



EXPORT NEWS

A newsletter of the
U.S. Export Assistance Center
Houston, Texas

August/September 2008

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ECOPETROL SUPPLIER SHOWROOM 2008

Marriott West Loop, Houston
September 23

Colombia's national oil company, Ecopetrol will host a seminar about how Houston companies can enter their supplier pipeline for upcoming projects in the following areas:

- **Engineering/Procurement/Construction**
- **Oil Services**
- **Drilling Equipment**
- **Liquid Transportation tug services**
- **Oil Pipeline Transportation**
- **Operational Maintenance**
- **Consulting**
- **Chemicals**
- **Rotating Equipment**

One-on-one private meetings with Ecopetrol officials will be available on a first-come/first-serve basis on-site. Cost: free. To register, please see <http://www.buyusa.gov/houston/ecopetrolevent.html> or contact Duaine Priestley at Duaine.priestley@mail.doc.gov or 713-209-3105.

CIPEE HOUSTON DELEGATION

Dongying, Shandong Province, China
November 12-14

Travel with the U.S. Commercial Service-Houston and the International Trade Center-Houston to Dongying, Shandong Province where you will have your own half-booth at the show. A market briefing in Beijing will also be arranged. For details, see www.buyusa.gov/houston or contact Brendan Kelly at Bkelly@mail.doc.gov or 713-209-3113.

To learn more about opportunities in China, attend the breakfast program, **China's Oil and Gas Sector: A Roundtable Discussion on China's Market and Growth**, Fri., Sept. 5 (See page 5).

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The U.S. Export Assistance Center is ...

part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). We promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses compete and win in the global marketplace. See www.export.gov/cs.



HOW TO INCREASE YOUR EXPORTS TO AFRICA

Houston
September 11

Discover how the Export-Import Bank of the U.S. can enable you to enter new foreign markets, increase sales in existing ones, worry less about getting paid, safely extend credit, access important trade research, improve your cash flow, and take advantage of the historic low dollar. Learn how Ex-Im's products and services can help you export to Africa with confidence. Cost: \$39. To register, www.exim.gov/news/seminars/index.html.



MANDATORY ELECTRONIC SED FILING, EFFECTIVE JULY 2

The U.S. Census Bureau has issued the final rule, which requires mandatory filing of export information through the Automated Export System (AES) or through the AESDirect for all shipments where a Shipper's Export Declaration (SED) is required. There will be a 90-day implementation period, ending September 30. For details on this important rule, see: <http://www.census.gov/foreign-trade/aes/mandatory/index.html>.

RECENT TREASURY SANCTIONS

- Zimbabwean Parastatals
- Revolutionary Armed Forces of Colombia (FARC)
- Burmese State-Owned Enterprises

For a complete list of the individuals, entities & details of those designated, see: <http://www.treasury.gov/offices/enforcement/ofac/actions/>

GLOBAL ENTRY PROGRAM

The U.S. Customs and Border Protection recently

implemented a processing system to allow frequent international air travelers expedited entry into the U.S. Pre-approved, pre-screened travelers will be able to utilize automated kiosks in selected U.S. airports, including Houston IAH, to easily enter the country. See: www.globalentry.gov.

**QUICKTAKE EXPANDS EXPORTS TO EUROPE**

QuickTake (QT) is a fast, Europe-wide, coordinated counseling service for qualified American companies. For \$750, up to 28 market specialists at U.S. Embassies in Europe who monitor priority industry sectors will give you, within 15 business days, a concise report covering your product's current demand, future demand, competition, standards, partners, next steps and more. The QT service is available for eight sectors, including **Automotive, Aviation, Energy, Environment, Franchising, Healthcare, IT & Security**. For more information on this service, please visit <https://www.buyusa.gov/quicktake/register.html> or contact Paul Kullman at paul.kullman@mail.doc.gov or Ira Bel at ira.bel@mail.doc.gov

ON-LINE RESOURCES**Intellectual Property Rights (IPR):**

Complete a needs assessment, learn about the different types of IPR, understand the process and benefits of acquiring and protecting your IPR, and discover resources to help you enforce your IPR. Go to www.stopfakes.gov and click on SME IP Training Tutorial.



Anti-Boycott Compliance Training: The antiboycott training module is the latest in a series which includes the basics of U.S. dual-use export controls and deemed exports. See: <http://www.bis.doc.gov/seminarsandtraining/seminar-tr.htm17>.

China Pulse:

Monthly CS publication on events, statistics, and more! Visit: <http://www.buyusa.gov/china/en/landingpage.html>

MARKET OF THE MONTH: KENYA

Kenya is the most developed economy in Eastern Africa. With a nominal 2007 gross domestic product (GDP) of US\$29.3 billion, it is also the economic, commercial and logistical hub of the entire region. Kenya's estimated population is 37,953,838.



The country features an extensive infrastructure, a strong entrepreneurial tradition, and a population that is extraordinarily well educated, English-speaking and multi-lingual. Kenya's strengths include its human resources, natural assets and strategic location.

Nairobi, the capital of Kenya, is the undisputed transportation hub of Eastern and Central Africa, as well as the largest city between Cairo and Johannesburg. The Port of Mombasa is the most important deep water port in the region, supplying the shipping needs of more than a dozen countries, despite stubborn deficiencies in equipment and inefficiency.

Given excellent business and political relations between Kenya and the U.S., there are significant commercial opportunities for U.S. firms. The principles of customary business courtesy, especially replying promptly to requests for price quotations and orders, are a prerequisite for exporting success.

Best Prospects for U.S. Goods & Services:

- ◆ Telecommunications Equipment
- ◆ Agricultural Machinery and Equipment
- ◆ Computers and Peripherals
- ◆ Construction Equipment
- ◆ Aircraft and Aircraft Parts
- ◆ Agricultural Chemicals
- ◆ Educational Services
- ◆ Medical Equipment
- ◆ Cosmetics
- ◆ Electrical Power Systems

For more information, see: http://www.export.gov/articles/marketofmonth/mom_kenya.asp.

INDIA BUSINESS CENTER LAUNCH

To take advantage of emerging market opportunities and the fast-growing purchasing power of India's middle class, see the new CS-sponsored India Business Center on the web at www.export.gov/india.

FORMER ENERGY INDUSTRY SPECIALIST FROM CS VENEZUELA SEEKING POSITION IN HOUSTON

Extensive oil/gas industry experience and educated in U.S. For contact details, email/call our office.

CS HOUSTON BUSINESS SERVICE DIRECTORY

Market your products and services to local businesses as well as foreign companies by subscribing to the CS Houston *Business Service Provider Directory*. As a member, your company profile will be seen by U.S. exporters, international buyers, and clients of the U.S. Department of Commerce Commercial Service. Cost: \$300 for small business (less than 500 employees). See <http://www.buyusa.gov/houston/houstonbsp.html>.

EVENTS

EXPORT ACADEMY

8 COURSE FALL 2008 SERIES

- Sept 10** Overview of International Business Issues
- Sept 24** Global Management and Marketing I
- Oct 8** Global Management and Marketing II
- Oct 22** Global Management and Marketing III
- Nov 11** Supply Chain Management and Logistics I
- Nov 19** Supply Chain Management and Logistics II
- Dec 3** Legal and Regulatory Compliance
- Dec 10** Trade Finance and Payment

Locations:

Will alternate between the Houston Community College, 3100 Main (Corner of Main & Elgin) and Greater Houston Partnership, 1200 Smith Street. 9/10 Course @ HCCS 3100 Main St. Contact: Deanna Teel at 713-718-5873 or 713-718-6423 or email exportacademy@hccs.edu.

WEBINAR: EUROPEAN CE-MARKING MACHINERY

August 26, 2008

The CE-Mark is an essential "trade passport" for US companies that want to sell machinery in the European Union (EU). Visit:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=8Q7E16>

U.S.-KOREA FREE TRADE AGREEMENT LUNCHEON

Greater Houston Partnership Boardroom
September 5

Join the Ambassador of the Republic of Korea, The Honorable Lee Tae Sik, and Ambassador John K. Veroneau, Deputy U.S. Trade Representative & Congressman Kevin Brady for a discussion on the benefits of the U.S.-Korea FTA. Cost: \$20 members/\$40 non-members. See <http://www.houston.org/events/news/us-koreafreetrade/index.html>.

**MAKING LETTERS OF CREDIT WORK FOR YOU**

UH-Small Business Development Center

September 9

Sponsored by the Organization of Women in International Trade – Houston. Cost: \$25 OWIT members, \$35 non-members. Contact Dee Chase-Unno at dunno@hou.phoenixintl.com or 281-219-2999.

INTERNATIONAL BUSINESS STRATEGIES:**HCC'S EXPORT ACADEMY & EX-IM BANK**

International Trade Center - Houston

September 9

Featuring Dr Art Tyler, vice chancellor, Houston Community College and Joseph Ringer, senior officer, Ex-Im Bank. Cost: \$35. To register, contact: john@scdaily.com or Jennifer Lopez at 832-448-0190.

IMMIGRATION LAW & ENHANCED WORKSITE**ENFORCEMENT: CHALLENGES FACING EMPLOYERS**

The Westin Galleria Houston

September 17

Cost: \$125. See

<http://tindallfoster-emailinvite.eventbrite.com/?invite=NzlwMzYvc3N0YXNueUB0aW5kYWxsZm9zdGVyLmNvbS8x%0A>.

CS Complimentary Services**AQUATECH AMSTERDAM 2008**

September 30 & October 3



Through the ShowTime program (Sept. 30 & Oct. 1), present your company's products and services, learn about new markets, ask about challenges and trade barriers, find out how CS can assist your international marketing efforts, and much more! Meet with environmental commercial specialists from 15 European markets. To register: <http://www.buyusa.gov/environmental/showtimeaquatech08.html>.

Strategies for U.S. Businesses in Europe Breakfast

October 2

The CS Global Environmental Team is organizing this seminar on strategies for improving their business position in Europe. Visit: <http://www.buyusa.gov/environmental/europebreakfast.html>

For any questions, contact Danielle Caltabiano at danielle.caltabiano@mail.doc.gov

INTERNATIONAL MINING & MACHINERY EXHIBITION

Kolkata, India

November 5-8

For more information, please contact Aileen Nandi at aileen.nandi@mail.doc.gov or Arup Mitra at arup.mitra@mail.doc.gov.

MADE IN AMERICA 2008

Beirut, Lebanon

October 9-11

This exhibition aims to showcase the latest American technology and to assist American businesses in taking advantage of the expanding commercial relations between Lebanon and the United States. For detail, see http://www.buyusa.gov/lebanon/en/madeinamerica_.html.

**TRAVEL & TRADE: REDEFINING EXPORT**

Palm Springs, California

October 15-18

The **2008 National District Export Council Conference** promises to be worthwhile, bringing back last year's moderator, Gene Randall, and many speakers and panelists, all well-versed in the tools of trade and the markets most important to U.S. exporters. Visit www.deconference.com.

GLOBAL COMPLIANCE: INTERSECTION OF FCPA, SANCTIONS & EXPORT CONTROLS

South Texas College of Law

October 16

The full-day seminar will provide attorneys, compliance officers and others involved in global markets with practical tips on how to remain compliant with the Foreign Corrupt Practices Act (FCPA), sanctions and export controls. Cost: \$225. For registration details, see <http://www.stcl.edu/coc/regISTRATION.html>.

**MEDICA 2008**

Germany

November 19 – 22

Join the world's largest and most prestigious medical technology and equipment show! MEDICA opens markets across the globe! For details, see:

http://www.buyusa.gov/germany/en/medica2008_ceoprogram.html25

WOMEN'S GLOBAL LEADERSHIP CONFERENCE

Westin Galleria Hotel, Houston

November 13-14

Join fellow leaders for the 4th annual event. Onsite registration will be available. Register by Aug. 30 and CS clients using code USDCCS will receive a \$100 discount. Visit www.GulfPub.com/WGLC or call 713-520-4402.

**UPCOMING MISSIONS****BUSINESS DEVELOPMENT MISSION TO PANAMA**

Panama City

October 26-29

The mission will assist U.S. companies initiate or expand through business-to-business meetings, market access information and introductions to important companies and government officials. Visit: http://www.buyusa.gov/florida/panama_mission.html or contact Sandra Campbell at (727)-893-3738.

FEDEx MISSION TO INDIA

New Delhi - Hyderabad - Mumbai

November 9-15

Sponsored by FedEx, the mission will include site visits to leading commercial, educational and production facilities, as well as one-on-one business appointments and networking activities. Mission website: <http://offer.van.fedex.com/m/p/fdx/ind/trademission.asp>.

**WOMEN & MINORITY BUSINESS MISSION TO JORDAN & EGYPT**

November 15-20

Meet prospective representatives, distributors, partners or end-users through this CS-led delegation. Women & minority-owned firms as well as high-level executives are encouraged to apply. Cost: \$3000. Deadline: Oct. 1. Contact: Nyamusi Igambi at NyamusiIgambi@mail.doc.gov or 713-209-3112.

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Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. If you would like to be removed from this mailing list, please contact the Houston Office.

ENERGY MARKET RESEARCH

CLEAN ENERGY EXPORTER GUIDES RELEASED

FOCUS ON INDIA & CHINA

Designed to help U.S. business navigate Chinese and Indian energy markets, the reports provide information on current political and market conditions and future opportunities in these two growing economies. The guides also provide detailed information on Chinese and Indian national and local clean energy promoters and regulators. To obtain copies, see: http://trade.gov/press/press_releases/2008/clean-energy-reports_071708.asp.

ENERGY EVENTS

RIO OIL & GAS SHOW 2008

Rio de Janeiro, Brazil
September 15-18



- ★ ON-SITE LEGAL BRIEFING FOR US ATTENDEES
- ★ CS WELCOME GUIDE
- ★ PETROBRAS' MAIN OIL PROJECTS INCLUDING SUB-SALT FIELDS - A NEW CS MARKET RESEARCH REPORT
- ★ U.S. PAVILION RECEPTION

U.S. companies attending Rio Oil & Gas are welcome to attend a free breakfast briefing on **Selling Oilfield Services & Equipment in Brazil**, Tuesday, Sept. 16. Additionally, CS Rio has prepared an 17-page **Welcome Guide** and a new 7-page market research report on **Petrobras' Main Oil Projects Including Sub-Salt Fields**. Also, a U.S. pavilion reception is being planned. If you are attending the show, please email pam.plagens@mail.doc.gov who will send you further details on the above.

MINEXPO INTERNATIONAL 2008

Las Vegas Convention Center
September 22-24



CS and the National Mining Association are pleased to offer one-on-one appointments for U.S. companies with CS mining specialist from the following countries: **Australia, Brazil, Canada, Chile, China, Colombia, Ecuador, India, Mexico, Mongolia, Morocco, Nigeria, Peru, Philippines, Thailand, Turkey, and Ukraine**. Many of these specialist have led buying delegations to the show and can provide an introduction to their delegates. For details, see <http://www.buyusa.gov/pittsburgh/minexposhowtime.html>. There is no fee to participate in this program but you will need to be registered as an attendee or exhibitor at MINExpo (see MINExpo site for registration information <http://www.minexpo.com/>).

ROUNDTABLE: CHINA'S OIL & GAS INDUSTRY

International Trade Center-Houston
September 5
8-10 am. Cost: \$35/\$45 at door. To register, contact John Robbins at john@scdaily.com or 832-448-0193.

SOLAR TRADE MISSION TO PORTUGAL

Lisbon, Portugal
October 7-9



Help your company enter the Portuguese market and establish profitable commercial relations with prospective agents, distributors, end-users and joint venture partners. In addition, you will also have the opportunity to participate in EUROSUN 2008 – International Conference on Solar Heating, Cooling & Buildings. For details, contact our office.

BRAZIL ONSHORE 2008

Salvador, Brazil
October 19-22

Organized by the Brazil Section of the Society of Petroleum Engineers (SPE) and by the Brazilian Petroleum, Gas and Biofuels Institute (IBP). Visit <http://www.ibp.org.br/main.asp?ViewID={F4647C4D-121A-4576-8617-0FAF8E1924E6}&LangID=en>.

15TH US - MEXICO BORDER ENERGY FORUM

ENERGY & ENVIRONMENT - SUSTAINABLE ACTION NOW

Monterrey, Mexico
October 23-24

The Forum's central purpose is to emphasize the best use of energy possible in our fast-growing region, for economic development and least possible environmental impact. It is held annually between the states of northern Mexico and border states of the US. The 2009 event will be held in Houston. For details, see www.borderenergyforum.org.

ADIPEC

Abu Dhabi, UAE
November 3-6.



The 13th Abu Dhabi International Petroleum Exhibition and Conference. For US pavilion details, see http://www.kallman.com/shows/adipec_2008/main.php.

OSEA 2008

Singapore
December 2-5

The show presents unparalleled marketing, education and networking opportunities in the Asia-Pacific region. OSEA 2006 event had 11,000 visitors from 50 countries. For registration details, see http://www.osea-asia.com/conf_fee_n_registration.htm.