



EXPORT NEWS

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

October 2008

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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.



UPCOMING INTERNATIONAL OPPORTUNITIES !

15TH US - MEXICO BORDER ENERGY FORUM

ENERGY & ENVIRONMENT - SUSTAINABLE ACTION NOW

Monterrey, Mexico

October 23-24

Held annually, the program will focus on the optimal use of energy in our fast-growing region, economic development and minimizing environmental impacts. The 2009 event will be held in Houston. For details, see www.borderenergyforum.org.

CITY OF HOUSTON MISSION TO CHINA

Dongying - Beijing - Shanghai

November 9-18

Join Mayor Bill White on a Business Development trip which will include:

- ♦ Attendance at the **China International Petroleum Equipment & Technology Exhibition 2008** (CIPEE 08), China's 2nd leading show for the oil & gas industry.
- ♦ **China International Oil Conference**
- ♦ Meetings with SINOPEC, CNPC and CNOOC (Beijing)
- ♦ Tours of major infrastructure development such as the Shanghai International Medical Zone and Yangshan Deepwater Port (Shanghai).

For details, contact Helen Chang at Helen.chang@cityofhouston.net.

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 10/10. Contact: Nyamusi Igambi at Nyamusi.Igambi@mail.doc.gov or 713-209-3112.

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>.

MANDATORY ELECTRONIC SED FILING, EFFECTIVE OCT. 1

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. For details on this important rule, see: <http://www.census.gov/foreign-trade/aes/mandatory/index.html>.

USTDA NEWS AND INFORMATION UPDATES

The U.S. Trade and Development Agency (USTDA) advances economic development and U.S. commercial interests in developing and middle income countries. The agency funds various forms of technical assistance, early investment analysis, training, orientation visits and business workshops that support the development of a modern infrastructure and a fair and open trading environment. For updates and more information, visit USTDA at <http://www.ustda.gov>.

ONLINE GUIDE TO FOREIGN TRADE REGULATIONS

The U.S. Census Bureau has published a useful online guide to the Foreign Trade Regulations that may help to answer many of those "technical" questions that come up. The guide is helpful in understanding rules and requirements under the Electronic Export Information filing system that has replaced the Shipper's Export Declarations. To view, go to <http://www.census.gov/foreign-trade/regulations/regs/flipper/index/html>

REACH UPDATE

REACH is a major reform of EU chemicals policy, affecting all global supply chains that produce and use chemicals. The first deadline is December 1st, 2008 for the pre-registration of chemicals with the European Chemicals Agency (ECHA). CS EU maintains a website with updates for U.S. exporters to Europe, particularly SMEs, to inform them about requirements under REACH and to help prepare for compliance. The site includes official EU documents and U.S. government reports, and a list of business service providers offering legal advice for REACH compliance. See <http://www.buyusa.gov/europeanunion/reach.html>.

DO YOU WANT TO...

- ◆ Learn About Export Basics
- ◆ Find Country Information
- ◆ Find Tariff Rates
- ◆ Learn to Benefit from FTAs
- ◆ Promote My Products Overseas
- ◆ Fill out NAFTA Certificate
- ◆ Learn About REACH
- ◆ Find CE Mark Information
- ◆ View Webinars
- ◆ File a Trade Complaint
- ◆ Protect My IPR

Go to www.export.gov and look on the right side box for links to these FREE resources.

MARKET OF THE MONTH: HUNGARY

Hungary, with a population over 10 million, has transitioned from a centrally planned economy to a market-based one since the fall of communism in 1989. It is a member of the OECD (1996), NATO (1999) and the European Union (2004).



Total GDP (purchasing power parity) is US\$182 billion. The private sector accounts for more than 80 percent of GDP. Hungary's strategic location in Europe, access to EU markets, highly skilled and educated work-force, sound infrastructure and other advantages have led companies such as GE, Alcoa, Morgan Stanley, IBM and many others to locate facilities here, both in manufacturing and services.

Hungary's geographic position in Central Europe offers a strategic logistical hub within the region. Road, rail, aviation, and waterway networks fan out and offer access to Russia and the newly emerging Balkans. Recognizing the critical role transportation infrastructure plays in economic growth, the government has identified logistics and transportation as part of the National Development Plan.

Best Prospects for U.S. Goods & Services:

- ✓ Automotive
- ✓ Information Technology
- ✓ Travel and Tourism
- ✓ Logistics
- ✓ Biotechnology
- ✓ Franchising
- ✓ Pollution Control
- ✓ Renewable Energy
- ✓ Cosmetics
- ✓ Electrical Power Systems

For more information, see:

http://www.export.gov/articles/marketofmonth/hungary_mom_asp.

SENDING SAMPLES TO MEXICO

How to send samples to Mexico? What qualifies as a sample? Is there a special process under NAFTA procedures for sending samples? How much does it cost? Answers to these and more at

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

EVENTS

EXPORT ACADEMY

FALL 2008 SERIES

- Oct 22 Global Management and Marketing III
 Nov 5 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:

3100 Main (Corner of Main & Elgin)
 Contact: Deanna Teel at 713-718-5873 or 713-718-6423 or email exportacademy@hccs.edu.

INTERNATIONAL VISITORS LEADERSHIP PROGRAM

Roundtable with Mr. Mohamed Ibrahim, Commercial Office-Permanent Mission of Egypt -Geneva

Mickey Leland Building, 1919 Smith St., 10th Floor

October 10

CS Houston in conjunction with the Institute of International Education invites you to a morning roundtable discussion. Cost: Free. Contact Nyamusi Igambi at nyamusi.igambi@mail.doc.gov or 713-209-3112.

JUDGE EMMETT ON TRADE AND GROWTH

International Trade Center

October 14

Judge Ed Emmet speaks on international trade as the key component of economic growth for small, medium, and large companies. To register, please contact John Robbins at 832-448-0193 or john@scdaily.com.



PROMOTING ADVANCED MATERIALS

ACROSS THE ATLANTIC

Houston Technology Center

October 17

Join the Belgian Trade Commission for this half-day program to learn more about nanotechnologies and advanced materials in Europe. The purpose is to identify possible areas of cooperation between Texan and Belgian companies in the fast growing area of nanomaterial. Cost: \$25. To register, <http://www.houstontech.org/en/cev/?731>.

FOREIGN CORRUPT PRACTICES ACT

November 3

Mickey Leland Office Building, 1919 Smith St.

The program will provide an overview of the law and address practical tips and due diligence strategies.

Cost: \$95. For details, contact Duaine Priestley at Duaine.priestley@mail.doc.gov or 713-209-3104.

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. CS clients using code USDCCS will receive a \$100 discount. Visit www.GulfPub.com/WGLC or call 713-520-4402.

GHP: WORLD TRADE ANNUAL GALA

Hotel ZaZa

November 15

Join the Greater Houston Partnership for their tribute to international business and the world marketplace. Cost: \$175 per person. Contact Kristin Smith for details at (713) 844-3694 or ksmith@houston.org.

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 joanw@kallman.com.

TRADE WINDS PAN EUROPEAN BUSINESS CONFERENCE

Warsaw, Poland

April 20-22, 2009

Each company participating in the full event will have customized, one-on-one meetings with potential business partners in Poland. See: <http://www.buyusa.gov/newhampshire/interestform.html>.

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ENERGY MARKET RESEARCH

ENERGY eMARKET EXPRESS: FALL EDITION NOW AVAILABLE

To receive NEW market research, trade leads and event notices for Oil/Gas, Alternative/Renewable Energy and Power Generation see:

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

ENERGY TRADE LEADS

Saudi Arabia: Generators, medium voltage switch-gear, variable frequency drives, dimming controls, and centralized emergency monitoring systems needed. Contact our office for more details.

Ukraine-Design, supply, the construction, and commissioning of two 750 kV transmission lines. Contact our office for details.

ENERGY EVENTS

WEBINAR: EXTRACTIVE INDUSTRIES

TRANSPARENCY INITIATIVE

October 21, 11 Central Time

Cost: Free. For details, contact Rachel Halpern at 202-482-4423 or at Rachel.halpern@mail.doc.gov.

HOUSTON BIOFUELS SUMMIT III

The Houstonian Hotel

October 20-21

Senior energy executives will discuss new concept and strategic opportunities for global biofuels.

Cost: \$700. For details, see

<http://www.braziltexas.org/en/cev/18>.

GAS OPERATING OPPORTUNITIES IN THE NORTH SEA

The Petroleum Club, Houston

October 29

Sponsored by UK Trade and Investment and the Texas Alliance of Energy Producers, the program will cover opportunities for independent exploration and production companies, service companies and mid-size operators in the North Sea gas fields. Cost: free.

To register, contact Regina Johnson at regina.johnson@fco.gov.uk.

UKRAINE POWER AND ENERGY 2008

November 4-6

Promote your company in Ukraine's major power generation, transmission, distribution, and energy efficiency exhibition. To register, please visit

<http://www.acco.ua/energy/eng/index.html>

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.



INDIA: POWER PLANT SUMMIT 2008

November 5-7

Focusing on the thermal power plants, showcase your products and services to stakeholders in the Indian power sector. For more information contact D. Suresh at +91 99890 91745 or at d.suresh@cionline.org

BRAZIL ENERGY & POWER VII

The Houstonian Hotel

November 17

Come meet, network and hear U.S. Brazil leadership discuss developments in the Brazilian energy and power sectors. Panel will cover issues, challenges and opportunities facing recent developments in Brazil. For details, see www.braziltexas.org.

U.S.-CANADA ENERGY PARTNERING EXHIBITION

November 18-19

Ontario

Here is your opportunity to promote your energy equipment, systems and technologies in Ontario's booming energy market. Registration ends October 17. See:

<http://buyusa.gov/canada/en/energypartneringatapro.html>

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.

OIL & GAS LIBYA / INFRASTRUCTURE LIBYA

Tripoli, LIBYA

February 16 - 19, 2009

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.

AUSTRALASIAN OIL & GAS EXPO

Perth, Western Australia

February 17-19, 2009

For more information, contact Sarah Welch at SarahW@ImexManagement.com or (704) 365-0041.