

CHAPTER 6

SPECIAL MARKET ACCESS AND TECHNICAL ASSISTANCE



Advocacy and Multilateral Development Bank Center, CS, ITA, U.S. Department of Commerce

For U.S. companies bidding on foreign government project and procurement contracts, exporting means more than just selling a good product or service at a competitive price. It also means dealing with foreign governments and complex rules. If a bidding process for a contract is not open and transparent, or if it is tilted in favor of non-U.S. competitors, then contact the Advocacy and Multilateral Developmental Bank (AMDB) Center. The AMDB Center organizes and coordinates the actions of 19 U.S. government agencies to level the playing field on behalf of U.S. exporters and to ensure that sales of U.S. products and services have the best possible prospects abroad. The AMDB Center works with businesses of every size to develop targeted advocacy strategies and to craft appropriate advocacy messages for delivery to senior foreign officials and decision-makers. Additional advocacy assistance may include direct support supplied by U.S. embassy or consulate officials, U.S. export credit agency financing support to qualified U.S. companies, letters to foreign project decision-makers from senior U.S. officials, and other coordinated actions by U.S. government agencies.

Contact: For more information, call AMDB at (202) 482-3896, fax (202) 482-3508, visit www.export.gov/advocacy, or call the CS at 800-USA-TRAD(E) (800-872-8723).

Market Access and Compliance, ITA, U.S. Department of Commerce

The Market Access Compliance (MAC) unit works to open foreign markets for American goods and services, country by country and region by region, by working with U.S. exporters to overcome foreign trade barriers and develop strategies to level the playing field. MAC specialists maintain in-depth knowledge of the trade policies and practices of our trading partners. Working hand-in-hand with U.S. businesses, trade associations, and other U.S. government offices, MAC country and regional experts develop information needed to conduct trade negotiations, monitor foreign country compliance with trade agreements, and ensure that U.S. firms know how to use market opening agreements.

Contact: For appropriate contacts in MAC offices, call 800-USA-TRAD(E) (800-872-8723), or visit the home page at www.mac.doc.gov.

Trade Compliance Center, ITA, U.S. Department of Commerce

The Trade Compliance Center (TCC) ensures vigorous enforcement of existing U.S. international trade agreements. The TCC is a one-stop shop for U.S. businesses and industries concerned with foreign compliance with trade obligations, standards of behavior, or related problems with exporting. The TCC monitors, investigates, and evaluates foreign compliance with multilateral and bilateral trade agreements.

The TCC has the U.S. government's only comprehensive, free, and searchable Internet database of trade agreements and market-specific export information. This Web site assists new and experienced exporters in understanding their rights and their trading partners' obligations, as found in more than 300 trade agreements (including the World Trade Organization agreements and NAFTA). The Web site also provides direct access to the TCC through its "trade complaint hotline." One e-mail or fax to the TCC connects you to U.S. government trade policy assistance in resolving market access and trade agreement-related difficulties.

Contact: To contact the Trade Compliance Center, call (202) 482-1191 or fax (202) 482-6097. The Web site is www.export.gov/tcc.

ATA Carnet, U.S. Customs and Border Protection, U.S. Department of Homeland Security

The ATA Carnet is a special international customs document that may be used for temporary imports and exports, particularly professional equipment and commercial samples that are sent out of the country for less than one year. The carnet is issued in lieu of the usual customs documents and eliminates value added taxes, duties, and temporary import bonds. Seventy-five participating countries or territories accept the carnet as a guarantee against the payment of customs duties.

Contact: The issuing authority for the carnet is the United States Council for International Business, ATA Carnet Department, 1212 Avenue of the Americas, New York, NY 10036. Call (866) 786-5625 or (212) 703-5078, fax (212) 944-0012, e-mail atacarnet@uscib.org, or visit www.uscib.org. Additional information is available from the U.S. Customs and Border Protection, Office of Field Operations, 1300 Pennsylvania Ave., NW, Washington, DC 20229; (202) 344-1620. The Web site is www.cbp.gov.

Export Trade Certificate of Review Program, ITA, U.S. Department of Commerce

Under this program, U.S. firms can team up to gain economies of scale and share export costs and risks. The Certificate of Review offers antitrust preclearance on virtually any export activity, including joint negotiation with providers of export services regarding issues such as (1) reduced shipping rates, (2) agreements to sell together in export markets, (3) agreements to form coalitions to avoid rivalry in export markets, (4) coordination of export prices such as joint pricing, (5) joint bidding on projects, and (6) cost sharing on developing





or expanding new export markets. This program provides firms with virtual immunity from antitrust liability at state and federal levels and significantly reduces their antitrust exposure at the private level.

Contact: To find out more about the program, call Export Trading Company Affairs at (202) 482-5131, or visit www.ita.doc.gov/oetca. To locate prospective U.S. export partners and export service firms, log on to www.myexports.com.

Office of the United States Trade Representative

Staff members at the Office of the U.S. Trade Representative (USTR) can provide information to exporters confronted with problems involving the implementation of international trade agreements. Offices are organized according to sectoral, functional, and geographic responsibilities.

Contact: For more information, contact the following USTR personnel: James Murphy, Agricultural Affairs, (202) 395-6127; Florizelle Liser, Office of African Affairs, (202) 395-9514; Christine Bliss, Services, Investment, and Intellectual Property Rights, (202) 395-4510; David Spooner, Office of Textiles, (202) 395-3026; and Meredith Broadbent, Office of Industry, (202) 395-5656. The fax for all offices is (202) 395-3911. The home page is www.ustr.gov.

Section 301 Relief, Office of the General Counsel, Office of the United States Trade Representative

The USTR is responsible for administering trade cases that provide relief from unfair trade practices under section 301 of the Trade Act of 1974. Individual exporters should contact the USTR concerning procedures for filing a complaint and defending U.S. interests and rights through the dispute settlement procedures of the World Trade Organization.

Contact: For section 301 assistance, contact Daniel Brinza, assistant U.S. trade representative for monitoring and enforcement, (202) 395-3582, or William Busis, chairman, Section 301 Committee, (202) 395-3150; fax (202) 395-3639.



National Center for Standards and Certification Information, National Institute of Standards and Technology, Technology Administration, U.S. Department of Commerce

The National Center for Standards and Certification Information (NCSCI) provides print and electronic resources on U.S. and foreign standards and standards-related information, technical regulations, and certification requirements. The center operates an “Export Alert!” service to inform subscribed parties via e-mail notifications of new regulations or changes to existing regulations for specific industry sectors and World Trade Organization countries. NCSCI also assists U.S. exporters in identifying standards and directives for products to be marketed

internationally. NCSCI is the U.S. inquiry point for the World Trade Organization’s Agreement on Technical Barriers to Trade, for the North American Free Trade Agreement, and for the International Organization for Standardization Information Network.

Contact: For more information, call the National Center for Standards and Certification Information at (301) 975-4040, fax (301) 926-1559, e-mail ncsci@nist.gov, or visit www.ts.nist.gov/ncsci/. Individuals may register for “Export Alert!” on-line at <http://ts.nist.gov/export-alert/>.

Laws and Metric Group, National Institute of Standards and Technology, Technology Administration, U.S. Department of Commerce

The Laws and Metric Group provides guidance related to packaging and labeling requirements, net content requirements, and the use of the metric system of measurement with the goal of making U.S. packaged goods more competitive in the export market and eliminating technical barriers to trade. The group also furnishes sources of information on metric standards and requirements in export markets.

Contact: To learn more, call Kenneth S. Butcher, group leader, at (301) 975-4859, fax (301) 926-0647, e-mail TheSI@nist.gov, or visit www.nist.gov/metric.

Bureau of Economic and Business Affairs, U.S. Department of State

The Bureau of Economic and Business Affairs integrates high-level economic expertise in areas such as international trade and investment policy, finance, telecommunications and information technology, energy and sanctions, international transportation issues, agriculture, and intellectual property rights with up-to-date information about economic and other developments around the world to advance U.S. interests. The Office of Commercial and Business Affairs, which is part of the Bureau of Economic and Business Affairs, works directly with U.S. business representatives to help them tap into the worldwide resources of the State Department. It also champions U.S. business interests overseas with outreach, advocacy, troubleshooting, and market access support and engages business leaders on strategic international issues that affect them.

Contact: You can call the Office of Commercial and Business Affairs at (202) 647-1625, fax (202) 647-3953, or visit www.state.gov/e/eb/cba. The Bureau of Economic and Business Affairs home page is www.state.gov/e/eb.



Office of Small and Disadvantaged Business Utilization, Minority Resource Center, U.S. Agency for International Development

U.S. small businesses and disadvantaged enterprises have an advocate that ensures their consideration as sources for the procurement of goods and services financed through USAID sustainable development activities. The Office of Small and Disadvantaged Business Utilization (OSDBU) maintains the Small Business Resource Database (SBRD), a fully automated, Web-based system by which small businesses can register with USAID. The SBRD is password protected for companies to enter and update their information, and, once registered, their capabilities can be accessed wherever USAID officers have Internet access. OSDBU has also published a guide to doing business with the Agency for International Development, *Creating Opportunities*, which is available in both English and Spanish and in hard copy or mini-CD disk format.

Contact: For more information, call Marilyn Marton, Office of Small and Disadvantaged Business Utilization, at (202) 712-1500, fax (202) 216-3056, or visit www.usaid.gov/procurement_bus_opp/osdbu.



Management and Technical Assistance Program, Office of Minority Enterprise Development, Small Business Administration

Through the Management and Technical Assistance Program, the SBA contracts for the services of professional management firms and others to provide help to section 8(a) and other eligible firms in the areas of accounting, marketing, proposal preparation, and industry-specific issues.

Contact: Additional information may be obtained from a business opportunity specialist in the SBA's district offices. For the phone and fax numbers of your nearest SBA district office, call 800-U-ASK-SBA (800-827-5722). The home page is www.sba.gov/8abd.



Overseas Security Advisory Council, U.S. Department of State

The Overseas Security Advisory Council (OSAC) is a joint venture between the State Department and the U.S. private sector to interact on overseas security problems, such as political unrest, crime, terrorism, and protection of sensitive information. The OSAC maintains a continuing liaison between security officials in both the private and public sectors, provides for regular exchanges of information on emerging threats and developments in protective security, and recommends methods for planning and implementing security programs abroad to protect the competitiveness of American businesses operating worldwide. The OSAC works closely with U.S. embassies and consulates to address global security concerns and facilitate coordination between the State Department's Bureau of Diplomatic Security, U.S. business representatives, and regional security officers at diplomatic missions abroad. OSAC, through its Country Council program, provides a highly effective forum

for embassy security officials and private-sector organizations to share security concerns, threat-related information, and best practices. The OSAC Web site provides unclassified analytical products, country-specific updates, and comprehensive and timely security- and threat-related information.

Contact: To find out more, call the OSAC at (571) 345-2214, fax (571) 345-2238, or visit www.ds-osac.org.

Workshops and Conferences, U.S. Trade and Development Agency

The U.S. Trade and Development Agency (USTDA) organizes workshops, conferences, and technical symposia worldwide. These events are sector or project oriented and are aimed at connecting overseas project sponsors with U.S. firms and entities that supply project finance, technology, and industry expertise that may be useful in project implementation. USTDA contracts with prequalified professional conference specialists to organize these activities.

Contact: For more information, call the USTDA Information Resource Center at (703) 875-4357, fax (703) 875-4009, e-mail info@ustda.gov, or visit www.ustda.gov.

