



EXPORT NEWS

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

July 2008

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MANDATORY ELECTRONIC FILING FOR SED SHIPMENTS

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, effective July 2, 2008. There will be a 90-day implementation period, ending September 30. After that, export information must be filed electronically through the AES or AESDirect. These new regulations, published in the Federal Register on June 2, 2008, have tougher penalty provisions that affect everyone in the export process. Penalties may be imposed per violation of the Foreign Trade Regulations (FTR) from \$1,100 to \$10,000 both civil and criminal. **Anyone submitting paper SEDs after September 30, 2008, will be in violation and subject to penalties.** For details on this important rule, see: <http://www.census.gov/foreign-trade/aes/mandatory/index.html>.

CS HOUSTON BUSINESS SERVICE PROVIDER DIRECTORY

Does your company provide the following service for U.S. Exporters?

- | | |
|---|--|
| <input type="checkbox"/> Banking & Finance | <input type="checkbox"/> Regional Economic Development |
| <input type="checkbox"/> Business Associations & Chambers | <input type="checkbox"/> Trade Show & Exhibition Services |
| <input type="checkbox"/> Business Consulting | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Export Payments & Trade Finance | <input type="checkbox"/> Translation & Interpretation |
| <input type="checkbox"/> International Cultures | <input type="checkbox"/> Transportation, Forwarding & Storage Services |
| <input type="checkbox"/> International Legal Services | <input type="checkbox"/> Travel & Document Facilitation |
| <input type="checkbox"/> Patent & Trademark Law Services | |

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. The CS Houston website - www.buyusa.gov/houston attracts thousands of visitors each year. The *Business Service Provider Directory* is an affordable way to expand your market reach to established Houston firms and engage prospective customers by profiling your expertise. Cost: \$600 or \$300 for small business (less than 500 employees). See <http://www.buyusa.gov/houston/houstonbsp.html>.

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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.



NORTH KOREA SANCTIONS

On June 26, President Bush signed Proclamation 8271, terminating the application of the Trading With the Enemy Act ("TWEA") with respect to North Korea, effective June 27. The Foreign Assets Control Regulations, initially authorized under TWEA, are therefore no longer in force with respect to North Korea. Also on June 26, the President issued, under the authority of the International Emergency Economic Powers Act, Executive Order 13466, continuing two of the TWEA-based restrictions against North Korea. OFAC will issue regulations implementing the Executive order. For further details, see <http://www.treas.gov/offices/enforcement/ofac/programs/nkorea/nkorea.shtml>.

REACH - EUROPEAN CHEMICALS REGULATION**PRE-REGISTRATION STARTS JUNE 1**

REACH requires that chemical substances on their own, in preparations, and those which are intentionally released from articles be registered to the European Chemicals Agency (ECHA). The regulation applies to substances manufactured in, or imported to the EU in annual quantities of 1 ton or more per company, unless the regulation indicates otherwise. The chemicals currently on the EU market which meet the definition of phase-in substances should be pre-registered between June 1, 2008 and December 1, 2008. For more on REACH resources and link to a brochure on REACH information for exporters to the European Union, please visit the U.S Mission to the European Union website at:

<http://www.buyusa.gov/europeanunion/reach.html>.

FIVE BEST PRACTICES TO ENSURE YOU GET PAID FOR YOUR EXPORTS

Learn the five key best practices to put your export operation in the strongest position to take aggressive advantage of the strong global market for U.S. exports as well as ensure you get paid by your overseas customers. For the complete article, reprinted with permission from the May 2008 edition of IOMA's *Managing Imports and Exports* see :

<http://www.buyusa.gov/arkansas/fivebestjun08.pdf>.

MEXICO: TEMPORARY IMPORTS FOR TRADE SHOWS

To learn the procedures of how U.S. companies should ship products and equipment to a Mexican trade show, as well as some Customs topics, see *Mexico: Temporary Imports for Trade Shows* at

<http://www.buyusa.gov/arkansas/mexmay08temp.pdf>.

**COMMERCIAL NEWS USA - UPDATE**

The September-October 2008 edition will highlight the automotive, aviation and marine industries. The deadline for space reservation is Friday, July 11. See www.export.gov/cnusa.

NOMINATIONS FOR EXPORTER OF THE YEAR

Given to one U.S. company in each of 14 industry categories as well as one overall winner. Companies may nominate themselves. See: www.exporteroftheyear.com.

**MARKET OF THE MONTH**

**K
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Kuwait lies at the northern end of the Arabian (or Persian) Gulf between Saudi Arabia and Iraq and 60 miles from Iran. Petroleum dominates the Kuwait economy, totaling over 91.91% of budget revenue. Kuwait has nearly 10 per cent of the world's known oil reserves. Oil refining and down stream petrochemical processing dominate the industry. Food processing and packaging, switchgear, and furniture are among the modest non-oil manufacturing activities.

The 2003 ouster of Saddam Hussein stimulated local confidence over Kuwait's security.

Consequently private development projects abound. Dozens of new shopping malls, residential buildings, clinics, schools, and office complexes are under way. Unlike Kuwait's Gulf neighbors, government funded major projects move slowly and are few in number. Kuwait spends only 30 to 40% of its budget and is approximately 4-10 years behind in building electrical power plants and oil refineries. Similarly privatization is slow. The total number of Kuwaitis employed is 324,000. The majority are state employed and account for 74% the budget.

In 2007 the GDP was estimated to be USD 113 billion. The state imports most capital equipment, food, and consumer goods. Two-way trade concentrates on a few partners. Sales to Japan, South Korea, and the US account for over 40% of Kuwait's export earnings. Likewise a high percentage of imports come from the U.S., Japan, and Germany. The U.S. remains a leading trading and strategic partner with the Kuwait. With high oil prices and the second highest per capita income in the Arabian Gulf (about \$42,511 per year) Kuwait's U.S. imports should continue to grow, as they have over the past 5 years.

Automobiles, auto parts and accessories account for 1/4 of the USD 2.3 billion in annual American exports. American made high-end medical equipment has great promise, as private clinics and hospitals proliferate. Oil and gas field equipment, electricity generator sets, building materials and supplies, aircraft and parts, and information technology are also leading American export sectors.

U.S. exporters should note that in no other Gulf country is it more important to have the right partner to compete for government tenders or navigate the 6-18 month process to register a product sold privately.

For further information on exporting to Kuwait, see: <http://www.buyusa.gov/kuwait>.

JOB OPENINGS - GREATER HOUSTON PARTNERSHIP

For further details on these positions and how to apply, see the links below.

Director - Americas

<http://www.houston.org/employers/jobDescription.asp?fjobID=57>

Director - Europe, Middle East and Africa

<http://www.houston.org/employers/jobDescription.asp?fjobID=86>

**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.

U.S.-PANAMA BUSINESS COUNCIL (USPA) FORUM

Houston, TX

July 14

In its 14 years of existence, the USPA has actively helped strengthen relations between the two countries. With the support of the Greater Houston Partnership and Consulate of Panama in Houston, the USPA will be holding a business forum for the inauguration of their South-west Chapter. For more information, email Panamerica@msn.com or call 713-426-0554.

**A FAREWELL TO LUCY: ETHIOPIA'S PAST AND PRESENT**

International Trade Center, Houston, TX

August 12

This lunch program will reflect upon Lucy's visit to Houston and look forward to the future of Ethiopia. Cost: \$35. Contact John Robbins at 832-448-0193 or john@scdaily.com.

**EXPORT CONTROLS EVENTS****INTERNATIONAL TRAFFIC IN ARMS REGULATIONS (ITAR)**

Manhattan Beach, California

July 30

Speakers will detail issues related to ITAR regulations and the increased enforcement of trade policies. Topics of discussion will include changes and trends at the State Department and best practices on how to successfully navigate the ITAR. Register at www.buyusa.gov/westlosangeles/itar.html.

COMPLYING WITH ITAR

Rolling Meadows, Illinois

August 13

Learn how to minimize your company's exposure, liability, and risk; and understand the importance of ethics in trade compliance. Free 1 hour counseling sessions will be available on Thursday, Aug. 14 with the seminar experts on a first-come, first-served basis. See: <http://www.buyusa.gov/midwest/227.html>.

AEROSPACE EXPORT CONTROLS SEMINAR

Ledyard, CT

August 26-27

The seminar will concentrate on U.S. export licensing and control regulations pertaining to aircraft/parts and related technology transfer. Instructors for this course are senior officers and technical program specialists from each of these agencies in Washington D.C. See: <http://www.ctexporters.com/dec>.

7TH ANNUAL MADE IN THE U.S.A. EXHIBITION

Radisson Fort George Hotel, Belize City, Belize

August 15-16

The U.S. Embassy will host the exhibition with U.S. Ambassador to Belize Robert Dieter officially opening the event. An excellent venue for U.S. companies to highlight their products and services. Cost: \$50. Email Darlene Gentle at gentledm@state.gov.

2ND AMERICAS COMPETITIVENESS FORUM

Atlanta, GA

August 17-19

The Americas Competitiveness Forum will facilitate an interactive discussion between the public and private sectors on the drivers to innovation and economic growth. The forum will emphasize four themes: renewable energy and sustainability, tourism and travel, business and education, and logistics. For registration: www.competitivenessforum.com.



UPCOMING MISSIONS

GHANA TRADE MISSION

Accra, Ghana

September 20-28

An opportunity to enter/expand business into one of Africa's fastest emerging markets, the mission is sponsored by the Houston International Trade Development Council and will be led by Houston Councilman Jarvis Johnson. Contact Val Thompson at 832-526-3335 or vthompson@houstontrad.org.

SECRETARIAL BUSINESS MISSION ON CAFTA-DR

Dominican Republic - Nicaragua - Costa Rica

September 29 - October 4

U.S. Secretary of Commerce Carlos Gutierrez will lead a U.S. business delegation to explore opportunities arising from the Central American-Dominican Republic Free Trade Agreement (CAFTA-DR). For details, see <http://export.gov/CAFTADRMission>.

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>.

EXPOCAMACOL 2008

Medellin, Colombia

August 19-23

Colombia's international construction, architecture and design fair will provide opportunities for new contacts and businesses to meet. See

<http://www.expocamacol.com/EN/home.html> or email: expocamacol@une.net.co.



CEATECH JAPAN

Chiba, Japan

Sept 30 - Oct 2

Asia's largest annual technology and electronics exhibition. Target industries include consumer electronics and information technology. Contact Keith Sanders at keith_sanders@jetro.go.jp.

INFRASTRUCTURE LIBYA

Tripoli, Libya

February 16 - 19, 2009

Priority sectors include building and construction, transport, communications, water and environment, and power and electricity. Contact Joan Williams at

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.



WEBINARS

MEXICO'S NATIONAL INFRASTRUCTURE PROGRAM: UPCOMING BUSINESS OPPORTUNITIES

July 15, 1:00 PM CST

This free webinar will update U.S. companies on Mexico's National Infrastructure Program involving \$250 billion in business opportunities. Projects in ports, airports, highways, power, oil and gas, and the environment will offer a valuable business pipeline for American primary/subcontractors and suppliers in these sectors. Visit: https://www.buyusa.gov/mexico/en/increase_international_sales.html

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ENERGY MARKET RESEARCH

SUMMER 08 ENERGY eMARKET EXPRESS RELEASED

Review new market research, upcoming events and trade leads in the areas of power generation, oil & gas, and renewable energy. See:

<http://www.buyusa.gov/eme/energy.html>.

ENERGY TRADE LEADS

BRAZIL: LIGHT PARAFFINIC OIL

Approximately 1000 tons per month. Contact Pam Plagens at pam.plagens@mail.doc.gov for details.

UKRAINE: HEAT PUMPS

A Ukrainian construction and energy efficiency company is interested in purchasing heat pumps (e.g. geothermal). Email Commercial Assistant Kseniya Belinskaya: Kseniya.Belinskaya@mail.doc.gov

ENERGY EVENTS

WEBINAR: CHINA COAL AND MINING

Date: July 14

Time: 7:30 pm Central Time

Cost: \$35

For details, see: <http://www.buyusa.gov/pittsburgh/chinacoalandmining.html>.

HYDROVISION 2008

Sacramento, California

July 15

Water power professionals from around the world for a week of informative hydro-power-focused meetings, workshops, tours, an extensive program, and other activities, including an exhibition of service & product providers. See <http://hcistore.com/hydrovision/register.asp>.



BUSINESS ROUNDTABLE: OPPORTUNITIES IN THE CARIBBEAN RENEWABLE ENERGY SECTOR

Nassau, Bahamas

July 24, 2008

Registration by 7/17. Email: energy@business.fiu.edu.

CLEAN ENERGY & ENVIRONMENT MISSION TO CHINA & INDIA

China: Beijing, Jinan & Shanghai, Sept. 1-5

India: New Delhi, Hyderabad & Mumbai, Sept. 7-12

The mission is designed for U.S. companies committed to making sales of clean energy, energy efficiency or environmental technologies and services. Cost: \$5,400. For details, see

<http://www.export.gov/cleanenergymission/>.

CHINA OIL & GAS - CIPEE

Dongying, China

September 9-16

Explore the booming oil and gas market in China with a delegation of Houston-area companies. The mission is organized for participants to attend China Oil & Gas held in conjunction with China International Petroleum Equipment & Technology Exhibition, September 12-13. For further information, contact Brendan Kelly at 713-209-3113 or Jim Wu in Houston, 832-448-0518. Further details can be found at www.usachinabridge.com.



RIO OIL AND GAS SHOW 2008

Rio de Janeiro, Brazil

September 15-18

There are only a few booths left in the U.S. International Pavilion. Act now to reserve your spot! Contact Giles Hazel at gilesh@kallman.com

FUEL AND ENERGY COMPLEX OF UKRAINE 2008

Kiev, Ukraine

September 26-28

Send your catalogs for exhibit and promotion. Contact Commercial Assistant Myroslava Myrtsalo at Myroslava.Myrtsalo@mail.doc.gov or visit <http://www.tech-expo.com.ua/eng/pek/home.php>.

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.

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.

OIL & GAS LIBYA / INFRASTRUCTURE LIBYA

Tripoli, LIBYA

February 16 - 19, 2009

The driving force for Libya's economic development, Libya's oil and gas industry provides the massive investment needed for the country's ambitious infrastructure plans. For details, contact Joan Williams at joanw@kallman.com.