not followed. At a minimum, such mechanisms must include (a) readily available and affordable independent recourse mechanisms by which each individual's complaints and disputes are investigated and resolved by reference to the Principles and damages awarded where the applicable law or private sector initiatives so provide; (b) follow up procedures for verifying that the attestations and assertions businesses make about their privacy practices are true and that privacy practices have been implemented as presented; and (c) obligations to remedy problems arising out of failure to comply with the Principles by organizations announcing their adherence to them and consequences for such organizations. Sanctions must be sufficiently rigorous to ensure compliance by organizations. ■

# UPCOMING TRADE EVENTS

**MARCH - SEPTEMBER 2001**

<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
March 1-4, 2001	<b>ZOOMARK INTERNATIONAL 2001</b> Zoomark is the number one pet products show in Italy and one of the two most important shows of its kind in Europe. It attracts over 20,000 qualified visitors from over 70 countries.	Italy
March 3-7, 2001	<b>ITB BERLIN</b> ITB Berlin is the world's largest travel and tourism trade event, attracting more than 7,434 exhibitors from 189 countries. Last year, 111,801 visitors attended and 402 U.S. exhibitors participated.	Berlin, Germany
March 14-16, 2001	<b>CONVERGENCE INDIA 2001</b> This is an annual show that covers communications, broadcast, cable and satellite industries.	New Delhi, India
March 14-17, 2001	<b>TAU EXPO</b> TAU EXPO is one of the most important environmental shows in Europe. In 1999, this biannual show featured 500 exhibitors, and had over 40,700 visitors, of which 3,500 came from 53 foreign countries. The Italian market for environmental products, technologies and services is very promising and the U.S. is Italy's largest supplier.	Milan, Italy
March 18-23, 2001	<b>FRANCHISING MATCHMAKER</b> This event is designed to match potential franchisers in Australia and New Zealand with American businesses.	Australia and New Zealand
March 18, 2001	<b>MADE IN THE USA</b> This is a new event welcoming companies from all industry sectors. The U.S. Embassy with the U.S. Israel and U.S. Palestinian Chambers of Commerce, the State Association, the Visit USA Committee and various other local associations will work to make this event a success.	Tel Aviv, Israel
March 20-22, 2001	<b>ISRAEL MEDICAL WEEK/MEDAX 2001</b> The Israel Medical Week is sponsored by the Israel Medical Association and will host hundreds of lectures and 45 different meetings. Medax is Israel's largest medical exhibition targeted exclusively at the professional trade.	Tel Aviv, Israel
March 20-23, 2001	<b>MANUTENTION 2001</b> MANUTENTION 2001 will focus on the machine tools and metalworking industry.	Paris, France
March 21-30, 2001	<b>CAIRO INTERNATIONAL FAIR</b> This is an annual event which addresses all industry sectors. Nearly 45,000 business visitors came through the USA Pavilion in 2000, along with nearly \$5 million in sales directly attributed to the Fair.	Cairo, Egypt
March 24-26, 2001	<b>EXPOZOO 2001 Pavilion</b> EXPOZOO 2001 is one of two major industry shows taking place in Europe in the Spring of every odd year. 2001 will mark EXPOZOO's 12th year and the fifth for the U.S. Pavilion organized by Commerce's Office of Consumer Goods.	Paris, France
March 26-27, 2001	<b>VISIT USA 2001</b> The travel and tourism industry will be the focus of VISIT USA 2001.	São Paulo, Brazil



## HIGHLIGHTED EVENTS

## INDUSTRY CONTACT INFORMATION

Pet Foods/ Supplies	Edward Kimmel Email: Edward_Kimmel@ita.doc.gov Tel: (202) 482-3640
Travel & Tourism	Elizabeth Powell Email: Elizabeth.Powell@mail.doc.gov Tel: (46 69) 9562-0417
Telecommunication Equipment & Services	Shantanu Mitra Email: Shantanu.Mitra@mail.doc.gov Tel: (91 11) 331-6841
Environmental Technology	Nicoletta Portiglione Email: Nicoletta.Postiglione@mail.doc.gov Tel: (39 02) 659-2260
Franchising	Edward Cannon Email: Edward.Cannon@mail.doc.gov Tel: (649) 309-9810
General	Ann Bacher Email: Ann.Bacher@mail.doc.gov Tel: (972 3) 519-7327
Medical Equipment	Yael Torres Email: Yael.Torres@mail.doc.gov Tel: (972 3) 519-7611
Machine Tools & Metalworking	Bill Corfitzen Email: Bill.Corfitzen@mail.doc.gov Tel: (202) 482-0584
General	Sheila O'Toole Email: Shiela.O'toole@mail.doc.gov Tel: (202) 795-7371
Pet Products & Foods	Edward Kimmel Email: Edward_Kimmel@ita.doc.gov Tel: (202) 482-3640
Travel & Tourism	Helen Simpson-Davis Email: Helen.Simpson-Davis@mail.doc.gov Tel: (202) 482-1882

## REPCAN 2001

VANCOUVER: MARCH 12-13, 2001

TORONTO: JUNE 12-13, 2001

MONTREAL: SEPTEMBER 20-21, 2001

RepCan, a major trade promotion vehicle for CS Canada, is expanding from Toronto, to include Vancouver and Montreal in 2001. The RepCan Matchmaker and Exhibition, a customized program based on the objectives of U.S. companies, is open to export-ready American firms in any industry sector. If you are looking for a representative, agent, distributor, strategic alliance partner, or just to explore the Canadian market, RepCan is for you. All individual appointments made for you with prospective Canadian business partners are pre-screened and pre-qualified to ensure productive meetings.

As a participant in RepCan, you will receive:

- Two days of individual business appointments based on your objectives.
- Networking opportunities with Canadian business and government contacts.
- Listing in the RepCan directory.
- Free registration on E-ExpoUSA, an electronic showcase linked to your website.
- Business counseling before, during and after the event.

Participation Fees: RepCan Vancouver – \$1,000.  
RepCan Toronto - \$1,200  
RepCan Montreal - \$1,000

For additional information, please contact the project manager for each event.

RepCan Vancouver Fax: (604) 687-6095  
Email: cheryl.schell@mail.doc.gov

RepCan Toronto Fax: (416) 595-5419  
Email: madellon.lopes@mail.doc.gov

RepCan Montreal Fax: (514) 398-0711  
Email: connie.irrera@mail.doc.gov

## ELECTRIC POWER TRADE MISSION

TORONTO, CANADA

APRIL 2-3, 2001

The U.S. Commercial Service in Toronto will host a trade mission and seminar entitled "Electrical Power in the 21st Century: A Focus on Canada," April 2-3, 2001. This event will provide U.S. participants with an understanding of Canada's electrical power market through an informative seminar program, roundtable discussions with key decision-makers and buyers and an exhibition. Space is limited to 30 companies and the registration deadline is March 2, 2001. The participation fee is \$950. For more information, please contact Project Manger Peter Dykeman at the U.S. Consulate in Toronto. Tel: (416) 595-5412, ext. 226, Email: peter.dykeman@mail.doc.gov.

<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
March 27-31, 2001	INTERNATIONAL DENTAL SHOW The INTERNATIONAL DENTAL SHOW is one of the dental industry's most prestigious and truly international dental equipment and product shows, with 1,100 exhibitors and over 56,000 trade visitors from over 60 countries. Cologne Trade Fairs and the Dental Manufacturers of America organize two USA pavilions. The Commercial Service expects to staff an International Business Center at the show.	Cologne, Germany
March 28-30, 2001	AMERICANA 2001 AMERICANA 2001 is the Pan American Environmental Technology Trade Show and Conference. It will focus on the environmental industry, especially pollution control and related industries.	Montréal, Canada
April 1-Sept. 30, 2001	"DIRECT FROM THE USA" CATALOG SHOW The Commercial Service in Manila is staging an ongoing catalog show and product display of U.S. firms seeking to generate export sales to the Philippines. Catalogs, products and videos of U.S. companies will be on display in their new business center.	Manila, Philippines
April 1-13, 2001	AUTOMOTIVE MISSION TO ASEAN COUNTRIES The Office of Automotive Affairs will lead a mission for companies in a variety of automotive sectors: motor vehicles, automotive parts and accessories, original equipment suppliers, automotive service equipment, after market distributor/wholesalers, collision repair, automotive consulting and services and automotive retailing.	Philippines, Thailand, Indonesia and Malaysia
April 2-3, 2001	ELECTRICAL POWER IN THE 21st CENTURY: A FOCUS ON CANADA This trade event will provide participants with an understanding of Canada's electrical power through an informative speaker seminar program, roundtables with key decision makers and buyers and an exhibition.	Canada
April 24-26, 2001	AGRO-FOOD TECH 2001 Agro Food Tech 2001 has been designated at the largest and most relevant showcase in China covering the whole chain of agra-business. This event is being co-organized by Exposium and the Chinese Ministry of Agriculture.	China
May 14-19, 2001	ENVITEC ENVITEC is one of the largest environmental technology exhibitions in Germany. The show deals in environmental engineering, waste management, waste utilization, recycling, energy recovery, environment protection, noise reduction, soil purification, air purification, sewage water technology, laboratory technology and measuring systems. Envitech takes place every three years. In 1998, Envitech attracted over 1,354 exhibitors from 29 countries and 50,200 visitors from 33 nations.	Dusseldorf, Germany
June 6-8, 2001	EXPO MEDICA HOSPITAL 2001 Expo Medica Hospital is an increasingly important medical show, attracting high-quality exhibitors and visitors from major subsectors. In 2000, there were 7000 visitors, with 139 companies from 23 countries exhibiting.	Mexico

**INDUSTRY CONTACT INFORMATION**

Medical	Anette Salama Email: Anette.Salama@mail.doc.gov Tel: (49 211) 4706-133
Environmental Technologies	Elizabeth Ausberry Email: Elizabeth.Ausberry@mail.doc.gov Tel: (202) 482-4908
Cross Sectoral	Cecille Canlas Email: Cecille.Canlas@mail.doc.gov Tel: (632) 888-6079
Automotive Parts/Services	Jeffrey Dutton Email: Jeffrey_Dutton@ita.doc.gov Tel: (202) 482-0671
Electrical Power Systems, Pollution Control Equipment & Renewable Energy Equipment	Peter Dykeman Email: Peter.Dykeman@mail.doc.gov Tel: (416) 595-5412 x226
Agricultural Machinery & Equipment and Food Processing/Packaging Equipment	Elizabeth Ausberry Email: Elizabeth.Ausberry@mail.doc.gov Tel: (202) 482-4908
Environmental Technologies	Birgit Dose Email: Birgit.Dose@mail.doc.gov Tel: (49 30) 4117-1224
Medical	Lisa Huot Email: Lisa_Huot@ita.doc.gov Tel: (202) 482-2796

**JETRO'S IMPORT FAIR  
HEALTH CARE 2001****TOKYO, JAPAN  
FEBRUARY 7-9, 2001**

Significant opportunities continue to emerge in Japan, the world's second largest economy, for American companies. Anticipated government initiatives, such as healthcare reform, continue to reveal new market prospects for those savvy enough to consider the long-term potential of this market.

Since its start in 1989, JETRO's biennial Health Care Import Fair has become established as the premier international medical health care trade show in Japan. Among the healthcare sectors that will be represented in the 2001 show are general medical devices, monitoring equipment, sterilization equipment, bio-engineering devices, analysis and testing devices, equipment for sports clinics and fitness activities, first aid equipment, CPR and emergency rescue equipment, rehabilitation equipment, ergonomically-designed furnishings for home and office and information technology.

Participation fee: \$450.00

For more information contact Marlene Ruffin at (202) 482-0570 or by Email at Marlene\_Ruffin@ita.doc.gov.

**MATCHMAKERS**

The Commercial Service Matchmaker Trade Delegations are industry specific and designed to introduce small to medium sized U.S. companies to potential business partners in two to four targeted international markets. Each delegation provides participating companies with a list of prescreened appointments, full logistical support, targeted industry country briefings, in country publicity, hospitality events and a market assessment of their product or service. For details on the program contact: Molly Costa, Product Manager at (202) 482-0692 or by Email at Molly.Costa@mail.doc.gov

**UPCOMING MATCHMAKERS:**

**Franchising to Australia and New Zealand**, March 13-20, 2001  
Project Officer - Sam Dhir contact: (202) 482-4756  
Email: Sam.Dhir@mail.doc.gov

**Information Technology to Brazil and Argentina**, May 14-18, 2001  
Project Officer - Yvonne Jackson contact: (202) 482-2675  
Email: Yvonne.Jackson@mail.doc.gov

**Safety and Security to Mexico**, July 16-20, 2001  
Project Officer - Monica McFarlane contact: (202) 482-3364  
Email: Monica.Mcfarlane@mail.doc.gov

**Manufacturer to Mexico**, September 9-10, 2001  
Project Officer - Molly Costa contact: (202) 482-0692  
Email: Molly.Costa@mail.doc.gov

**VIRTUAL MATCHMAKERS:**

**January 17, 2001 Virtual Matchmaker for Telecommunications to Bangkok, Thailand**  
Contact: Molly Costa (202) 482-0692  
Email: Molly.Costa@mail.doc.gov

**March 15, 2001 Virtual Matchmaker for Franchising to India**  
Contact: Sam Dhir (202) 482-4756  
Email: Sam.Dhir@mail.doc.gov

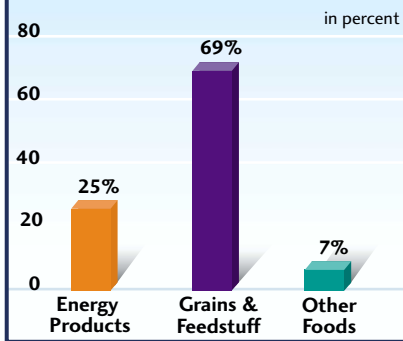
**FOOD AND ENERGY**

Exports have recovered nicely, increasing by more than a quarter over 18 months. Higher prices for refined petroleum products account for a substantial portion of the gain.

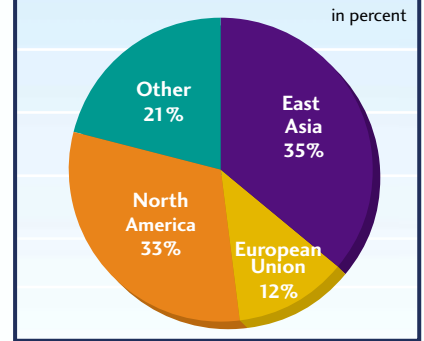
**FOOD AND ENERGY**



**BY INDUSTRY**



**BY REGION**



**MATERIALS**

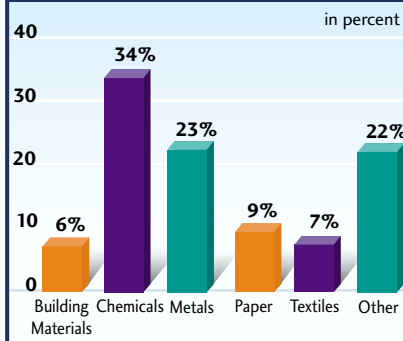
Foreign sales, which were on a plateau throughout the first half of 1999, have nevertheless climbed 30 percent over the last year and a half. All of the major categories contributed to this performance.

Monthly data are seasonally adjusted.  
 Product categories (except for services) are based on end-use classification.  
 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 1999. Other charts showing product mix and geographic destination are based on data for the 12 months ending with September 2000.  
 Source: Bureau of the Census (goods), Bureau of Economic Analysis (services).

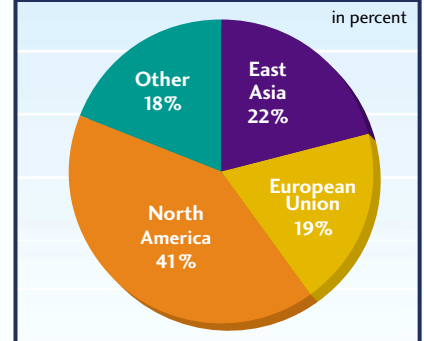
**MATERIALS**



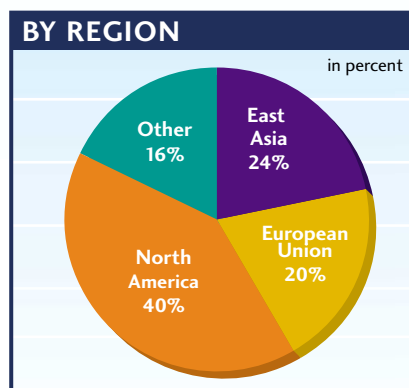
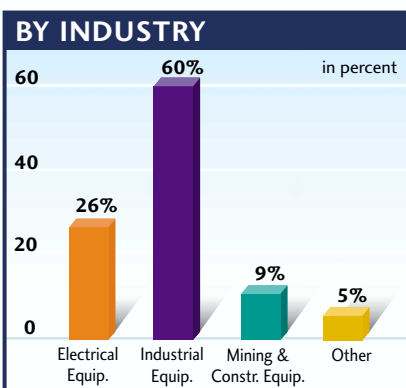
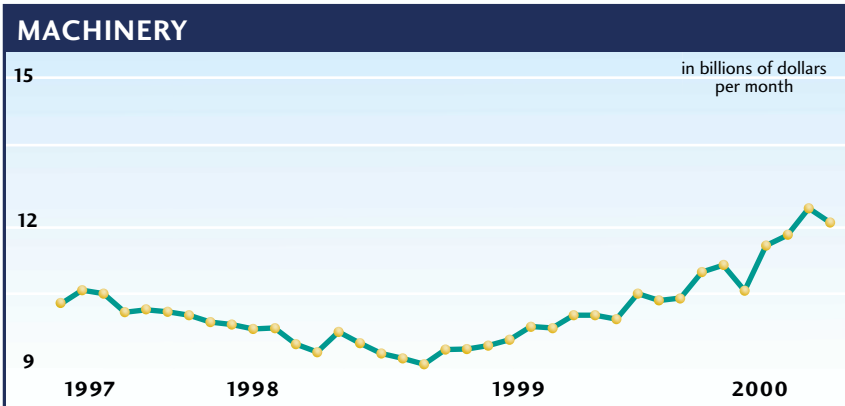
**BY INDUSTRY**



**BY REGION**

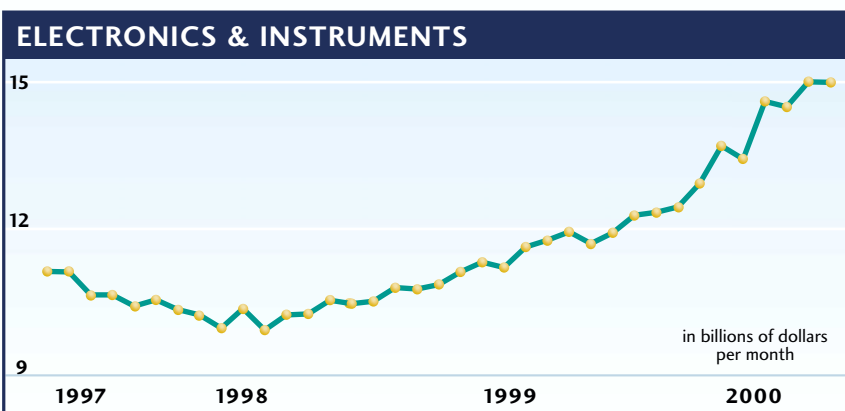






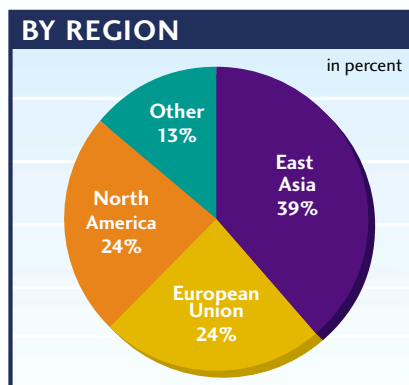
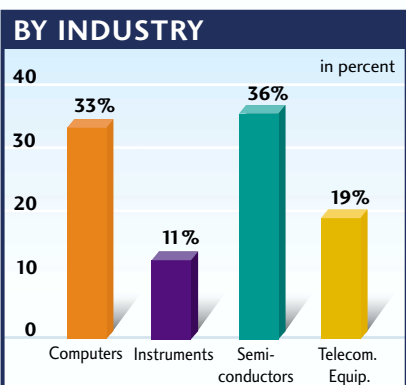
### MACHINERY

Exports continue the clear recovery which began a year and a half ago, and have increased by more than a quarter over that time. The gains have been shared among all of the major types of machinery.



### ELECTRONICS & INSTRUMENTS

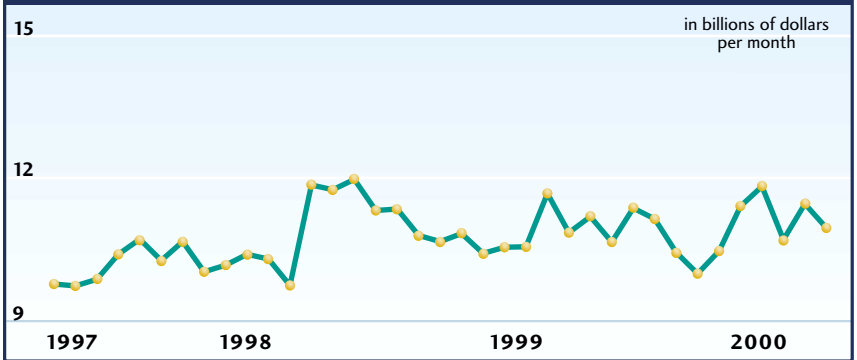
This sector began its recovery in foreign markets earlier, with exports growing by nearly 50 percent over the past two years. Shipments abroad of computers, semiconductors, telecommunications equipment and instruments have all risen significantly over this period.



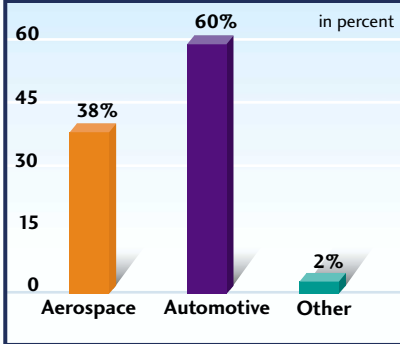
**TRANSPORTATION EQUIPMENT (CIVILIAN)**

Exports have risen 10 percent over six months, reflecting increased foreign sales of civilian aircraft.

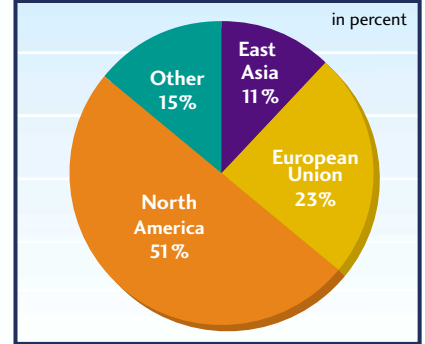
**TRANSPORTATION EQUIPMENT**



**BY INDUSTRY**



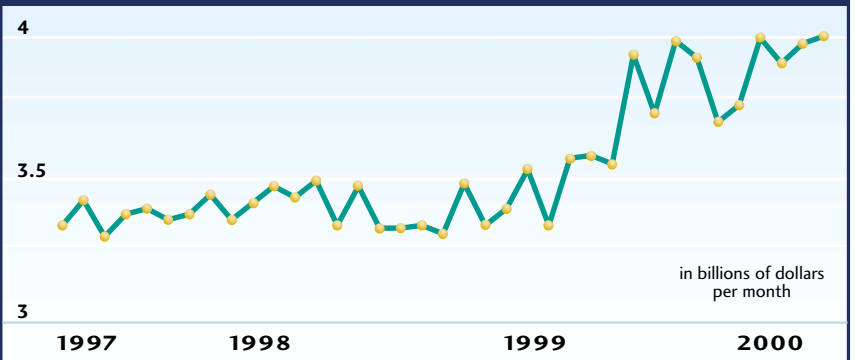
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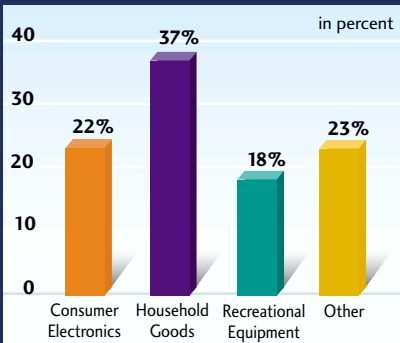
**CONSUMER DURABLES**

Sales abroad have trended upward over the past year, emerging from a plateau pattern. Higher exports of gem diamonds account for a substantial part of the gain.

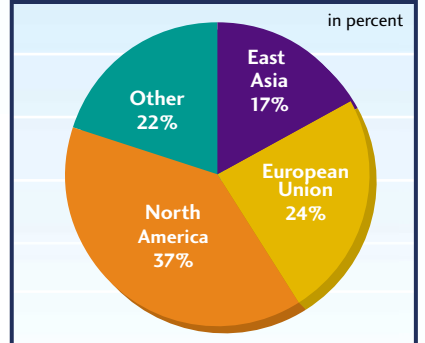
**CONSUMER DURABLES**



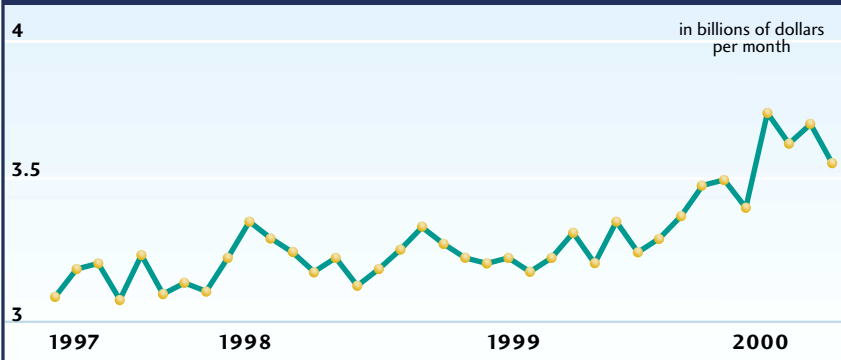
**BY INDUSTRY**



**BY REGION**



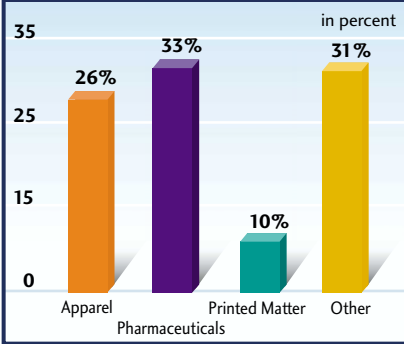
### CONSUMER NONDURABLES



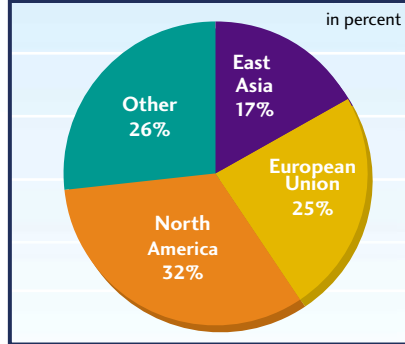
### CONSUMER NONDURABLES

Exports are up 10 percent in the past nine months. Pharmaceutical sales contributed nearly half of this increase.

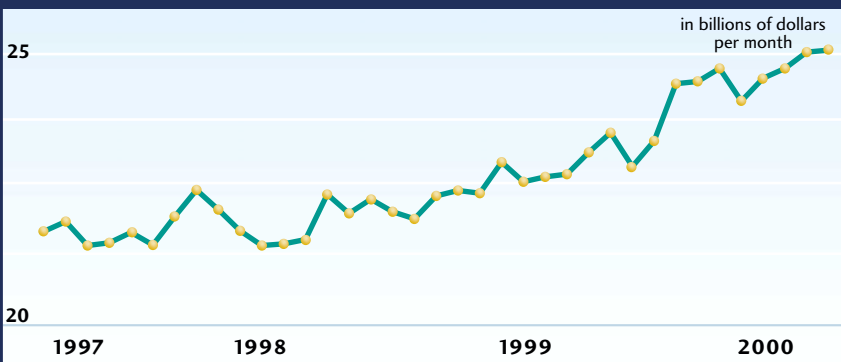
### BY INDUSTRY



### BY REGION



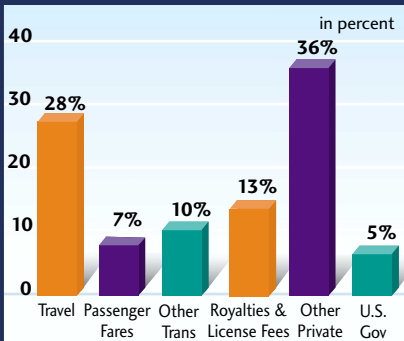
### SERVICES



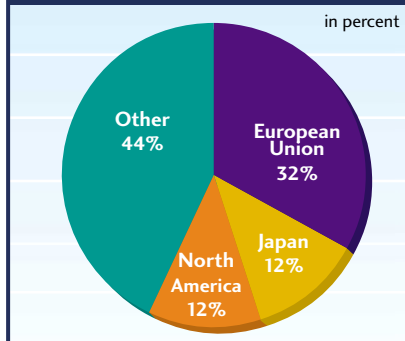
### SERVICES

Foreign sales rose in September for the fourth month in a row. Travel and passenger fares accounted for more than two thirds of the cumulative increase over the four months.

### BY INDUSTRY



### BY REGION



Additional information is available from the International Trade Administration ([www.ita.doc.gov/tradestats/](http://www.ita.doc.gov/tradestats/)); the Bureau of the Census ([www.census.gov/foreign-trade/](http://www.census.gov/foreign-trade/)); and the Bureau of Economic Analysis ([www.bea.doc.gov/bea/](http://www.bea.doc.gov/bea/)). Prepared by the Office of Trade and Economic Analysis, Trade Development. For more information call (202) 482-2056.

# THE EXPORT-IMPORT BANK

## FINANCING SOLUTIONS FOR U.S. EXPORTERS

by Michael J. Spivey,  
*Director, Business Development, Export-Import Bank*

Have you ever missed an exporting opportunity due to financing or payment uncertainties? Well, the Export-Import Bank has financing solutions that may make this problem less common.

The expert export financiers at the Export-Import Bank (Ex-Im Bank) of the United States have solutions to these and many more challenges with which that small business are confronted when exporting.

Ex-Im Bank is the official export credit agency of the United States. In 66 years, it has supported nearly \$400 billion in U.S. exports and has a remarkable record of providing trade financing for small and medium-sized U.S. exporters.

With no minimum or maximum transaction limits, Ex-Im Bank has

### EXPORT YOUR FINANCING CHALLENGES, IMPORT OUR FINANCING SOLUTIONS

Ex-Im Bank provides an array of financing options, tailored to meet the needs of the U.S. exporter that include short, medium and long-term financing for the export of goods and services.

Having a great product or service is only part of the formula of a successful business strategy. Few companies possess the market power to dictate all sales terms. Providing a superior financing package is not simply a nice touch, but an integral part of the total sales package. Often, it is the edge that wins the sale.

Another recurring challenge in export financing is a lender's reluctance to finance the pre-export working capital cycle of a company's business. All too often, a lender simply will not extend credit on export items. This can cause severe cash flow problems for the

in emerging markets. Capital goods and related service typically require financing. Perhaps the most dynamic feature of our working capital guarantee, is the ability of a lender to finance an exporters inventory work-in progress, a rarity on asset-based lending.

Below are listed just a few of the many programs that the Ex-Im Bank offers in which small and medium business exporters can participate to overcome these challenges.

#### ■ Working Capital Guarantee Program

The Working Capitals Guarantee Program encourages commercial lenders to provide loans to U.S. businesses involved in various export-related activities. By allowing local commercial lenders to provide working capital loans backed by the Ex-Im Bank, businesses with export potential are able to fulfill order obligations and therefore expand the reach of U.S. exports. The Ex-Im Bank and

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**“PROVIDING A SUPERIOR FINANCING PACKAGE IS NOT SIMPLY A NICE TOUCH, BUT AN INTEGRAL PART OF THE TOTAL SALES PACKAGE. OFTEN, IT IS THE EDGE THAT WINS THE SALE.”**

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supported export sales as small as \$250 and as large as \$2 billion. Ex-Im Bank's long tradition of supporting U.S. exports, predominately to emerging markets, has rightfully earned the Bank a reputation as the “go-to” place for the toughest export deals.

exporter and ultimately make the pre-export financing segment substantially more expensive than working capital financing for domestic sales. A further obstacle for U.S. exporters is the availability of foreign buyer financing for capital goods purchases, especially

the Small Business Administration (SBA) provide repayment guarantees covering 90 percent of the loan's principle and accrued interest to the commercial lenders on secured, short-term working capital loans to qualified exporters.



Exporters can access Ex-Im Bank guaranteed working capital loans locally through pre-qualified private lenders, or delegated authority lenders, without prior approval by Ex-Im. To expedite processing, the Ex-Im Bank has also established a City/State Program, consisting of state and municipal organizations whose staff receive training in Ex-Im Bank programs and can guide the exporter through the application process. A list of pre-qualified lenders and participants in the City/State Program can be obtained from Ex-Im's web page.

#### ■ Small Business Insurance Program

In addition to the Working Capital Guarantee Program, the Ex-Im Bank offers a Small Business Insurance Program, which allows a small business exporter to extend short term financing to foreign buyers. The Ex-Im Bank protects exporters against default from foreign buyers by paying 95 percent of the credit if the buyer cannot pay for commercial reasons, such as bankruptcy. Ex-Im will cover 100 percent of the credit for political reasons, such as an outbreak of war. Currently, over 1,100 U.S. small businesses are taking advantage of this program. It is only offered to firms just beginning to export or to those with average annual export credit sales of less than \$3 million for the past two years. These businesses must also meet SBA guidelines for the definition of a small business.

#### ■ Medium-Term Export Credit Insurance

The Medium-Term Export Credit Insurance is yet another program offered by Ex-Im Bank that can be used as a valuable marketing tool for small business exporters. Medium-term financing is not easily available in many countries, and this problem is tackled through this program. Medium-Term Insurance gives the exporter the ability to offer credit terms ranging from 1 to 7 years with the commercial and political risks of

default being covered 100 percent by Ex-Im Bank. Medium-Term Insurance can also be used by exporters to finance capital and quasi-capital goods and services. The Ex-Im Bank may also provide Medium-Term Loan guarantees to U.S. based banks to finance U.S. exports.

Ex-Im Bank has the ability to support most types of financing, from short-term, single sale transactions to long-term, non-recourse project financing. Ex-Im Bank also offers special incentives for environmentally beneficial exports. Further information about these programs and documents you will need can be found at Ex-Im Bank's website at [www.exim.gov](http://www.exim.gov).

#### IF YOUR COMPETITORS ARE USING EX-IM BANK FINANCING SHOULDN'T YOU?

With the technological advances of recent years, every company should be a global company — most small business customers and competitors with repayment terms certainly are.

Not only can foreign buyers discover a dearth of financing opportunities in their local markets, but when they do find a local lender, it is all too often priced at a punitive interest rate in the local currency. Ex-Im Bank insurance or guarantees allow attractive U.S. dollar-based loans to creditworthy buyers who buy American goods.

With the Ex-Im Bank financing, exporters are just a few steps away from export financing solutions than can expand sales while minimizing risks. If you have been trying to "go global" and can't find financing, the Export Import Bank of the United States most likely has a program that can service your exporting needs. ■

#### A LIST OF CONTACTS AND IS FOUND AT [WWW.EXIM.GOV/REGIONAL.HTML](http://WWW.EXIM.GOV/REGIONAL.HTML)

For local contacts of the Export Import Bank, there are seven regional offices, which include:

**Northeast Region:** New York City, NY  
6 World Trade Center, Suite 635  
New York, NY 10048  
Tel: (212) 466-2950  
Fax: (212) 466-2959

**Mid-Atlantic Region:** Washington, D.C.  
Ex-Im Bank Headquarters  
811 Vermont Ave., NW, Suite 911  
Washington, DC 20571  
Tel: (800) 565-3946, ex. 3908  
(202) 565-3940  
Fax: (202) 565-3932

**Southeast Region:** Miami, FL  
777 NW 72nd Ave., Suite 3M2  
Miami, FL 33126  
Tel: (305) 526-7436  
Fax: (305) 526-7435

**Midwest Region:** Chicago, IL  
55 W. Monroe Street, Suite 2440  
Chicago, IL 60603  
Tel: (312) 353-8081  
Fax: (312) 353-8098

**Southwest Region:** Houston, TX  
1880 South Dairy Ashford II, Suite 585  
Houston, TX 77077  
Tel: (281) 721-0465  
Fax: (281) 679-0156 FAX

**West Region:** Long Beach, CA  
1 World Trade Center, Suite 1670  
Long Beach, CA 90831  
Tel: (562) 980-4580  
Fax: (562) 980-4590 FAX

Orange County Satellite Office  
3300 Irvine Avenue, Suite 305  
Newport Beach, CA 92660  
Tel: (949) 660-1688, ex 150  
Fax: (949) 660-8039 FAX

San Francisco Satellite Office  
250 Montgomery Street, 14th Floor  
San Francisco, CA 94104  
Tel: (415) 705-2285  
Fax: (415) 705-1156 FAX

Or contact Michael J. Spivey, Director,  
Business Development, at (202) 565-3459  
Email: [mike.spivey@exim.gov](mailto:mike.spivey@exim.gov)  
[www.exim.gov/contacts.html](http://www.exim.gov/contacts.html)

Or your local Export Assistance Center, a list of which is on the back cover of the magazine.

# Como iniciar negócios no Brasil de uma maneira muito fácil\*

*\*How to start doing business in Brazil in one easy step.*

The U.S. Commercial Center in Sao Paulo, Brazil invites your firm to explore new business opportunities in the largest market in Latin America by participating in RepCom Brazil 2001.

RepCom Brazil 2001 is a new products and service exhibition that will be held **March 13-15, 2001** at the **American Chamber of Commerce Convention Center** in the heart of Sao Paulo's rapidly growing business district. The exhibition is open to any product or service and is designed to help U.S. firms selling U.S. products and services locate agents, distributors, representatives, licensees, franchisees, joint venture partners and business associates in the large Brazilian market.

Brazil, having the eighth largest economy in the world, is also one of the world's most dynamic and business oriented economies and has emerged as the most **important hub for business** in South America. Sao Paulo, the economic capital of Brazil, is home to the largest number of leading local and foreign companies in the country.

RepCom Brazil 2001 is **tailored to the specific needs of new-to-market firms** and is priced to guarantee accessibility to the widest range of small and medium size exporters interested in exploring market opportunities in Brazil. U.S. firms choosing to participate will have the option of either reserving exhibition space only or to opt for a package that includes both exhibit space and appointments with pre-screened potential agents, distributors, representatives, franchisees, licenses, joint-venture partners and business associates depending upon their requirements. In addition, trade aids, bilingual university students from Sao Paulo's top schools, will be available to assist exhibitors during appointments and at the exhibition.

*Brazil offers a growing market that is increasingly open to imports of products and services.*



For information on RepCom Brazil 2001 or to reserve space at the exhibition, contact the U.S. Commercial Center in Sao Paulo (SPCC) by telephone at (55)(11)3897-4000 or 4010, by fax at (55)(11)3081-0084 or by email at [Brian\\_Brisson@mail.doc.gov](mailto:Brian_Brisson@mail.doc.gov).

## REPCOM BRAZIL 2001 Sao Paulo, Brazil March 13-15, 2001

### Pricing information:

Space only (2x2m booth)	\$880.00
Space plus RepFind	
Appointments	\$1,200.00
Trade Aids	\$56.00-75.00 per day

# Still Looking for Sources on Exporting Information?

Your local Export Assistance Center (EAC) is a valuable source of knowledge for all export related issues. In addition to providing counseling services, Export Assistance Centers regularly organize seminars and conferences on exporting topics. Call your local EAC in order to find out what programs are being offered in your area.

## Some EAC programs being offered in the upcoming months include:

### January 23, 2001

U.S. Export Regulations Seminar: Training on current export controls by each of the U.S. Government agencies responsible for enforcing these regulations.

**Miami U.S. Export  
Assistance Center**  
Phone: (305) 526-7425

### February 10, 2001

2001 Hawaii Small Business Fair: this fair will provide information to new and existing small business owners about starting or expanding their businesses. Attend free seminars taught by business experts on a wide variety of topics including: financing, marketing, exporting, business planning and more.

**Honolulu Export  
Assistance Center**  
Phone: (808) 522-8040

### March 7, 2001

Breakfast Briefing Series, Key Topics in International Trade: Topics include export pricing strategies, making the most of overseas trade shows, cultural aspects of international trade and legal aspects of exporting.

**St. Louis U.S. Export  
Assistance Center**  
Phone: (314) 425-3302

**Pick -up from December 2000 issue**

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INTERNATIONAL TRADE ADMINISTRATION**

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**KANSAS** Wichita (316) 269-6160

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**MARYLAND** Baltimore U.S. Export Assistance  
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Pontiac (248) 975-9600

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**NEW MEXICO** New Mexico (505) 827-0350

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Long Island (516) 739-1765  
New York U.S. Export Assistance Center  
(212) 466-5222  
Westchester (914) 682-6712

**NORTH CAROLINA**

Carolinas U.S. Export Assistance Center  
(704) 333-4886  
Greensboro (336) 333-5345  
Raleigh (919) 715-7373 x515

**NORTH DAKOTA** Served by the MINNEAPOLIS  
Export Assistance Center

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Cleveland U.S. Export Assistance Center  
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Toledo (419) 241-0683

**OKLAHOMA**

Oklahoma City (405) 608-5302  
Tulsa (918) 581-6263

**OREGON**

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Portland (503) 326-3001

**PENNSYLVANIA**

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Philadelphia U.S. Export Assistance Center  
(215) 597-6101  
Pittsburgh (412) 395-5050

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Columbia (803) 765-5345  
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San Antonio (210) 228-9878

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**VERMONT** Montpelier (802) 828-4508

**VIRGINIA**

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**WASHINGTON**

Seattle U.S. Export Assistance Center  
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