

Virtual Trade Mission to China • UNDB Online • Trade Events

ANNIVERSARY ISSUE

# EXPORT *America*

Oct/Nov 2000 Volume 2 Number 1  
<http://exportamerica.doc.gov>

THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS

# E-Exports

**Connecting U.S. Business to Global Digital Opportunities**

## *In This Issue:*

- Small Business Finds Success in India
- USDA's Agricultural Trade Lifeline
- SABIT Aids U.S. and NIS Companies



# *E*xport America is pleased to welcome you

to our anniversary issue. One year ago this month we launched *Export America* and ever since then we have worked to provide you with up-to-date and practical export advice. From the first month, when we highlighted opportunities related to international reconstruction, to last month, when the feature topic was EU standards, each issue of *Export America* has been jam packed with details on how to make export sales. We hope that this information has helped you to succeed globally.

We have combined the October and November issues so that we can bring you even more news in our anniversary edition. This month's feature is on our E-Exports initiative, focusing on how the U.S. Department of Commerce can help you to figure out all of the ins and outs of the new global digital economy.

This is my last month as editor of *Export America*. Starting with the December edition, Cory Churches will take over for me. But, the main focus of the magazine will remain; *Export America* will stay committed to serving U.S. small and medium-sized exporters, whether you are just getting started, are expanding into new markets or are looking for new ways to get around foreign market access barriers.

As we launch into our second year, we would like to continue to get feedback from you. As always, we want to know whether we are discussing the issues that are important to you. We want you—our customers—to tell us how to make *Export America* a better magazine.

Thank you for your support.

Sincerely,



Arrow Augerot  
Editor



# EXPORT America

THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS

October/November 2000 Volume 2 Number 1 <http://exportamerica.doc.gov>

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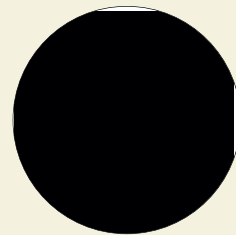
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# W

## hen I joined the Clinton Administration

in 1993 fewer than 90,000 people worldwide were using the Internet. By the year 2000, however, more than 300 million people were online.

This 3,000 percent increase in just 7 years has had a profound impact on the world. The rise of the Internet has changed the way we do business, the way we shop and the way we communicate. And, it has produced a new global digital economy in which countries in every region of the world have the opportunity to witness unprecedented growth.

Because of the IT revolution, the challenges faced by U.S. exporters have changed. Because your needs have changed, ITA faces new challenges as well. Now, whether we are talking about market access or export promotion, the solution to every issue we confront must include technology.

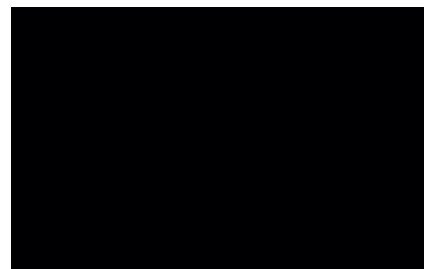
- Exporting through the use of technology: Instead of helping small companies export by using traditional tools, such as trade missions, today we supplement face-to-face contact with websites and videoconferences;
- Facing new types of market access barriers: Market access barriers now often involve plans by foreign governments to over-regulate the Internet or to set rules governing e-commerce in a way that stacks the deck against U.S. companies;

- Ensuring our companies participate in the development of emerging economies: Choices made by emerging economies today, will have a long-term impact on whether these countries will share in the type of growth experienced by the United States and whether U.S. IT companies will have a role in their development.

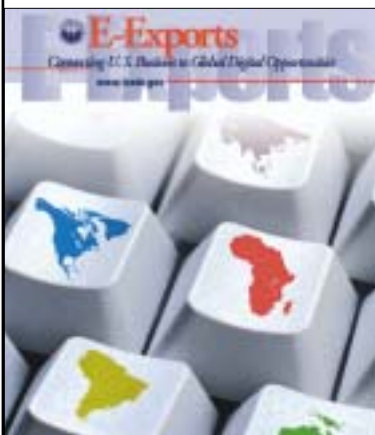
This month's feature article details ITA's three-part program designed to respond to the changes brought about by the rise of the Internet. Our E-Exports program will help us work to ensure that U.S. companies like you are prepared to reap the benefits of this new global digital economy.

As the number of Internet users rises to 1 billion by the year 2005, we must continue to innovate and respond to the changes brought about by the IT revolution. As part of our E-Exports program, we will work to build digital bridges to both individuals and companies, to create partnerships with emerging economies to foster their growth, and to address policy issues that threaten to derail global economic expansion. And, through these efforts we hope to guarantee the continued prosperity of American companies in the new digital economy.

Please let us know what you think about our E-Exports program by contacting us at [Export\\_America@ita.doc.gov](mailto:Export_America@ita.doc.gov). We welcome your questions and comments.



ROBERT S. La Russa  
Under Secretary for International Trade



## GLOBAL NEWS LINE

### ISRAEL

A recent survey in Israel indicated that some \$185 million is invested annually by homeowners for the protection of their property against burglary. Last year some 312,500 households installed burglar alarm systems in their homes, an investment of almost \$600 per residence. The most frequently used methods of protection are the installation of burglary protection doors, iron bars for windows, and intercom systems at the entrance to buildings. In addition, many households are secured with special door locks, and owners of one-family houses are increasingly using the services of patrolling security guards. The market has been receptive to U.S. alarm systems, especially for vehicles. Every year tens of thousands of vehicles are stolen and taken across the green line into the area of the Palestinian Authority, where they are often resold for spare parts. Recently, vehicle locator systems have gained popularity in the market. Israel's total market for security equipment has been estimated at \$6.5 billion, with imports estimated at some \$2.38 million. The local industry is strong and successfully exports almost \$2.8 billion in equipment. Opportunities in the Israeli market for U.S. manufacturers exist in niches and in joint ventures with local firms.

### KUWAIT

Deputy Premier and Minister of Foreign Affairs Sheikh Sabah Al-Ahmed Al-Jaber Al-Sabah will spearhead the stimulation of Kuwait's sluggish economy through several major industrial and infrastructure projects worth approximately \$3 billion. This announcement tracks very closely with Kuwait's recently approved fiscal year 2000–2001 budget, a spending plan that calls for a 35 percent increase in construction projects compared to the prior year. The infusion of such a large amount of construction-based investment in Kuwait's relatively small market will perhaps lead to the revival of long-delayed major projects, including the development of Bubyah Island, Subiya City and the Al-Zour North Power Station. American companies offering architectural engineering services, all types of general building materials, and specialized oil and gas equipment should find increasing opportunities in Kuwait. For more information, contact Commercial Service, Kuwait City, Tel: (965) 539-6362; Fax: (965) 538-0281; or Email: Kuwait.City.Office.Box@mail.doc.gov.

### MOROCCO

The market for security and safety equipment in Morocco is growing

steadily and presents a good opportunity for U.S. firms. Demand is expected to increase at an average annual rate of 15 percent over the next five years. New laws have recently been implemented requiring companies to be more responsible for the safety of their own employees. Airport development in Morocco will be the most prominent driving force for sales of U.S. equipment and services. Insurance companies offer reduced rates to companies with fire fighting precautions. High-quality U.S. safety and security equipment is well received in the Moroccan market; however, third-country competition (which comes mainly from Europe), has eroded U.S. market share in the past few years because these European companies are well represented in Morocco and benefit from aggressive marketing. For more information on opportunities in Morocco, contact Commercial Service at Rabat, Tel: (212) 7-76-22-65; Fax: (127)-76-56-61 or Email: Rabat.Office.Box@mail.doc.gov.

### PAKISTAN

The Government of Pakistan has decided to privatize 49 public sector entities in different industries over the next two years, projecting that \$4 billion will be realized by the government through the process. Under the privatization program, at least one entity will be offered for sale every alternate month. Equity shares representing 10 to 49 percent of the public entities will be offered for sale to local and foreign investors through a bidding process. For more information, contact Commercial Service Islamabad at Tel: (925) 182-6161; or Fax: (925) 182-3981.

### AUSTRALIA

The introduction on July 1 of the 10 percent Goods and Services Tax (GST) has not dented consumer confidence in Australia, according to recent surveys conducted by a leading bank and an economic and social research institute. For the second



successive month, the spending enthusiasm of consumers has been high and indications are for continuing growth in retail sales, particularly in the categories of clothing and footwear, leisure and entertainment, and furniture and appliances. Although the GST may have made a relatively easy entry into the Australian way of life from a consumer's viewpoint, business is still coming to grips with this massive tax change. Surveys point to considerable unease about the GST among businesses, with as many as one-third of firms surveyed not being fully geared to meet the demands of the GST. Although businesses felt that there was need for some tax reform, their main cause of discontent is that the GST is too complex and may lead to the closing of small and medium-sized enterprises.

**On July 28, the Australia New Zealand Food Standards Council agreed to new labeling rules for genetically modified foods.** The new food standard will require the labeling of food and food ingredients where novel DNA and/or novel protein is present in the final food. The standard also requires labeling of food and ingredients where the food has altered characteristics. The new standard allows any one ingredient in a food to contain up to 1 percent of genetically modified material where its presence in the ingredient is unintended. It is anticipated that the standard will be published soon, and will take effect in September 2001. Further details can be obtained from the Australia New Zealand Food Authority's website at: ([www.anzfa.gov.au](http://www.anzfa.gov.au)).

## KOREA

**The Korean government plans to spend a total of \$20 billion for disaster prevention and mitigation programs between 2000 and 2009.** The government will release a series of project plans for disaster prevention-mitigation projects such as the development of flood insurance pro-

grams, flash flood watch/warning systems, disaster damage and recovery systems, rainfall runoff reduction facilities, and earth moving damage and mitigation facilities. According to the Korean officials responsible for the National Safety Management Information System project state that starting in 2001 there will be a big market for engineering consulting services for the development of disaster management systems. The Korean Ministry of Government Administration and Home Affairs will continue to recommend Korean companies that can establish strategic partnership with foreign firms to provide disaster management-related technologies and services for its projects. Korea has been supported by the U.S. Federal Emergency Management Agency in the institutionalization of disaster damage assessment and engineering applications for emergency management and disaster prevention.

## BRAZIL

**The Export-Import Bank of the United States announced on August 11 that it will accept the credit of qualified cities, states and other sub-sovereign governments in emerging markets for the purchase of U.S. equipment and services to address vital infrastructure needs.** The new initiative will immediately make doing business with U.S. companies easier for qualifying sub-sovereign entities in Brazil. It will help foreign borrowers with municipal, state and provincial support gain access to Ex-Im Bank financing to buy, among other things, medical equipment, construction vehicles, information technology, and environmentally beneficial goods and services. The Ex-Im Bank will consider accepting the credit of sub-sovereign governments whose foreign currency debts are not in default and are rated b/b2 or stronger by an accepted global credit rating agency. Further, the Ex-Im Bank will consider accepting the credit of sub-sovereign entities with equivalent ratings from local rating agencies

that are branches or affiliates of the global agencies. The bank is exploring ways to expand the program in the near future to reach more sub-sovereign governments in a greater number of countries. All proposed export transactions under the program will be reviewed on a case-by-case basis by the bank's staff. Questions about this program can be directed to Ex-Im Bank associate Robert Bosco at Tel: (202) 565-3716 or Fax: (202) 565-3628.

## CANADA

**As better and less expensive equipment enters the market, Canadian companies and individuals are continuing to upgrade security systems.** Smaller businesses and homeowners are purchasing security alarms, access control devices, and closed-circuit television systems that in the past were too expensive for all but the largest corporations. There is also increased interest in Internet security as more Canadian businesses use this medium, due in part to the proliferation of remote and virtual offices. The development of new technologies presents numerous opportunities for U.S. suppliers looking to expand in the Canadian market. For more information, contact Connie Irrera, Commercial Service, Montréal at Tel: (514) 398-9695; Fax: (514) 398-0711; or Email: [connie.irrera@mail.doc.gov](mailto:connie.irrera@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 1-800-USA-TRADE.

# MOVING AT THE SPEED OF LIGHTSTREAM

SMALL VIRGINIA FIRM FINDS SUCCESS IN INDIA

by Erin C. Butler

Export Promotion Service, U.S. & Foreign Commercial Service

When they created LightStream Technologies in 1998, Vice Chairman R. Josh Lanier and his three co-founders knew that theirs was an unusual business strategy. Instead of starting in their Virginia backyard, then building their business to include overseas markets, LightStream took a different tack. Selling internationally was a goal from the beginning. Dictating that strategy was the unique nature of LightStream's core product, an advanced chemical-free water disinfection system that uses pulsed ultraviolet (UV) light.

Pulsed UV light is more effective than other methods of water purification, which rely largely on dangerous chemi-

icals like chlorine. Chlorine is unable to control all water-borne pathogens (*Cryptosporidium* being a notable example), but pulsed UV eliminates chlorine as well as bacterial hazards. While other UV light disinfection systems exist, LightStream's product is unique in its use of pulsed UV, which delivers the disinfection effects of UV in short bursts and much stronger intensities than conventional UV systems.

This technology is in demand worldwide, but especially in developing countries, where pollution management is a primary need. "Water is a necessity of life," notes Lanier. "There are markets around the world that meet our two criteria: one, an immediate need; and two, the ability to buy."

Enter Subhash Projects and Marketing Ltd., a leading Indian engineering con-

struction firm. After a recent U.S. Department of Commerce trade mission to India, LightStream formed a strategic alliance with the Indian firm. "Subhash is a good group," explains Lanier. "They're solid, they have growth potential and they're publicly traded." The agreement will provide for technology transfer and joint marketing of LightStream technology in India. Lanier says the company anticipates sales of more than \$15 million to the Indian market over the next five years.

## INDIA, SOUTH ASIA'S BUSINESS LEADER

With the vast potential market for their product, why did LightStream choose India? Many U.S. companies may not be familiar with this huge and growing market. But "India was always on our radar screen," says Lanier. "It's one of the largest environmental markets in the world."

South Asia's business leader, India, remained relatively isolated from the financial crises to the east. Having escaped these trials, India's market is in good shape and offers rich opportunities to U.S. firms. India has a huge market of 1 billion people, and enjoys strong economic growth. The country's rising middle class, estimated at 250 million people, is considered the largest single market in the developing world. President Clinton's visit to India in March points to a shift in U.S. attention. India is now firmly on the map of global business, and the world's exporters are turning their



New Delhi, India: Josh Lanier of LightStream and Sushil Sethi of Subhash sign an MOU leading to a strategic alliance as former Secretary of Commerce Daley looks on.

Photo courtesy of USDOC photo services.



attention—and their sales pitch—to the Indian subcontinent.

India's leaders are increasingly realizing the benefits of globalization, and markets are opening as never before. Ongoing privatization means increased opportunities for U.S. firms. Joint ventures with Indian firms are an especially viable option for U.S. firms hoping to do business in India—already, there are already more than 3,000 business collaborations between Indian and U.S. companies.

Environmental technology is one of the Indian market's brightest prospects. India's population has surpassed 1 billion, and the strain on natural resources is severe. The Indian government is working to address these issues through general policy and individual projects. There is growing

There is no shortage of Indian firms eager to partner with U.S. companies, but finding the right one is crucial. Some Indian companies appear established, but are financially shaky. Others present long lists of contacts, but lack the network to distribute products. Choosing the right partner can require months of painstaking research. What is a new exporter to do?

#### KNOWING THE RIGHT PEOPLE

Here, as everywhere, knowing the right people can make all the difference. And in this case, the “right people” are the 1,800 men and women of the U.S. Commercial Service. LightStream used a combination of Commercial Service tools, including two Matchmaker trade missions, the best fit for its global rollout. Lanier traveled to New Delhi, Mumbai and Chennai

accomplished in days through the Commercial Service.” The company was deluged with more than 25 inquiries from Indian companies interested in becoming LightStream Authorized Service Providers. With help from the Commercial Service, LightStream whittled the field down to Subhash Projects and Marketing. From now on, says Lanier, “we are systematically involving the Commercial Service in our global rollout plans.”

There are great opportunities for U.S. environmental technology firms in India. But finding success internationally requires more than just a great product; you'll also need tenacity, courage and the right contacts. Carol Kim, a commercial officer in New Delhi, has some good advice for U.S. businesses: “Come to India with lots of endurance and patience. Be prepared to stay for the

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**“WE WERE ABLE TO SURVEY AND BETTER UNDERSTAND THE INDIAN MARKET BY PARTICIPATING IN THE TRADE MISSION,” SAYS LANIER. “WHAT WOULD HAVE EASILY TAKEN US MONTHS ON OUR OWN WAS ACCOMPLISHED IN DAYS THROUGH THE COMMERCIAL SERVICE.”**

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public awareness of health risks posed by pollution, and Indian industry is increasingly willing to comply with voluntary pollution restrictions.

India's GDP grew solidly at a rate of almost seven percent for most of the 1990s, but the country's pollution control market, currently valued at \$2.5 billion, is growing at 15 percent annually. Water treatment, industrial pollution control, municipal waste management, and environmental consulting and engineering hold particular promise. U.S. businesses are in a good position to take advantage of this tremendous growth—the U.S. holds almost half of India's import market for pollution control equipment and environmental services.

But, navigating the shoals of India's environmental sector can be tricky.

with the Environmental Technologies Matchmaker Mission to India in September 1999. Commercial officers prescreened local companies and arranged face-to-face meetings with those that best fit LightStream's needs.

As one Matchmaker participant remarked, “When the U.S. government calls for an appointment, people listen.” On Lanier's mission to India, Matchmaker organizers scheduled meetings with dozens of Indian firms interested in becoming LightStream Authorized Solution Providers. It made for a hectic schedule, but LightStream saw results.

“We were able to survey and better understand the Indian market” by participating in the trade mission, says Lanier. “What would have easily taken us months on our own was

long haul. But most importantly, plan to utilize the proven services of the U.S. Commercial Service.”

And what about LightStream Technologies? Will the company rest on its laurels, content to savor its success in India? Not at all. This fall, LightStream's global rollout continues as Lanier embarks on an around-the-world business trip to form partnerships in markets from Croatia to the Philippines. “We're circling the globe with the Commercial Service,” laughs Lanier. ■

# SMALL & MEDIUM IT FIRMS GET EXPOSURE IN THE FASTEST IT GROWTH MARKET

THE USDOC LAUNCHES VIRTUAL TRADE MISSION TO CHINA

by Cory Churches

*Small Business Program, Trade Development*

How do small to medium-sized information technology (IT) firms in the United States successfully search the hundreds of thousands of potential Chinese consumers without traveling to an unfamiliar market? The Department of Commerce's Virtual Trade Mission (VTM) to China offers a solution.

Since China is the world's fastest growing information technology market, and the United States has some of the most innovative IT companies in the world, what better way to connect these two markets than through the Internet? The VTM was created by using the Department of Commerce's E-ExpoUSA online trade show and the market expertise of IT international trade specialists. The VTM is a low cost, low risk, high profile way for companies to display background and

product information to a large audience of international buyers.

Fifteen U.S. technology companies registered for the opportunity to have marketing information and objectives for their products or services translated into Chinese and displayed at the 8th annual China Computerworld Expo held August 21-24, in Beijing, China. This year, the China Computerworld Expo was held in conjunction with the World Computer Congress and the Networking China Expo. The combination of these three events made it the largest IT show in China. The exhibition draws an average of 300,000 attendees annually.

In the past, the expense of physically displaying and traveling to the show in Beijing prevented many U.S. companies from even considering participation. The cost for companies to physically display at this exhibit would have been approximately \$5,000, which includes booth space rental, airfare, hotel, and transportation of products and product literature. Participation in the exhibit through the VTM, however, cost companies \$750, which includes company and product



Photo courtesy of Commercial Service

Visitors to the U.S. Virtual Trade Mission in Beijing, China look at information on U.S. IT companies.

information translated into Chinese, a full year of active participation in the E-ExpoUSA website, and distribution of company marketing materials at the exhibit. The option of displaying their information “virtually” attracted a diverse cross-section of IT companies to participate in the show. The collective pull of the companies displaying their wares on the electronic showcase with the backing of the U.S. Commerce Department, drew a larger number of visitors than if each company had physically displayed individually at the show.

The participating companies varied in size (10 employees to 250 employees), export experience (new-to-market as well as old-to-market) and speciality (custom software development to touch-screen technology). Companies provided marketing literature, product samples and, in some cases, local company representatives. Participating firms that did not have a local presence had the benefit of Commercial Service officers (both English and Chinese speaking) to guide visitors through the site, answer questions about companies and provide valuable market exposure and trade leads.

Ms. Maura Marx, executive vice president of The E-Trend Group, an Internet application services provider, stated that the Virtual Trade Mission was “an unprecedented opportunity to better facilitate, or to ‘fast forward’ our goals in the China market.” Initial reports from the show indicated that the response to E-Trend’s services was overwhelming. Mr. Wilson He, director of the company, said that even before it was over, E-Trend’s local office in Guangdong was receiving sales inquiries generated from their presence at the show.

CEO of w-Trade Technologies, Ms. Donna R. Oliva, said that “w-Trade Technologies’ involvement in the Trade Mission provided us with the opportunity to showcase our mobile business applications in front of one of the most rapidly-expanding marketplaces

in the world. This event highlights our company’s global reach and perfectly complements our current worldwide expansion.”

During the course of the exhibition, there were over 4,000 hits to the VTM website from the booth. Several local representatives of the VTM participants also attended the exhibition and expressed their satisfaction with this alternative way to introduce their firms to China. Other cities in China, such as Shanghai, are being examined as possible venues to continue to showcase the VTM.

By the conclusion of the exhibition, the companies had received a total of 23 instantaneously transmitted targeted trade leads, in addition to over 1,000 general trade leads from Chinese firms interested in sourcing from the exhibited U.S. companies. The exhibition website will continue to attract visitors and, subsequently, trade leads for a full year beyond the four-day trade show. This is an improvement over traditional service offerings such as catalog shows. Trade leads are instantly transmitted to the participating company and will be in English, thereby avoiding any costly time delay in pursuing these leads.

Chinese print and television media interest was strong. John Howell of the U.S. Commercial Service, conducted interviews with the *China Evening News*, *Science & Technology Daily*, and CCTV, China’s primary national television network. “We had a lot of visitors to the booth who were just curious about the purpose of our presence but we had more who were asking questions about the exhibiting companies,” said Mr. Howell of the attendees of the China Computerworld Expo. The popularity of the Internet in China heightened the attention focused on the showcase of U.S. companies.

The combination of technology, U.S. Government support, and a strategic location on the exhibition floor proved to be the winning recipe for success. By

the end of the four-day show, 8,000 visitors had perused the exhibition on the E-ExpoUSA display, spoke with Commercial Service officers and company representatives, and came away with a better understanding of what U.S. technology firms can do for them.

After the flurry of the trade show, promising trade leads may be pursued through several channels. One of those, still in the virtual realm, is the Video Gold Key. Essentially, U.S. exhibitors and other U.S. companies can visit their local U.S. Export Assistant Center and schedule customized, pre-screened meetings with potential Chinese buyers. These meetings would take place via video conferences. While any resulting deals ultimately will need face-to-face relationship building, these innovative services put U.S. and Chinese businesses closer to signing on the dotted line. Smaller U.S. companies interested in testing the market for their products and services may use these services, for a nominal fee, before they commit valuable resources to exploring market opportunities.

As an initial foray into the Chinese market using methods of applied information technology, the VTM was very successful. Plans are underway to replicate the results of this event in other markets and industries. ■

For more information on how to participate in future electronic display events, please contact the E-Expo USA staff or visit the website: <http://e-expoUSAdoc.gov>

# ■ OPENING MARKETS FOR U.S. INSURANCE COMPANIES

by Pompiliu Verzariu, Michael Corbin & Rachael Farber

*Office of Finance, Trade Development*

The International Trade Administration's Office of Finance programs are essential to the U.S. Government's efforts to develop international insurance markets and promote the export of U.S. insurance services abroad. The office's multiple responsibilities in representing the interests of the insurance industry include participating in

associations and U.S. state insurance regulators. IITAP's vehicle is a \$2.2 million worldwide public-private partnership between the International Trade Administration and the International Insurance Foundation. The goal of this partnership is to "promote the development of open and competitive insurance markets in the emerging economies" and strengthen their institutional capacity through the provision of targeted technical assistance and training programs to government officials and insurance regulators on issues

the newly created OECD Working Party on Private Pensions, IITAP has since turned its attention to include pension reform in its technical assistance programs. The two sectors face similar challenges in emerging countries, such as lack of capital, public skepticism, and inadequate legal and regulatory frameworks.

Underpinning IITAP's technical assistance activities is the fundamental role insurance plays in the development of emerging market economies and in fos-

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## **"THE DEVELOPMENT OF THE INSURANCE SECTOR IN EMERGING MARKETS ENABLES U.S. COMPANIES TO BETTER HEDGE THE RISKS INHERENT IN DOING BUSINESS IN SUCH ECONOMIES."**

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bilateral and multilateral trade negotiations such as the General Agreement on Trade and Services (GATS), addressing issues of market access for U.S. insurers, leading insurance trade missions to emerging markets and managing the International Insurance Technical Assistance Partnership (IITAP) project.

IITAP, in particular, is a major outreach initiative of the Office of Finance. Former Commerce Secretary Daley publicly announced the creation of IITAP on May 6, 1998. The project entails a public-private initiative between the Office of Finance and the U.S. insurance industry, its professional

of insurance market development, regulation, and supervision.

IITAP projects have been established with the Governments of Brazil, El Salvador, China, Czech Republic, Egypt, Hungary, India, Japan, Kazakhstan, Morocco, Poland, Romania, Russia and Vietnam. IITAP's technical assistance activities are tailored to individual market needs and range from conducting assessment of insurance sectors, training of foreign insurance supervisors, advisory services in the development of insurance legislation and regulations, and the creation of consumer education facilities. Because the Office of Finance is a member of

tering cross-border trade and investment flows. A market-oriented insurance sector contributes to economic development in many ways. It promotes financial stability and facilitates commerce by enabling business to operate with less volatility and risk, and by permitting risk to be managed more efficiently. It can substitute for government security programs and contribute to social safety nets. It encourages foreign direct investment and supports the development of other domestic economic sectors. It mobilizes national savings and contributes to long-term domestic capitalization, which is critical to sustained economic development and fosters a more efficient allocation of

a country's capital. Finally, it allows emerging markets to comply with WTO norms and become full members of the international trade community.

Due to the above direct and indirect contributions to a country's economy, the development of the insurance sector in emerging markets enables U.S. companies to better hedge the risks inherent in doing business in such economies. Insurance also supports business activity in emerging markets by enhancing the creditworthiness of host country partner companies and fostering domestic entrepreneurial activities.

#### EXAMPLES OF IITAP ACTIVITIES

##### ■ CENTRAL & EASTERN EUROPE

In October 1998, the Office of Finance sponsored a market development insurance mission to Poland, Hungary, and the Czech Republic under the auspices of IITAP. The mission resulted in two insurers receiving insurance licenses and 3 insurers pursuing pension licenses in Poland.

In 1999, the Office of Finance worked with the U.S. Department of Labor to provide technical assistance in accounting to address concerns about the flow of funds in Hungary's pension system.

In January 2000, the Office of Finance assisted the Financial Services Volunteer Corps in conducting a training seminar on financial analysis for regulators from Poland's State Office for Insurance Supervision.

Finally, in July 2000, the Office of Finance participated in the Black Sea Pension Reform Conference in Mangalia, Romania, which was organized by Financial Services Volunteer Corps.

Other similar events are currently being planned for Bulgaria, Croatia and Slovenia.

##### ■ RUSSIA

The Office of Finance is now in the final stages of implementing a public-private sector project to improve public understanding of insurance in Russia. The project entails the creation of a non-governmental non-profit organization, the Moscow-based Insurance Information Center (IIC), which is patterned after a similar institution, the Insurance Information Institute, in New York City. The IIC will act as a primary source of non-partisan information on insurance subjects, sponsor insurance-related education activities, operate a national consumer help line and publicize the benefits of insurance. The Center's mission is to improve public understanding of insurance in Russia, making the consumer more receptive to insurance products.

##### ■ NORTH AFRICA

Working together with the Commercial Law Development Division, the Office of Finance has undertaken an 18-month technical assistance project in support of the privatization of Egypt's insurance market. Major goals are the development of a public awareness campaign on insurance, the training of insurance regulators and supervisors, and review of insurance legislation and regulations.

##### ■ CHINA

Under the auspices of IITAP, the Office of Finance led the U.S. Delegation to the OECD Conference on Insurance Regulation and Supervision in China in January 2000 and proposed the creation of a U.S.-China Insurance Working Group. The China Insurance Regulatory Commission has since accepted this proposal. This bilateral technical assistance initiative is the first concrete Department-sponsored proposal to be delivered to the Chinese. It emphasizes capacity building and bringing China's insurance laws and regulations into

compliance with China's WTO accession commitments.

##### ■ INDIA

Following enactment of reforms in its financial services sector in late 1999, the Office of Finance is laying the groundwork with U.S. industry to lead an insurance mission to India once the sector opens. The Office of Finance has reviewed and commented on draft regulations being prepared by Indian authorities and has received support from India's Ministry of Finance and Insurance Regulatory Authority to begin designing an IITAP program for India's emerging private insurance market.

##### ■ VIETNAM

In July 1999, the Office of Finance organized and conducted under the auspices of IITAP, a two-day insurance technical assistance seminar with the Ministry of Finance and other relevant government officials in Vietnam. The seminar focused on the economic and social benefits to Vietnam of an open and competitive insurance market and a provision-by-provision assessment of Vietnam's draft Law on Insurance Business. On the heels of this highly successful event, the Office of Finance led, in September 2000, a U.S. delegation of private-sector experts to Hanoi for consultations with Vietnam's Ministry of Finance and other government ministries on the country's draft Law on Insurance Business and related implementing regulations

A competitive insurance market directly benefits consumers and encourages them to mitigate risks by buying insurance products. This, in turn, leads to long-term domestic capitalization and lowers reliance on external debt exposures. Lower debt and enhanced investment spur economic growth, job formation and social stability. ■

# EAST MEETS WEST

HELPING COMPANIES IN THE U.S. AND FORMER SOVIET UNION ACHIEVE BUSINESS SUCCESS

by SABIT Office

Central Asia conjures up images of camels crossing the desert bringing goods from distant markets. One certainly doesn't think of a caravan of GM trucks crossing the desert, but that's the reality of life today in Central Asia. Thanks to the International Technological Information Consultants, Inc. (ITIC), a Virginia-based dealership, GM has a tremendous presence in Central Asia and Russia. ITIC and hundreds of other U.S. companies that have participated in the Special American Business Internship Training (SABIT) program have succeeded in breaking into the markets of the former Soviet Union.

Winston Lindsley, president of ITIC, says that "the benefits to ITIC because of our participation in the SABIT Program are clearly evident. Our multimillion-dollar worth of sales in Central Asia continues to grow." Since

1991, SABIT has helped generate more than \$180 million in exports to the markets of the New Independent States (NIS) of Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.

SABIT has trained more than 2,000 NIS specialists in over 2,000 U.S. companies. A recent program review found that 66 percent of SABIT alumni reported having entered into a business relationship with a U.S. firm because of their SABIT training. Furthermore, almost 70 percent of SABIT alumni have assisted their U.S. host companies in areas such as market access, certification, customs, taxation, shipments, contacts, marketing data or information related to the business climate.

SABIT has helped U.S. companies establish a firm foothold in the rapidly emerging NIS economies by offering two types of programs in which U.S.

companies can participate. The two programs are the specialized training program and the grants program. Through these programs, SABIT attains its goals of (1) creating a unique opportunity for U.S. firms to familiarize key executives from the NIS with U.S. products and services; (2) promoting the development of U.S.-NIS business relationships and linkages, which increases the exchange of information, ideas and new technologies between U.S. host companies and SABIT interns; and (3) providing NIS business executives with first-hand experience training in the U.S. economy, enabling them to become leaders in market reform and private-sector development in their home countries.

The specialized training program brings groups of 15-25 specialists from the NIS to the United States for four weeks of industry-specific training at a variety of companies and sites across the country. Through this format, the trainees become familiar with a U.S. industry sector and its regulations, establish valuable business-relationships, learn about innovative technologies, equipment and services, and come to understand market-based concepts. Next year's programs include offshore oil spill clean-up, hotel management, information technology, medical equipment, tourism, the timber industry and telecommunications. U.S. companies participate by hosting the delegation for a day or more, which gives the company a golden opportunity to network with their counterparts in the NIS, establish new contacts and expose their products and services to



Photo courtesy of Seacamp

Dr. Andrew Adrianov from Vladivostok and Dr. Andrew Ostrovsky from St. Petersburg examine the micro-organisms they collected for their project *Illustrated Guide to the Cryptic Meiofauna of Marine Sands around Big Pine Key*.

potential business partners and customers. The SABIT program officers design the training programs around the needs of the delegation.

In contrast to the specialized training program, the grant program is designed entirely by the U.S. host company. SABIT awards grants on a competitive basis to individual firms to help defray the costs of training English-speaking NIS managers and scientists in the United States. One company or organization can host one to ten interns together or individually for up to six months. The host company provides the interns with visa support, medical insurance and the actual hands-on training. After the internship, SABIT reimburses the host company for the intern's round-trip airfare from their home city, up to \$500 a month in housing, and a \$30 per diem. While internships are usually approved for three to six months, SABIT reserves the right to allow an intern to stay for a shorter period if the U.S. company agrees and the intern demonstrates a need for a shorter internship based on his or her responsibilities back home.

All different types of companies and organizations are invited to apply for the SABIT programs. Former hosts have included private companies, universities and nonprofit organizations. Seacamp Association, Inc. is an example of a nonprofit that has truly benefitted from the SABIT program. Seacamp Association, Inc. is the parent organization of Seacamp and the Newfound Harbor Marine Institute, which teach environmental and marine science education programs to middle and high school students. Seacamp has also sponsored several interns through the SABIT grant program.

Not only have the Russian interns benefitted from their SABIT training, by modeling Russian camps after Seacamp, but Seacamp has benefitted, too. Elena Istomina says, "As the result of our participation in the SABIT program, Seacamp was able to recruit

several groups through our former SABIT interns. Six groups from Russia and several paying campers from Russia came to participate in our summer program because they heard about this program from our SABIT interns." These groups have generated more than \$100,000 for Seacamp. In 1998, a former intern was able to establish a once in a lifetime connection for the campers. He arranged for the Russian and American campers at Seacamp to talk for 30 minutes to the cosmonauts aboard the Russian Space Station Mir.

Many U.S. companies have trained their distributors and servicing representatives through SABIT to expose them to American business culture, products, services and business practices. The SABIT program offers U.S. companies a relatively low-cost, low-risk way to train a potential partner in the United States. Not only will your company have the luxury of training someone who will understand your daily operations, but the Department of Commerce will help fund your venture. The most important thing to remember when investing in the NIS is that personal relationships mean everything. You will not succeed without establishing a solid relationship built on mutual trust. Mr. Lindsley of ITIC says, "We have learned from our experience that although e-mail is great, there is no substitute for three months of on-the-job, hands-on training. It gives our clients the opportunity to actually work in our operations and see the business from our side and this is an invaluable experience that will result in a significant benefit to our business."

SABIT currently is accepting applications from U.S. companies seeking to train NIS business partners. The applications must be received in the SABIT office by 5:00 p.m. on November 30, 2000. Contact SABIT by telephone (202) 482-0073, by fax (202) 482-2443 or by email SABITApply@ita.doc.gov for an application. Don't wait until the last minute as funds may run out before November 30. ■

## TIPS FOR SUCCEEDING IN THE NIS

Before investing in the NIS one should research the market and find the appropriate niche. These markets can be difficult to succeed in, but there are several different departments and programs at Commerce that can help you. You should take advantage of all the services these programs offer.

- A key source of information on doing business in the Newly Independent States is the U.S. Department of Commerce's **Business Information Service for the Newly Independent States (BISNIS)**. BISNIS is an information clearinghouse for U.S. companies pursuing commercial activities in 12 former Soviet republics. Information available from BISNIS includes the latest market assessments and regional reports, export and investment leads, updates on commercial laws and regulations, guidance on sources of finance for NIS trade and investment, and notice of upcoming trade fairs and other events. BISNIS trade specialists in Washington, D.C. and its overseas network provide counseling to U.S. firms exploring business opportunities in the NIS. To contact BISNIS, call Tel: (202) 482-4655 or (800) USA-TRAD(E) (toll-free), email [bisnis@ita.doc.gov](mailto:bisnis@ita.doc.gov), or visit [www.bisnis.doc.gov](http://www.bisnis.doc.gov).
- The Commercial Service has more than 130 offices abroad that promote the export of U.S. goods and services. The trade specialists there will also help you make contacts, perform background checks of your potential overseas business partners, and assess the marketability of your products in a given country. Please call the Trade Information Center at Tel: (800)-USA-TRAD(E) or visit the Commercial Service's website ([www.usatrade.gov](http://www.usatrade.gov)) for contact information.
- The Special American Business Internship Training Program (SABIT) is accepting applications until November 30, 2000, from U.S. companies that would like to participate in the grant program. If you are interested in the SABIT program, call the office at Tel: (202) 482-0073 for further information. Visit SABIT's website ([www.mac.doc.gov/sabit](http://www.mac.doc.gov/sabit)) to see more examples of the program's success stories.



# ASK THE TIC

## RESOURCES FOR LOCATING INTERNATIONAL TRADE STATISTICS

by Jeff Rohlmeier

Trade Information Center, Trade Development

**Federal agencies typically collect a variety of data on U.S. exports and potential markets. Private organizations, such as trade associations, publishing houses and market research firms, also provide a number of statistical resources for foreign trade. This month's "Ask the TIC" looks at some of the more comprehensive tools for locating international trade statistics.**



### WHERE CAN I FIND SOURCES FOR STATISTICS ON U.S. EXPORTS?

The U.S. Department of Commerce offers a variety of resources useful for locating statistical information on U.S. exports. The Foreign Trade Division of the U.S. Census Bureau compiles information on the U.S. trade balance, import and export totals, general commodity groupings, and country totals. The Foreign Trade Division's website ([www.census.gov/foreign-trade/www](http://www.census.gov/foreign-trade/www)) contains much of this data, as does the current edition of the FT-900 U.S. International Trade in Goods and Services press release.

The Commerce Department's Office of Trade and Economic Analysis (OTEA) also provides information on aggregate foreign trade data, including historical data on U.S. trade in goods and services and a breakdown of the United States' top 50 trade partners. OTEA's website ([www.trade.gov/tradestats](http://www.trade.gov/tradestats)) lists statistics on exports by state, metropolitan area and industry, and even organizes the data by standard industrial classification (SIC) code.

The Department of Commerce also provides statistical resources for determining who is buying particular products from the United States. First, the exporter will need to know the Harmonized System (HS), or Schedule B, number of the product. The Harmonized System Classification is a standardized numerical method of classifying traded products. This 10-digit identifying number is assigned to each product and used by customs officials around the world to determine the duties, taxes and regulations that apply to the product. The first six digits are harmonized throughout the world. The last four digits vary by country. Schedule B is the U.S. term for the Harmonized System. To obtain your Schedule B number, visit the U.S. Census

Bureau's website at [www.census.gov/foreign-trade/www](http://www.census.gov/foreign-trade/www). The Schedule B is published on this website, and you can classify your own product through a keyword search. If you need assistance in classifying your product, call the Census Bureau's Foreign Trade Division at (301) 457-1084.

The Census Bureau's Foreign Trade Division also offers a Selected Commodity Subscription Service. U.S. import and export data, in units of 1- to 10-digit Harmonized System codes, are made available on a monthly basis via e-mail or by download. Mailed printouts for a set of 10 commodities can be purchased for \$180 per year; downloaded data is available for \$160 per year.

USA TRADE, a product of the Census Bureau and STAT-USA, is a CD-ROM that contains monthly export and import data on more than 17,000 commodities. The disc has data fields for 2-,4-,6-, and 10-digit level Harmonized System codes, country, U.S. Customs district and four-year annual history. An annual subscription is \$650; a single disc is available for \$65. More information on this product can be obtained by calling STAT-USA at Tel: (800) 782-8872.

There are several additional sources for statistical information on U.S. exports and imports. The Port Import Export Reporting Service (PIERS), a subscription-based service published by the *Journal of Commerce*, compiles import and export statistics daily from more than 10,000 bills of lading and vessel manifests from leading U.S. ports across the country. It gives the details of export and import activity carried out by American firms. For exports, it gives the number of shipments and the amount of goods shipped. Information on ordering reports from PIERS can be obtained by calling at Tel: (800) 952-3839, or by consulting their website ([www.piers.com](http://www.piers.com)).

In addition, the U.S. International Trade Commission maintains its Trade DataWeb site at <http://dataweb.usitc.gov/>. This site contains U.S. import and export data per product or by customized list. The site is free, but requires registration. Finally, the Massachusetts Institute for Social and Economic Research maintains a website (<http://umass.edu/miser>) that provides state export data.



### WHERE CAN I FIND SOURCES OF INFORMATION ON DEVELOPMENTS IN WORLD TRADE?

The World Trade Organization (WTO) provides several resources for global trade statistics. The WTO's website ([www.wto.org/english/res\\_e/statis\\_e/statis\\_e.htm](http://www.wto.org/english/res_e/statis_e/statis_e.htm)) contains selected statistics on trade in merchandise and services at the world and regional levels, developments in major



product categories and historical developments in international trade at the aggregate level. The WTO's statistical reports are also available on a trilingual (English, French and Spanish) CD-ROM, priced at \$50. Go to the WTO home page ([www.wto.org](http://www.wto.org)) for ordering information.

In addition, the International Monetary Fund (IMF) publishes each year the *Direction of Trade Statistics*. To purchase the latest edition, go to the IMF's website ([www.imf.org](http://www.imf.org)) and click on "Publication."



### WHERE CAN I FIND SOURCES OF INFORMATION ON U.S. & FOREIGN MACROECONOMIC INDICATORS?

There are many sources of information on macroeconomic indicators (such as GDP, inflation, unemployment, etc.) for the United States and other countries. The Department of Commerce's Bureau of Economic Analysis (BEA) puts together a monthly publication, *Survey of Current Business*, that contains articles, economic analyses and economic statistics on the U.S. economy and U.S. international transactions. In addition, the publication contains state, sectoral, income and product figures, charts, and tables. It is available for purchase from the Superintendent of Documents at Tel: (202) 512-1800 or Internet: [www.gpo.gov](http://www.gpo.gov). Much of the BEA's information is also available for free on-line at [www.bea.doc.gov](http://www.bea.doc.gov).

The statistical annexes of the U.S. Government's Country Commercial Guides (CCGs) are also excellent sources for data on the population, inflation, unemployment, investment climate and trade volume (with the United States) of a particular overseas market. The CCGs are compiled by overseas personnel of the U.S. Departments of Commerce and State. The full text of the CCGs can be found at [www.usatrade.gov](http://www.usatrade.gov).

The following websites are additional sources for macroeconomic data:

- [www.odci.gov/cia/publications/pubs.html](http://www.odci.gov/cia/publications/pubs.html) (containing the Central Intelligence Agency's *World Fact Book*)
- [www.worldbank.org/data/countrydata/countrydata.html](http://www.worldbank.org/data/countrydata/countrydata.html) (for World Bank country data)
- [www.imf.org/external/pubs/CAT/scr.cfm](http://www.imf.org/external/pubs/CAT/scr.cfm) (the International Monetary Fund's *Staff Country Reports*)
- [www.oecd.org/std/index.htm](http://www.oecd.org/std/index.htm) (Organization for Economic Cooperation and Development)
- [www.iadb.org/int/sta/ENGLISH/staweb/statshp.htm](http://www.iadb.org/int/sta/ENGLISH/staweb/statshp.htm) (Inter-American Development Bank)



### WHERE CAN I FIND SOURCES OF INFORMATION ON INTERNATIONAL AND DOMESTIC LABOR STATISTICS AND PRICE INDICES?

The U.S. Department of Labor's Bureau of Labor Statistics (BLS) maintains a wide range of statistics on domestic and international price indices (including inflation statistics) and labor and wage statistics. BLS price indices can be found at <http://stats.bls.gov/ipphome.htm>. BLS labor and wage statistics can be found at <http://stats.bls.gov/flshome.htm>. The International Labor Organization also provides labor and wage statistics information on their website ([www.ilo.org](http://www.ilo.org)).



### WHERE CAN I FIND SOURCES OF INFORMATION ON EXCHANGE RATES?

The following websites provide international currency exchange rates:

- [www.xe.net/currency/](http://www.xe.net/currency/) (Universal Currency Converter)
- [www.bog.frb.fed.us/releases/H10/hist/](http://www.bog.frb.fed.us/releases/H10/hist/) (Federal Reserve Board)
- <http://pacific.commerce.ubc.ca/xr/today.html> (Pacific Exchange Rate Service)

The foregoing are a mere representation of the many print, web-based and CD-ROM resources that are useful for U.S. exporters in conducting their market research. For more information on additional federal, state and privately-sponsored research tools and programs for U.S. exporters, contact a Trade Information Center trade specialist. ■

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>.

# UNDB ONLINE

## A TOOL OF THE TRADE FOR INTERNATIONAL DEVELOPMENT OPPORTUNITIES

by Larry Mandell & Bill Nevell

*Pacific Genesis*

Locating, bidding on, and securing overseas procurement contracts can be a daunting task for any business, but especially for small and medium-sized enterprises (SMEs). One useful tool for SMEs is a publication issued by the United Nations, UN Development Business (UNDB). Published twice monthly, UNDB is the only business publication that provides comprehensive sources of information on opportunities to supply goods, works and services to projects financed and guaranteed by the world's leading development banks. These institutions include the African, Asian, Caribbean, Inter-American, and North American

companies with limited resources will find the online version, UNDB Online ([www.devbusiness.com](http://www.devbusiness.com)), to be a more convenient alternative. UNDB Online offers the advantages of continuous updating and easy-to-use search capabilities that enable users to quickly identify sales and consulting leads by country, region, sector, bank and type of goods and services. It also offers information on procurement contracts for 37 industry sectors, ranging from education and health care to construction and infrastructure development.

### ONE COMPANY'S SUCCESS

Evidence of UNDB's value to SMEs can be found in the experiences of a small San Francisco-based waste and energy management consulting firm, Brown, Vence & Associates (BVA), that recently took advantage of UNDB Online.

updated regularly, the UNDB can provide a status report on the progress of each project we're monitoring."

BVA achieved domestic success during the past 20 years in California, one of the most environmentally sensitive states in the United States. Over this time, the firm created a world-class consulting practice that combines technological knowledge, engineering expertise and financial consulting services to assist government agencies and private firms.

Using up-to-date international resources such as the UNDB Online, the U.S. Department of Commerce programs and Pacific Genesis (an international development consulting services firm), BVA has been able to identify timely opportunities that fit into its strategic business plan. The company's efforts

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**"FOR SOMEONE WANTING TO DO BUSINESS INTERNATIONALLY, THE UNDB IS A GREAT PLACE TO START. WITHOUT IT, WE WOULDN'T HAVE KNOWN WHERE TO BEGIN."**

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Development Banks; the European Bank for Reconstruction and Development; the World Bank; and the United Nations System. UNDB effectively levels the international procurement playing field by giving companies of all sizes and geographic locations access to comprehensive information on international development bank contracts.

While the print version of UNDB has proven itself to be a useful tool, small

"Each month we're able to search online projects that are specific to our business expertise," said Tom Vence, BVA's co-founder. "The Development Bank Operational Summaries, outlined in the UNDB, list new and existing projects in the bank's pipeline and enable us to screen projects of interest through the multilateral development banks. We are able to follow any or all the projects from the moment the respective bank receives a proposal until the loan agreement is signed. Since the listings are

were rewarded last year when the firm won an initial contract for the first-phase development of a multimillion-dollar landfill project in Guyana.

According to Vence, "the UNDB has been a fantastic up-to-date resource for us. In fact, we've also had a very impressive win-rate in securing solid waste-related projects in Mexico, Algeria, Mauritius, Bulgaria, Thailand and India, and are currently following a number of additional opportunities.

For someone wanting to do business internationally, the UNDB is a great place to start.”

## WHAT IS ON THE UNDB MENU?

Subscribing to UNDB allows companies unlimited access to a variety of resources. These include:

■ **Development Bank Operational Summaries:** These list hundreds of projects being considered for financing by the World Bank, the Inter-American Development Bank and the African Development Bank. UNDB's Online search capabilities provide fast and easy access to business opportunities available by region, country, sector, bank and other parameters.

■ **New Project Approvals:** These contain detailed descriptions of World Bank projects that can be used by firms to identify sales leads and consulting opportunities. The information typically includes the amount of the bank loan; other financing; the name of the implementing agency; estimated completion date; the name and address of a contact person; and a list of the type of goods, works or consulting services to be procured.

■ **Procurement Notices or Invitations to Bid:** Included are projects financed by the African, Asian, Caribbean, Inter-American and North American Development Banks; the European Bank for Reconstruction and Development; and the United Nations system, including the World Bank. General procurement notices are issued by the project agency to alert potential bidders to the types of goods and services needed for a project and to invite firms to express their interest in supplying them. General notices are followed by specific invitations to bid, to pre-qualify or to submit consulting proposals. The specific invitations spell out the goods, works and services

needed for a project, often citing the major requirements for bidding including; how to obtain bidding documents, their cost and the deadline for bidding. The contact information of the executing agencies are listed.

■ **Contract Award Information:** This provides announcements of recently awarded World Bank and Asian Development Bank contracts, including the type of goods, works, or services involved; the amount of the contract award; and the name and address of the executing agency. Contract awards help companies and consultants monitor the competition and follow-up on subcontracting opportunities.

## STEPS TO BIDDING

Knowing about the procurement opportunities is only part of the process. The next step is to actually bid on the procurement notice. There are several ways that a firm can obtain assistance and information regarding the process. Each multilateral development bank (MDB) has a public information center that can answer questions and provide general project information. ■

For more specific and direct assistance, U.S. companies can turn to the U.S. Department of Commerce's liaisons with each MDB. Their purpose is to assist U.S. companies interested in pursuing project procurement with the MDBs. Multilateral Development Bank Operations (MDBO), a division of the U.S. Department of Commerce, is an invaluable resource for guiding U.S. companies through the maze of MDB procurement. In addition to maintaining a network of liaison officers, MDBO offers services online at their website ([www.usatrade.gov/mdbo](http://www.usatrade.gov/mdbo)). See sidebar for U.S. Commercial Service MDB liaison officers and MDBO information.

## DEPARTMENT OF COMMERCE CONTACTS

The U.S. Department of Commerce maintains a network of commercial liaison officers at each of the multilateral development banks. These liaisons can be a valuable resource for companies looking to submit bids on procurements issued by these banks.

### AFRICAN DEVELOPMENT BANK

Mr. Tap Banerjee,  
Senior Commercial Officer to the African Development Bank, USA Trade Center,  
Mail Stop R-MDBO, U.S. Department of Commerce,  
Washington, DC 20230  
Email: [Tapan.Banerjee@mail.doc.gov](mailto:Tapan.Banerjee@mail.doc.gov)  
Tel: (202) 482-3399 • Fax: (202) 482-3914

### ASIAN DEVELOPMENT BANK

Mr. Stewart Ballard, senior commercial officer  
Commercial Liaison to the Asian Development Bank,  
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Philippines  
Email: [Stewart.Ballard@mail.doc.gov](mailto:Stewart.Ballard@mail.doc.gov)  
Tel: (632) 887-1345, 1346  
Fax: (632) 887-1164

### EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT

Mr. Gene Harris, senior commercial officer  
U.S. Commercial Liaison Office, Office of the U.S.  
Director, 8th Floor, European Bank for  
Reconstruction and Development, 1 Exchange  
Square, London EC2A 2JN, U.K.  
Email: [Gene.Harris@mail.doc.gov](mailto:Gene.Harris@mail.doc.gov)  
Tel: (44 20) 7588-4027, 4028  
Fax: (44 20) 7588-4026

### INTER-AMERICAN DEVELOPMENT BANK

Ms. Rebecca Mann, senior commercial officer  
Ms. Barbara White, commercial liaison  
Commercial Liaison to the Inter-American  
Development Bank, Office of the U.S. Executive  
Director, 1300 New York Avenue, N.W., Mail Stop E  
0209, Washington, DC 20577  
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### WORLD BANK

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### MULTILATERAL DEVELOPMENT BANK OPERATIONS

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# E-EXPORTS

**CONNECTING U.S. BUSINESS TO  
GLOBAL DIGITAL OPPORTUNITIES**

by Arrow Augerot  
*Export America*

**The development and diffusion of cheaper and rapidly increasing electronic connectivity is powering a worldwide revolution in the way that business is done. Information technology has produced a new global economy, in which even the smallest of companies can participate on a level that used to be only open to the biggest of multinational corporations.**

The Internet, in particular, is helping to level the playing field among large and small firms in global e-commerce, especially in terms of business-to-business transactions. In the past, larger companies used private networks to carry out electronic commerce, but high costs kept the resulting efficiencies out of the reach of most small businesses. The Internet, however, has altered this equation by making it easier and cheaper for all businesses to make transactions and exchange information.

In order to make sure that all U.S. businesses, no matter how small, will reap the benefits of the new global digital economy, the Commerce Department is launching E-Exports: Connecting U.S. Businesses to the Global Digital Economy—a program dedicated to building digital bridges to individuals, to small businesses and to emerging economies.

## IT IS THE NEW ENGINE FOR THE ECONOMY

We are currently experiencing the longest period of economic expansion in American history. The rate of labor productivity growth has doubled in recent years, instead of falling as economic expansion matured, as in previous postwar expansions. Core inflation remains low despite record employment, and we have the lowest jobless rate in a generation.

Information Technology (IT) and the rise of the Internet are driving America's boom—creating new jobs, increasing productivity and efficiencies in every sector of the economy, and generating new wealth in the United States. The nation's Internet-based economy grew by 68 percent to produce over \$507 billion in business revenues in 1999. Furthermore, although IT industries account for only an esti-

mated 8.3 percent of the economy's total output in 2000, they contributed nearly a third of real U.S. economic growth between 1995 and 1999.

The Internet and information technology sector now accounts for more than half the capital investment in our country. This has translated into 2.3 million new jobs created by the Internet economy. And, the wage gap between IT workers and all other workers continues to widen. In 1997, workers employed in IT industries earned, on average, \$53,000, as compared to the economy-wide average of \$30,000.

What is perhaps most astonishing about all of these numbers is what they represent—new opportunities for Americans. The Internet, along with information technology equipment and services industries, enables Americans to pursue their dreams in ways previously unimaginable.



# E-Exports

*Connecting U.S. Business to Global Digital Opportunities*

[www.trade.gov](http://www.trade.gov)

## YOUR E-BUSINESS SOLUTION



### Use the Internet to Access New Markets Overseas

- ITA provides electronic tools and services designed to find international partners, verify buyer credibility, ship and insure products, receive payment, and more.
- ITA conducts e-commerce seminars to provide hands-on training on how to take advantage of these e-tools and services, including E-Expo USA, Video Market Briefings, Webcasting, and live virtual meetings with potential buyers.



### Expand Your Presence in Existing Markets

- ITA showcases U.S. technology through programs designed to promote Internet use and e-commerce opportunities in major exporting regions.
- ITA streamlines e-commerce trade by isolating each link in the exporting and supply chain, identifying obstacles, and working bilaterally with foreign governments and with the private sector to (for example) facilitate customs processing and ensure timely delivery.
- ITA continues advocacy for U.S. companies bidding on foreign government procurement projects.



### Leverage U.S. Technology to Give Emerging Markets a Helping Hand

- ITA empowers businesses in emerging economies to use IT to enhance productivity and be more competitive in the digital economy.
- ITA advises governments in emerging economies how to apply IT and how to use IT to solve policy issues, such as health care and education, and to help improve delivery of government services.
- ITA connects people to the web through programs that focus on educating the public about significant benefits and opportunities afforded by the Internet.



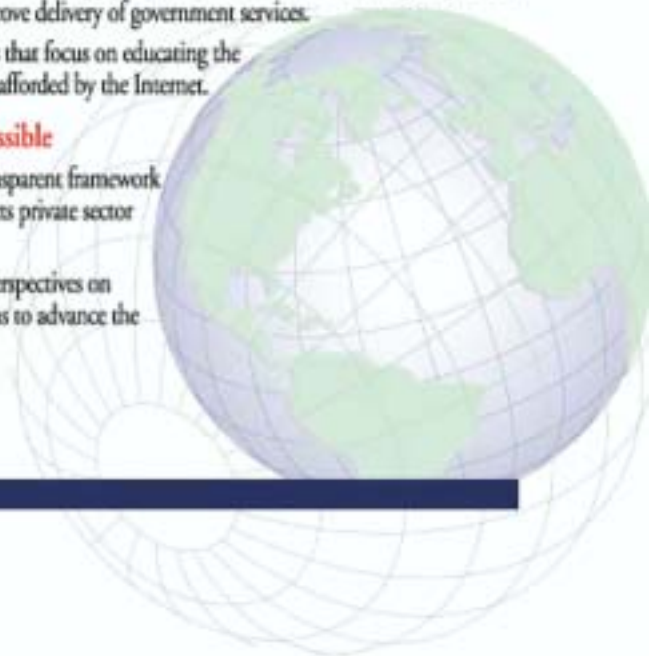
### Keep the Global Internet Market Open and Accessible

- ITA works bilaterally with countries to ensure a transparent framework that promotes the expansion of e-commerce, respects private sector leadership, and minimizes regulations.
- ITA sponsors public-private workshops to share perspectives on current "best practices" and effective policy solutions to advance the digital economy.



### Focus on Key Overseas Markets in . . .

- Europe, Latin America, Asia, and the Pacific.





A manufacturer of medical equipment in Lubbock, Texas can sell to a hospital in West Africa without leaving the office. A producer of organic vegetables in California can find European customers through the click of a mouse. A college graduate can look for a job, anywhere in the world, from the local library. Whether its B2B transactions, B2C sales or simply a job search you are after, there are more opportunities than ever in the Internet economy.

And, these opportunities continue to expand at an exponential rate as more of the world goes online. As of June 2000, there were an estimated 332 million Internet users worldwide, up almost 80 percent from 1999, with the U.S. and Canada accounting for less than 50 percent of the online population. More people around the world

using the Internet means more potential customers for U.S. businesses. In the new digital economy, a U.S. company's customer base now includes anyone with Internet access.

#### U.S. SMALL BUSINESSES IN THE NEW DIGITAL ECONOMY

The growth in Internet and e-commerce use abroad has led to increased opportunities for U.S. companies, especially small and medium-sized businesses. As of this year, 61 percent of American small firms are connected to the Internet and 40 percent have their own websites. In 1998, only 400,000 small businesses (out of 7.5 million nationwide) were engaged in e-commerce, but by 2003 this number is expected to increase to nearly 2.8 million.

The ability to reach new buyers in markets around the globe simply by putting up a website means that small businesses are able to make sales without expending limited marketing resources. As Forrester Research recently concluded, thanks to the global reach of the Internet, a typical U.S. company can expect 30 percent of its web traffic to come from overseas, starting from the day its website goes live.

Creating a web page today, however, will not make you a successful exporter tomorrow. In fact, as it stands now, over half of international orders received by small businesses go unfilled. Despite the ease of finding buyers online, the average small company needs the most help in learning the ins and outs of exporting. The digital divide is not just between those who have IT capabilities and those who don't. It is also about those who know how to use e-commerce tools creatively and those who don't.

#### HOW THE DEPARTMENT OF COMMERCE CAN HELP

The U.S. Department of Commerce is poised—through a range of new e-tools and services and a comprehensive new international e-commerce outreach plan—to assist small companies in meeting the challenges of exporting.

In order to ensure comprehensive assistance, the International Trade Administration is launching a new global e-commerce outreach program—





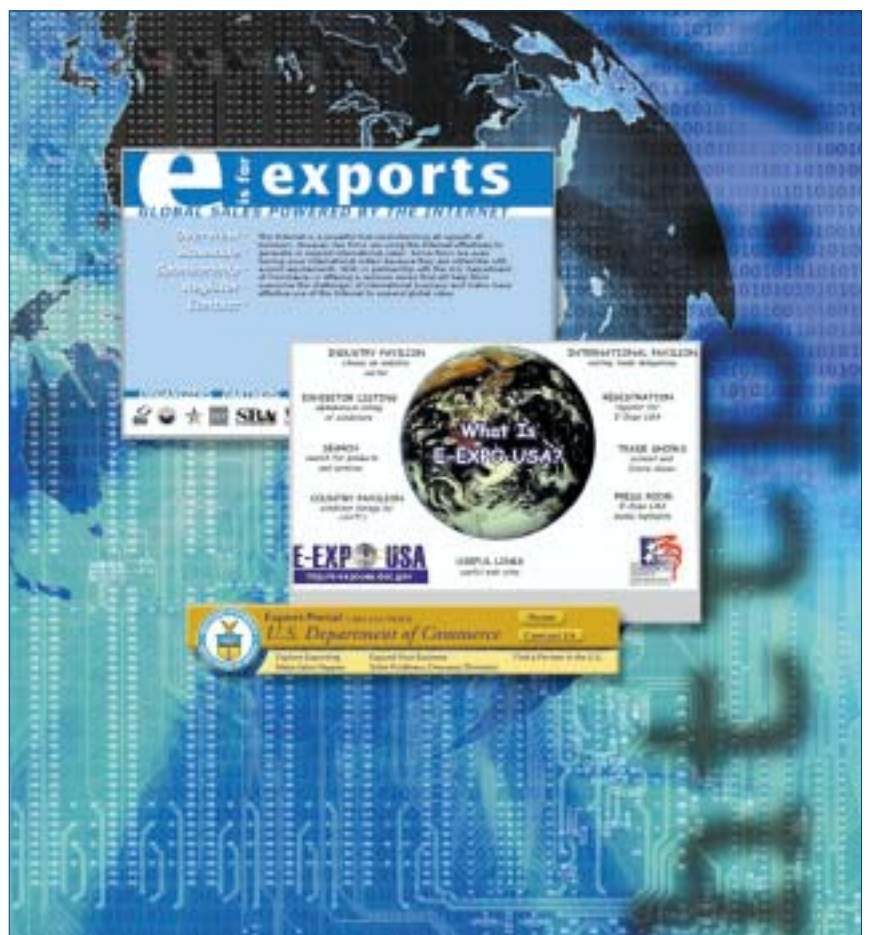
E-Exports: Connecting U.S. Businesses to the Global Digital Economy. Each of the three main components of our E-Exports program has the same goal: to increase opportunities for U.S. exporters.

#### BEGIN AT HOME

One of the main focuses of the Clinton Administration is to ensure that a larger percentage of Americans are included in the information revolution.

We are also working to make government a model for connectivity. At the Commerce Department, we totally revamped how we do things to use technology to connect U.S. businesses to the new digital economy. For example:

- We provide online tools and services designed to do everything from finding international partners to getting paid. For more information on the Commerce Department's IT services, see page 24; and
- We developed a comprehensive domestic outreach program that includes:
  - **Roundtables with Domestic IT Companies**—Informal policy discussions between members of both the public and private sectors designed to get U.S. industry input on Government's policies and programs;
  - **Domestic E-Exporting Seminars**—A 10-city seminar series, covering a complete range of e-exporting



topics for U.S. small and medium-sized businesses, including hands-on work with our e-tools and -services (For more information on the domestic e-exporting seminars, go to [www.export.gov](http://www.export.gov));

- **Domestic Seminars on Doing Business with China**—A 10-city seminar series each containing a video-conferencing component, geared towards bringing U.S. small

and medium-sized businesses face-to-face with Commercial Service officers based in Chinese cities.

#### WORK WITH EMERGING ECONOMIES

We are creating partnerships with emerging economies to share U.S. technology and experiences in the new economy. To this end, we have





developed a number of bilateral programs that increase cooperation between the public and private sectors to narrow the digital divide, promote e-commerce use and increase trade through the use of technology.

These bilateral programs include:

- Technical Assistance Programs to assist emerging economies with using IT applications to solve major policy issues—such as health care, disabled access, education, government procurement and the digital divide—and to improve the delivery of government services and fight corruption. For example, in Argentina, U.S. companies showcased U.S. technology that would enable governments to connect hospitals within the country and make government procurement processes more transparent.



- Small Business Seminars with U.S. high tech companies, providing training to emerging economies on using IT and the Internet to take advantage of the benefits of the digital economy. Special emphasis is placed on the legal, financial, customs and logistical issues, and the various tools, techniques and strategies for using the Internet and e-commerce to participate in the digital economy.

- Strategic Partners Conference to help small businesses around the world explore business opportunities, including dotcoms, venture capitalists and software developers.

- IT Management Planning Tool Seminar Missions to assist businesses—particularly small businesses—evaluate their technology needs and implement solutions (e.g., expanded IT usage) using interactive diagnostic software. For more information on the IT Tool, see page 8.

#### FOCUS ON THE POLICY ENVIRONMENT

We are working to foster the right policy environment by concentrating on keeping both the Internet and foreign markets open to private sector driven global growth. Some examples of our recent efforts are:

- E-Commerce Joint Statements promoting U.S. Government policy goals of private sector leadership, minimal

regulation, and investment driven by competition and market forces;

- Formal Policy Dialogues with other governments, including the EU, ASEAN, FTAA and APEC;

- Informal Policy Dialogues, including ongoing bilateral discussions; a videoconference series, bringing together government policy and industry experts on telecom, infotech, and e-commerce issues; and orientation visits in the U.S. that focus on policy and technology issues ranging from telecom deregulation to e-government to e-banking.

The bottom line in all of this is that the U.S. Department of Commerce is dedicated to working to link you into opportunities around the globe through our international network of commercial specialists and through the use of new IT products, services and programs. We, at the Department of Commerce, are working to guarantee that every exporter gets the support that they need as they take on the challenge of global business. ■

To follow up on any of these products and services, please contact the Trade Information Center at Tel: (800) USA-TRADE or visit your local Export Assistance Center—contact information is available on [www.trade.gov](http://www.trade.gov).

# ITA'S TOOLS & PROGRAMS



As part of our E-Exports program, Commerce is sponsoring approximately 20 seminars around the country to highlight the e-tools and e-services available to small business exporters. Our focus is on delivering desktop access to the international marketplace, though electronic tools and services focused on helping you find international partners, verify buyer credibility, ship and insure products, and receive payment.

As the Administration lead in promoting the development of e-commerce and the new economy, the U.S. Department of Commerce has initiated a number of new products and services designed to use IT to assist U.S. exporters.

## WWW.EXPORT.GOV

First of all, we have created an export portal—at [www.export.gov](http://www.export.gov)—that enables the small exporter to easily access Commerce information related to trade with only a couple of clicks. We plan to have a government-wide export portal, including all U.S. Government information dedicated to helping U.S. exporters, live on the Internet soon.

## THE INFORMATION TECHNOLOGY MANAGEMENT TOOL

The e-commerce challenge—and potential—for small businesses is enormous. Small businesses are beginning to integrate information technology into their operations, using it to become more efficient, improve service delivery and explore new markets. By 2002, small businesses are expected to more than double the \$39 billion spent on IT in 1998. Expanded use of IT is critical to remaining competitive in today's global economy. IT investment has boosted productivity, created employment and spurred economic growth. Yet despite the obvious benefits, many small companies have not yet carefully examined their IT infrastructure.

Developed by the Trade Development unit of the International Trade Administration, the IT Tool is a self-guided, step-by-step assessment of a company's IT use. The IT Tool also helps the company plan for additional IT investments to improve their business operations, and in turn, take full advantage of the e-commerce revolution. The IT Tool is contained on a CD-ROM, which also includes a video on the benefits of information technology, a user's manual and

informational Internet links. The CD-ROM loads automatically when inserted in a PC drive.

The IT Tool has four interactive phases that guide the company manager through the evaluation process:

- Phase 1 links the company's missions, goals and core functions in a priority ranking;
- Phase 2 creates an inventory of existing IT systems and links them to the company's core functions;
- Phase 3 assesses a company's Internet and e-commerce readiness - and provides e-business solutions; and
- Phase 4 offers a cost-benefit analysis for business managers to estimate the resources required for new IT projects.

We have begun test marketing the IT Tool in a number of locations in the U.S., Asia, Latin America and Africa, and are working with foreign governments, trade associations, and U.S. companies to identify the best outreach sites. For more information about the IT Tool, please contact the Office of Information Technology at Tel: (202) 482-0571 or Email: [ExportIT@ita.doc.gov](mailto:ExportIT@ita.doc.gov)

## FOREIGN LANGUAGE WEBSITES

We have also added another element to our web services. In key markets worldwide, the Commercial Service will now set-up and maintain websites in the language of the local market for U.S. businesses. This will assist companies in finding buyers abroad. It is much easier to find a small foreign buyer who does not speak English if your website is their language.

## E-EXPOUSA

Our virtual trade show, E-ExpoUSA ([www.e-expousa.doc.gov](http://www.e-expousa.doc.gov)), brings U.S. sellers and overseas buyers together online.

Launched in October 1998, the website now features over 50 exhibitors from more than 50 industry sectors. The site is available online 24 hours a day, 7 days a week, 365 days a year.

Better yet, the site offers companies a virtual booth that contains company overviews, hot links to companies' websites, the ability for companies to put up as many as 5 products

and services complete with pictures and logos. Video and sound are possible, as well. The site will also track and display any trade leads generated for companies online.

[For more information on E-ExpoUSA, see the January 2000 issue of Export America.]

## WEBCASTS

The Department of Commerce is building a library of webcasts, located on [www.trade.gov](http://www.trade.gov), covering a wide-range of export related topics. The purpose of these webcasts is to provide U.S. companies with a constant source of practical export advice accessible 24 hours a day. The following is a list of some of the topics found in our database of webcasts:

- E-Commerce Fundamentals for Small Business
- Understanding E-Commerce: Strategic Fundamentals for Small Business and Exporters
- Approaching the Dragon: Doing Business in China
- Export Secrets: Learn from the Experts
- Internet, E-Commerce and Wireless Technology: Business Opportunities in Korea.

## VIDEOCONFERENCING SERVICES

Our Video Conferencing Services link U.S. companies with market experts and potential partners without having to step outside the United States. Video Conferencing is quickly becoming a mainstream business communications tool. The advantages of this service are obvious—with a videoconference there is no jet lag, tired feet, bad food or wallet draining travel costs. We are currently offering two main video conferencing services.

- First, our Video Market Briefing provides key business intelligence to companies prior to formal market entry. After deciding with their local trade specialist what specific questions they need answered, our overseas office researches the issues for the company.

Then a follow-up conference is arranged with local industry professionals who provide valuable information such as identifying key competitors, the regulatory environment, local distribution channels or market demographics.

- Second, the Video Gold Key Service allows you to conduct all or some of these meetings via videoconference. It is designed to help an U.S. company save time and money by initially screening potential partners face-to-face before they ever step on a plane.

## E-SUCCESSSES

With these e-tools and services, we are providing our clients business solutions to compete and win in a new global digital business environment. And, we have seen some good results.

Take Monk Consulting out of Atlanta, Georgia, for example. Monk is a small firm that acts as agents for U.S. industrial suppliers. As a result of their Video Gold Key, Monk made a \$15,000 sale of replacement truck parts to a South African firm.

Weave Corp in Hackensack, New Jersey is another good example. Weave Corp participated “virtually” in Japantex 2000, with the help of E-ExpoUSA online trade show. Weaves’ “virtual” booth was viewed by more than 80 visitors during the show, and the company received nine sample orders in the following week alone. Roger Berkeley, President of Weave Corp., refers to the experience as “a great aid—a great boon” for their company.

Finally, at the first ever Virtual Matchmaker, Paul Cairnie, President and CEO of World Franchise Solutions, a New York City based company, reported finding a match and signing a master franchiser. Cairnie had nothing but good things to say about the Virtual Matchmaker experience: “What is truly remarkable is that World Franchise Solutions did not fly thousands of miles around the world, through 18 time zones, nor incur hotel and related expense, nor lose any time away from business in the United States, but simply spent \$3 travelling to the local Department of Commerce office [in order to make this sale].”

Customers from all over the United States are using Commerce e-tools and –services, and are finding out just how much time and money they can save through the use of information technology. ■

# UPCOMING TRADE EVENTS

NOVEMBER 2000-SEPTEMBER 2001

DATES	EVENT	LOCATION
Feb. 4–11, 2001	MEDICAL DEVICE TRADE MISSION The Office of Microelectronics, Medical Equipment and Instrumentation is leading a medical device trade mission for U.S. firms interested in entering the Indian market. The mission will focus on opportunities for high-technology medical and dental devices, plus related supplies and laboratory products.	New Delhi, Chennai, and Mumbai, India
Feb. 6–9, 2001	EXPO COMM MEXICO 2001 EXPO COMM MEXICO is one of the largest telecommunications equipment events in Mexico.	Mexico City, Mexico
Feb. 20–23, 2001	WOODMACH CHINA 2001 WOODMACH CHINA 2001 will feature the wood products and furniture industries.	Shanghai, China
Feb. 21–25, 2001	BIT 2001 BIT is the most important tourism show in Italy and one of the most important shows in Europe. The U.S. pavilion at BIT is organized by the Italian Visit USA Committee and the U.S. & Foreign Commercial Service in Milan. In 1999, 35,000 professionals and 66,000 general visitors attended BIT. Total exhibitors were 5,322, of which only 55 were U.S. companies.	Milan, Italy
March 3–7, 2001	ITB BERLIN 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 6–9, 2001	GUADALAJARA GOLD 2001 GUADALAJARA GOLD 2001 is a trade mission for U.S. firms seeking agents, representatives and distributors in northwest Mexico.	Guadalajara, Mexico
March 6–9, 2001	EXPO COMM VENEZUELA EXPO COMM VENEZUELA will focus on the information technology and telecommunications industry.	Caracas, Venezuela
March 14–17 2001	TAU EXPO 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. By participating in TAU EXPO, small and medium-sized new-to-market U.S. companies are introduced to top Italian distributors and business partners, and stand an excellent chance of benefiting from the opportunities offered by the Italian and surrounding markets.	Milan, Italy
March 14–18 2001	WORLDBEX 2001 At Worldbex 2000, the U.S. & Foreign Commercial Service will offer a full package of services, including one-on-one appointments, industry briefings, a U.S. business lounge and an ambassadorial reception. Last year's show was a big success, generating over 4,000 trade leads for U.S. exhibitors.	Manila, Philippines
March 19–23 2001	IDEX 2001 IDEX 2001 is a very important defense industry event for the Middle East region.	Abu Dhabi, United Arab Emirates

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**HIGHLIGHTED EVENTS****AGRICULTURAL EQUIPMENT HIGHLIGHT OF AGRI-TRADE 2000****RED DEER, ALBERTA  
NOVEMBER 8-11, 2000**

The U.S. and Foreign Commercial Service in Calgary is offering its Gold Key Service, as well as a catalog presentation and virtual trade show, at Agri-Trade 2000, Canada's premier trade event for agricultural machinery and equipment. The 1999 show boasted attendance figures of over 80,000 during its four-day run.

The Commercial Service's catalog presentations are a convenient and affordable way for American companies to gain market exposure by having their product literature distributed by trade specialists at the Department of Commerce's booth. The virtual trade show includes distribution of product literature as well as a presence on the Internet exhibition site E-Expousa. The Gold Key Service offers U.S. companies attending the show appointments with pre-screened contacts whose business objectives match their own. For further information on Agri-Trade 2000 and the services offered by the U.S. Commercial Service, contact Crystal Roberts, commercial specialist, U.S. Consulate, Calgary at Tel: (403) 265-2116; Fax: (403)-266-4743 or Email: Crystal.Roberts@mail.doc.gov.

**ITALIAN FRANCHISING EXHIBITION****MILAN, ITALY  
NOVEMBER 10-13, 2000**

Italy is one of the world's fastest growing franchising markets. U.S. businesses will have the chance to take advantage of this market by participating in the U.S. Pavilion at the 15th Italian Franchising Exhibition. The U.S. Pavilion is organized by the Commercial Service Office at the U.S. Consulate in Milan, in cooperation with MFV Expositions and the International Franchising Association.

The Milan event is Italy's largest, and Europe's second largest, franchising show. The 1999 show featured 250 exhibitors and 20,500 qualified visitors. Foreign visitors from 70 countries attended. The U.S. Pavilion hosted 16 franchisors in 1999, who had 245 pre-scheduled appointments with 128 Italian firms and private investors.

For information about participating in the 2000 show, contact Maria Andrews, principal commercial officer, or Piera Gattinoni, commercial specialist at Tel: (39 02)-659-2260 or Email: Piera.Gattinoni@mail.doc.gov.

<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
March 20–23 2001	MANUTENTION 2001 MANUTENTION 2001 will focus on the machine tools and metalworking industry.	Paris, France
March 25– April 8, 2001	AUTOMOTIVE TRADE MISSION TO ASEAN 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.	Thailand, Malaysia, Indonesia, and the Philippines
March 26–27 2001	VISIT USA 2001 The travel and tourism industry will be the focus of VISIT USA 2001.	São Paulo, Brazil
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 brand new business center for six months.	Manila, Philippines
April 3–5, 2001	REPCOM MONTERREY 2001 REPCOM MONTERREY 2001 is an exhibition of U.S. firms seeking agents, representatives, distributors, licensees and franchisees in northern Mexico.	Monterrey, Mexico
May 2–6, 2001	AUTOMOTOR AUTOMOTOR is the most important show in Italy and one of the largest in Europe devoted to automotive components, spare parts, accessories and related products. Italy has one of the oldest circulating auto fleets in Europe and its auto density is reportedly the highest in the world. The recently introduced higher frequency of periodic compulsory motor vehicle inspections is expected to boost sales in Italy of both spare parts and accessories. U.S. producers who have pioneered the development and expansion of high quality products, safety applications and environmentally friendly features should take advantage of the increased interest in new and innovative automotive products.	Turin, Italy
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, analysis technology and measuring systems. Envitec takes place every three years. In 1998, Envitec attracted over 1,354 exhibitors from 29 countries and 50,200 visitors from 33 nations.	Düsseldorf, Germany
Sept. 13–16, 2001	EXPOPHARM EXPOPHARM is the only major pharmaceutical industry event in Europe. The annual trade event counted over 500 exhibitors and roughly 20,000 strictly trade-only visitors in 1998. Products on display include pharmaceutical equipment, products and services, homecare products, diagnostic, cosmetics, pharmacy furnishings and equipment, and computer hardware and software for pharmacies.	Munich, Germany

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**U.S.- KOREA HEALTH CARE VIRTUAL EXPO****NOVEMBER 30, 2000-2001**

The Commercial Service Korea will host a virtual expo for health product exporters or importers into Korea. In cooperation with E-Expo USA team, the show site will be up and running on <http://e-expousa.doc.gov> from November 30, 2000, for firms to register and to receive an online presence for one year. There is a participation fee of \$500 per exhibitor.

The show site will feature both U.S. health product exporters interested in the Korean market and Korean importers looking for American suppliers in the areas of pharmaceuticals, medical devices, biotechnology and health food. CS Korea will provide translation into Korean of company literature for U.S. exhibitors. The show will be featured in newsletters of Korean health industry organizations, so that U.S. exhibitors gain the widest exposure to their Korean counterparts. For information, contact Young Kim, Korea industry specialist, at Tel: (822) 397-4505; Fax: (822) 739-1628 or Email: Young.Kim@mail.doc.gov.

**AMERICAN PRODUCT LITERATURE CENTER AT ASEAN COMMUNICATIONS EXHIBITION****KUALA LUMPUR, MALAYSIA  
OCTOBER 31-NOVEMBER 3, 2000**

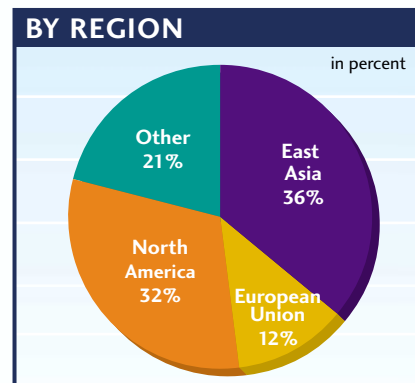
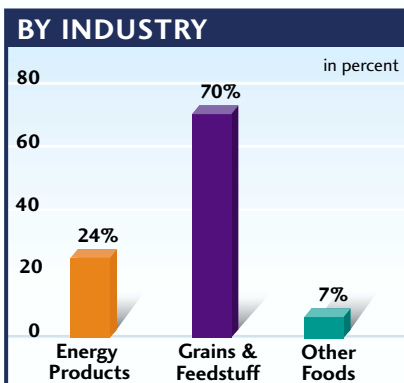
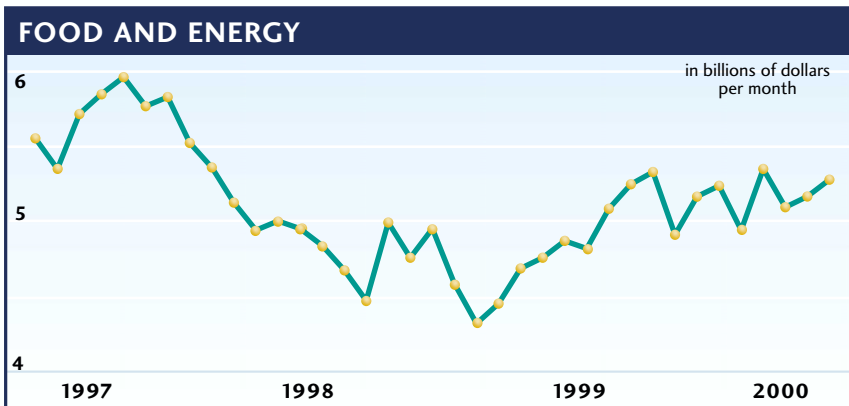
The Commercial Service will be having an American Product Literature Center (APLC) during the ASEAN Communications and Multimedia 2000 Exhibition at the MINES Exhibition Center in Kuala Lumpur. The show will be the premier showcase for service and solution providers wishing to capitalize on the converging world of information and communication technology and the broadcasting industry.

U.S. businesses with a limited budget will find that the product literature center can be a cost-effective expansion and marketing method to reach the Southeast Asian market. And this regional show, with its high market penetration, will be sure to garner results. The APLC is a catalog show: participants' product literature will be displayed and any interest captured will be forwarded shortly after the show concludes. Participating businesses will also get to have their literature displayed, at no additional cost, at the Commercial Service's American Trade Information Center in Kuala Lumpur for one year.

There is a \$400 fee for participation in the product literature center. Participants will also have to send at least 20 sets of their product literature, along with detailed information for inclusion in the APLC directory. For information, contact Tracy Yeoh, commercial specialist, at Tel: (603) 2168-5089 or Fax: (603)-242-1866.

## FOOD AND ENERGY

Advances in June exports of commodities such as animal feeds and nuclear fuel materials more than offset declines in shipments abroad of other items in this category, including corn and miscellaneous petroleum products.



## MATERIALS

The second consecutive monthly increase in overseas sales of materials was led by non-monetary gold and other precious metals, manmade cloth, pulpwood and wood pulp, and selected chemicals. The relatively few items experiencing declines included raw cotton and hides and skins.

Monthly data are seasonally adjusted.

Product categories (except for services) are based on end-use classification.

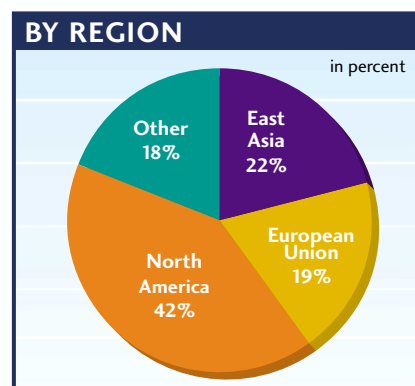
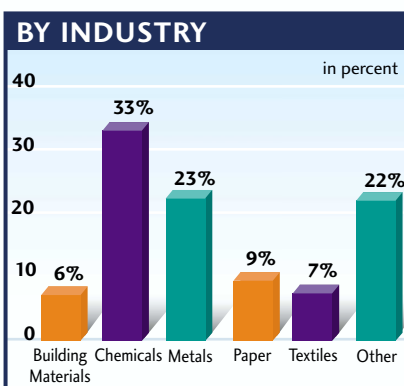
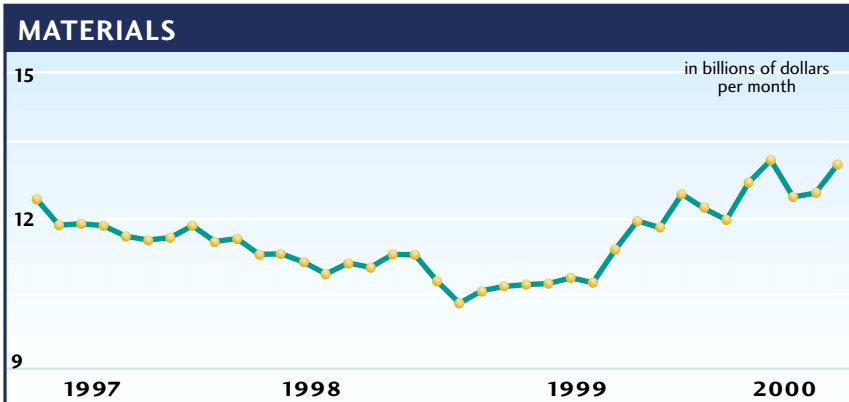
North America: Canada and Mexico.

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.

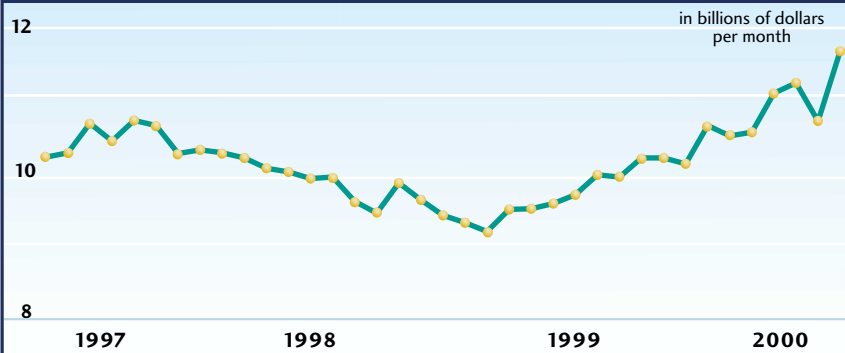
The chart showing exports of services by region is based on data for calendar year 1999. Other charts showing product mix and geographic destination are based on data for the 12 months ending with June 2000.

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





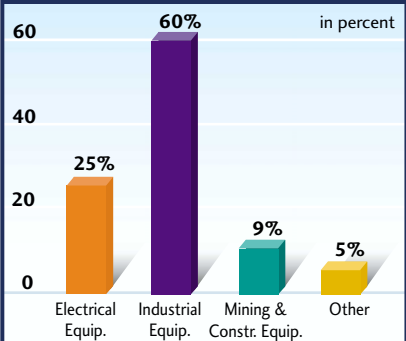
### MACHINERY



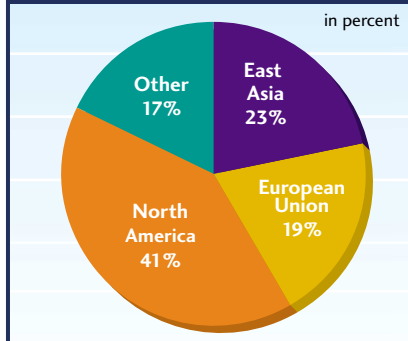
### MACHINERY

Reversing the previous month's performance, June exports of machinery advanced strongly. Major gainers included electric apparatus; industrial engines; measuring, testing, and control instruments; and miscellaneous industrial machines.

### BY INDUSTRY



### BY REGION



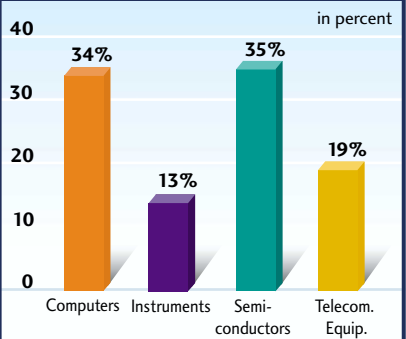
### ELECTRONICS & INSTRUMENTS



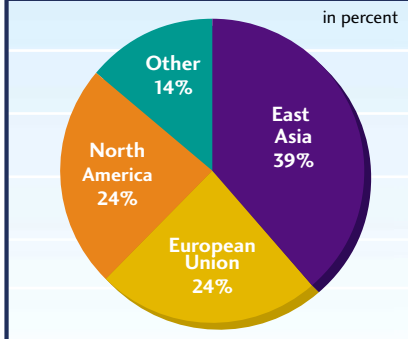
### ELECTRONICS & INSTRUMENTS

Foreign sales of electronics and instruments also rebounded sharply in June, reaching an all-time monthly high. The advance was led by computers and accessories, semiconductors, and medical equipment. Exports of telecommunications equipment expanded for the fourth straight month.

### BY INDUSTRY



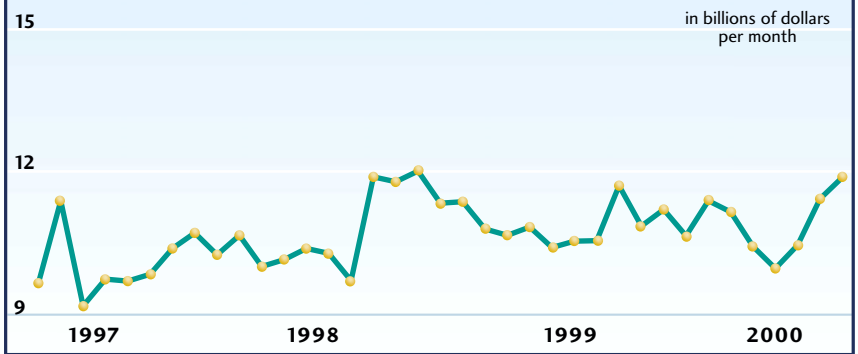
### BY REGION



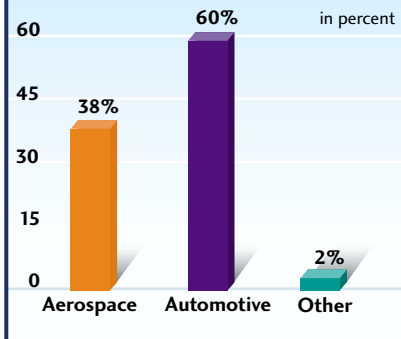
### TRANSPORTATION EQUIPMENT (CIVILIAN)

For the third consecutive month, shipments abroad of civilian transportation equipment increased. A large jump in foreign sales of automotive products was primarily responsible, but exports of railway transportation equipment also advanced. Civilian aircraft sales retreated modestly.

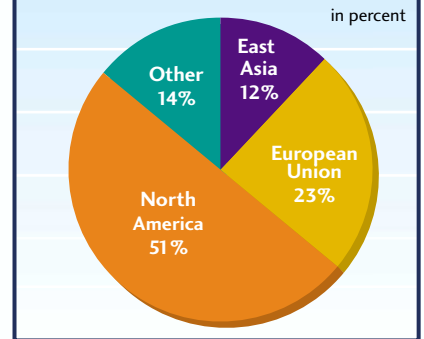
### TRANSPORTATION EQUIPMENT



### BY INDUSTRY



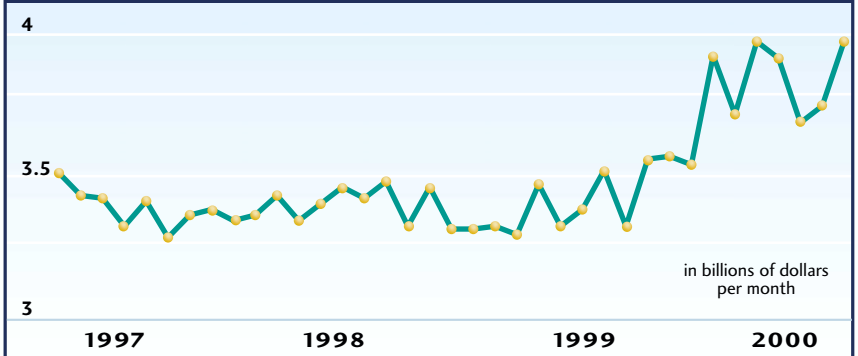
### BY REGION



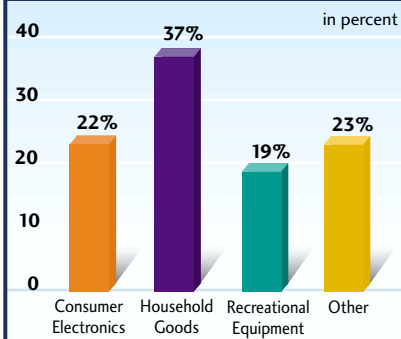
### CONSUMER DURABLES

Increased foreign sales of household appliances, consumer electronics, and artwork, antiques and stamps led the gains in shipments abroad of consumer durables. A falloff in exports of gem diamonds was an exception to the upward trend.

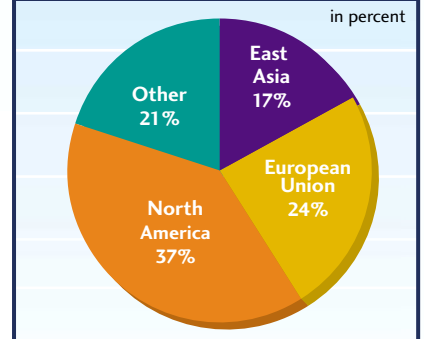
### CONSUMER DURABLES



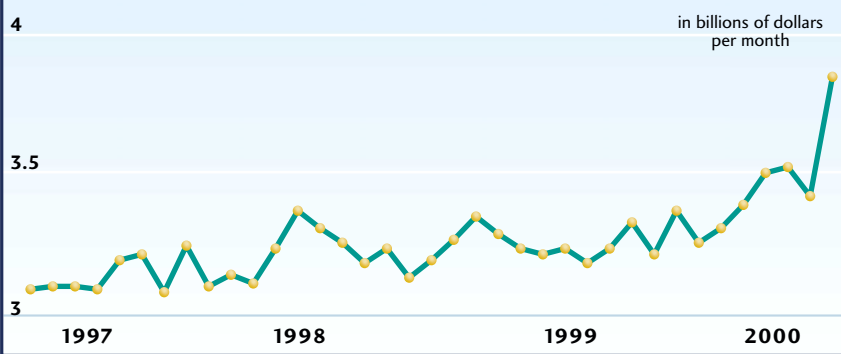
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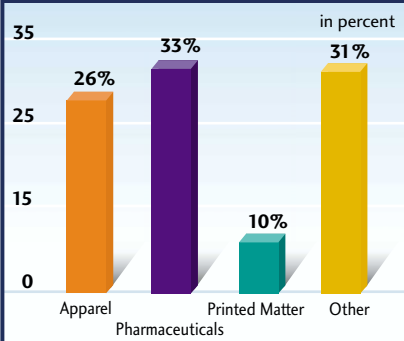
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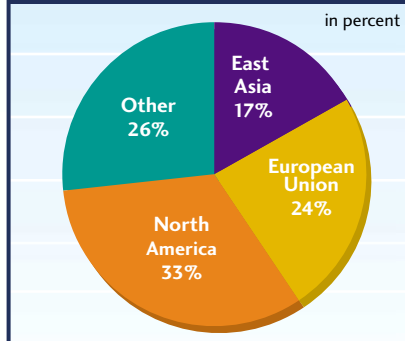
### CONSUMER NONDURABLES



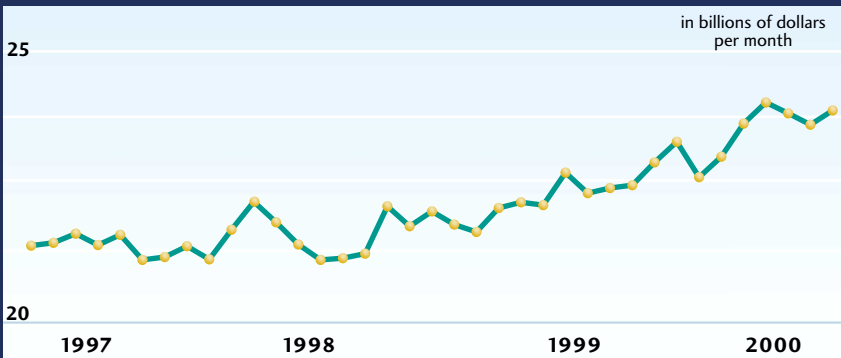
### BY INDUSTRY



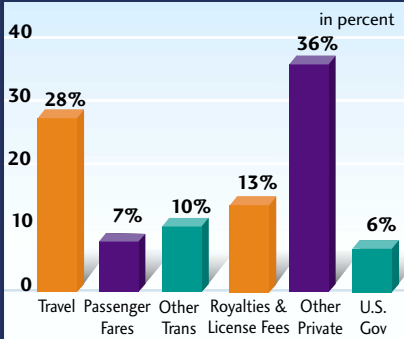
### BY REGION



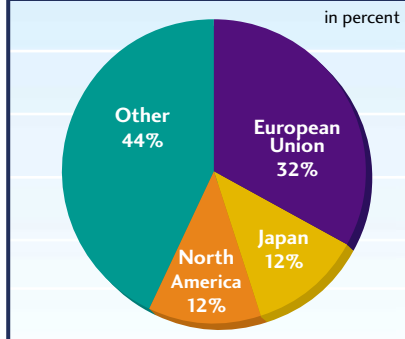
### SERVICES



### BY INDUSTRY



### BY REGION



### CONSUMER NONDURABLES

The dramatic rebound in shipments abroad of consumer nondurables was led by a sharp increase in sales of pharmaceuticals (up by almost 24 percent). Expanded apparel exports were also a notable development.

### SERVICES

The June recovery in services exports (receipts from foreign users of U.S. services) was reflected in increased receipts for travel, passenger fares, and other transportation. Exports of other private services, primarily professional services, were essentially unchanged.

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 USDA'S AGRICULTURAL TRADE OFFICES

## AN EXPORTER'S LIFELINE

by Maureen Quinn

*Foreign Agricultural Service, U.S. Department of Agriculture*

American agriculture is heavily reliant on overseas markets, generally ranking among the top six U.S. industry groups in export sales, and accounting for about 7 percent of the nation's total goods exports by value. In fact, foreign markets now take about one-fifth of U.S. farm production. The United States is the

world's largest exporter of agricultural products and did 18 percent of global farm trade last year. With yearly exports close to \$50 billion, trade is vital to our food and agricultural sector, but the global market for these products has never been more competitive.

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) works with the private sector to improve foreign market access for U.S. products. FAS operates programs designed to build new markets and improve the competitive

position of U.S. agriculture in the global marketplace. FAS bears the primary responsibility for the USDA's overseas activities—market development, international trade agreements and negotiations, and the collection and analysis of statistics and market information. The agency also administers the USDA's export credit guarantee and food aid programs, and helps increase income and food availability in developing nations by mobilizing expertise for agriculturally led economic growth.

FAS supports U.S. agricultural interests through its network of agricultural counselors, attachés and trade officers stationed abroad, and its analysts, marketing specialists, negotiators and related specialists in Washington, D.C.

One excellent example of the kinds of services FAS provides for U.S. food and agricultural exporters is the agency's Agricultural Trade Offices (ATOs) located in 12 key markets from Japan to Mexico. Since the early 1980s, Agricultural Trade Offices have been on the front line of foreign trade, serving as the U.S. exporter's advocate abroad. These offices are based in regions that have a strategic marketing advantage for U.S. agricultural exporters.



Photo courtesy of the Foreign Agriculture Service

Dried chili peppers are displayed at an open air market in Mexico City.

## WORKING TO GAIN A FOOTHOLD FOR AGRICULTURAL EXPORTERS

Today, ATOs work hand-in-glove with FAS' agricultural affairs officers, who are located in American embassies around the world. The trade offices specialize in promoting U.S. agricultural products and helping U.S. exporters gain a foothold in new markets.

ATOs differ from country to country. A lot depends on the availability of local information and the kind of services needed by importers, buyers and exporters located back in the United States. In general, ATOs can help exporters decide whether to enter a specific market. They can also demystify a country's import procedures and protocols so they can get products safely through customs.

ATOs provide virtually every kind of information an exporter could want in order to market products overseas. They build relationships with agricultural officials, importers and buyers and pass what they learn on to U.S. exporters. They also report on sales opportunities, local food import laws, labeling requirements, standards and food additive regulations.

Special reports highlight U.S. food and other agricultural products that are



Photo courtesy of the Foreign Agriculture Service

An Indonesian youngster bites into a Washington State apple.

ATOs can provide contacts and arrange introductory meetings for firms that have a product to sell overseas, but need help reaching the right people to tell about it. The trade offices maintain lists of local companies interested in buying or promoting U.S. products, so staff members can arrange introductory meetings. They can also arrange for translators and other assistance to

Brazil was the largest export market for U.S. pears.

Many ATOs coordinate a U.S. pavilion at important food and beverage trade shows, and brief U.S. exhibitors in advance on the market situation. They can also get items such as banners and promotional materials produced in the language of potential customers.

## “AGRICULTURAL TRADE OFFICES CAN PROVIDE INFORMATION TO HELP AVERT POTENTIAL IMPORT PROBLEMS AND CAN OFFER WARNINGS ABOUT SITUATIONS THAT HAVE HURT COMPANIES IN THE PAST.”

considered especially well-suited to the region. These reports provide an excellent overview of markets for a given product or sector of products. Details on demand, distribution and labeling restrictions are included. The reports are distributed at trade shows and seminars, and also via fax and email. They also are published on the websites of the ATO ([www.fas.usda.gov/info/factsheets/ato.html](http://www.fas.usda.gov/info/factsheets/ato.html)) and the FAS ([www.das.usda.gov](http://www.das.usda.gov)).

help U.S. exporters communicate with prospective clients.

## MARKETING U.S. AGRICULTURAL PRODUCTS

Marketing is what ATOs do best. For instance, in 1990 when USA Pear, the American pear promotion board, made its first visit to São Paulo, Brazil, the trade office there supported its initial market evaluations. A few years later,

In addition, the FAS provides funding through its Market Access Program to help U.S. trade groups attend these events and also to conduct a wide variety of other market promotion activities on a cost-share basis.

Sometimes ATOs undertake promotions for U.S. agricultural products that don't require an exporter's presence on site. For example, ATOs may conduct in-store supermarket promotions

## A MONTHLY RESOURCE FOR THE AGRICULTURAL EXPORTER

U.S. businesses looking to begin, or expand, exporting agricultural goods or services will want to take a look at the Foreign Agricultural Service's monthly magazine, *AgExporter*. Each issue of the magazine provides tips on exporting, descriptions of markets with the greatest sales potential, and information on export assistance available from the U.S. Department of Agriculture.

Readers of *AgExporter* not only get access to facts about the current state of U.S. agricultural exports, but a look at the longer-term trends that will affect the marketing and sales of U.S. agricultural products abroad. Recent issues of *AgExporter*, for example, have included such topics as fruit exports to New Zealand, the Japanese market for soft drinks and a look at how long-term trends in population growth are expected to affect sales of food products over the next 50 years.

Subscriptions to *AgExporter* are available from the National Technical Information Service for \$59 per year. To order, call NTIS at Tel: (800) 553-6847 and ask for item no. SUB9737LJX. Articles published in *AgExporter* are also available on the website of the Foreign Agricultural Service, FAS Online, at ([www.fas.usda.gov](http://www.fas.usda.gov)).

with free samples, to get shoppers tasting U.S. flavors and to encourage purchases right on the spot. The offices also bring companies together by organizing trade missions to locate importers and distributors. This service is particularly important for small and medium-sized companies.

### HELPING TO AVOID MIS-STEPS

ATO's can provide information to help avert potential import problems, and can offer warnings about situations that have hurt companies in the past. While they cannot anticipate all the problems exporters might encounter, they keep abreast of ways to sidestep trouble and can help when things go wrong. For example, if an exporter's shipment is denied entry into a foreign country, the local ATO may be able to assist, particularly if the matter concerns import regulations—such as duties or quotas—or technical standards, such as those regarding product ingredients, spoilage or export certification requirements.

In some cases, clearance problems are just a misunderstanding. This happened when an American restaurant entered the Saudi market three years ago. After a few months, the company faced serious difficulties importing rootbeer from the United States. Alcohol is strictly forbidden in the kingdom and Saudi customs officials did not like the word beer appearing on the product label. Because of this, 3,000 cases of rootbeer consigned to a restaurant were held up in Dammam for six months. During this time, the restaurant had tried to clear the shipment, but to no avail. Once alerted to the problem, the ATO contacted the Saudi Ministry of Commerce, explained the situation, and managed to get the rootbeer shipment released. The Saudi authorities agreed to allow the word beer—as long as it appears after the word root.

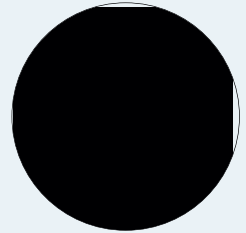
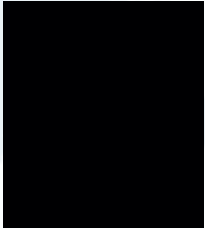
The Agricultural Trade Offices are a vital link in the comprehensive network

of services provided by the Foreign Agricultural Service to help U.S. companies build their current markets and venture into new ones. The ATOs conduct a wide range of program and policy initiatives that include trade policy efforts to resolve specific access issues with other countries, broad-based multilateral negotiations, market development partnerships, trade data, information on consumer preferences, foreign buyer lists, export readiness programs, trade show coordination, export credit guarantees, export counseling, market research and more. ■

For additional information on the Foreign Agricultural Service and its programs for exporters, visit the agency's website ([www.fas.usda.gov](http://www.fas.usda.gov)). The FAS also publishes a monthly magazine for food and agricultural exporters, *AgExporter*. Subscriptions are available through the Superintendent of Documents, at Tel: (202) 512-1800.

# E-COMMERCE TRADE MISSION TO EUROPE

UNITED KINGDOM • GERMANY • SCANDINAVIA  
FEB. 26-MAR. 2, 2001



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The Software & Information Industry Association (SIIA) and  
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**Registration deadline: December 15, 2000.**

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