

# Trade News

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**September 2007**

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**TRADE NEWS** is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

**Iran - Sanctions Include State-Owned Oil Company** - According to regulations enforced by the Treasury Department's Office of Foreign Asset Controls (OFAC), in general, goods, technology or services may not be exported, reexported, sold or supplied, directly or indirectly, from the U.S. or by a U.S. person, wherever located, to Iran or the Government of Iran. This covers the trading of Iranian oil or petroleum products as well as the supply of goods, services or technology that would benefit the Iranian oil industry. Exceptions do exist for agricultural commodities, medicines and medical devices. Corporate penalties can range up to \$500,000 with individual penalties up to \$250,000 and 20 years in jail. For details, please visit: <http://www.treasury.gov/offices/enforcement/ofac/programs/iran/iran.shtml>

**First Cabinet Level Business Mission to Vietnam - November 4-8, 2007** - Secretary of Commerce Carlos M. Gutierrez will lead a senior-level U.S. business delegation to Hanoi and Ho Chi Minh City, Vietnam, from **November 4-8, 2007**, to promote U.S. exports to Vietnam's leading industry sectors. The mission will focus on assisting U.S. companies doing business with Vietnam to increase their current level of exports and helping U.S. companies that are experienced exporters to enter the Vietnamese market for the first time. The mission will include business-to-business matchmaking appointments with local companies, as well as meetings with key government officials, and American and local chambers of commerce. The application deadline is September 12, 2007. For more information, please visit: <http://www.export.gov/vietnammission>

**Free Webinar: Hiring an Investigative Firm in China - Wednesday, September 13, 2007, 11:00 a.m. - 12:30 p.m. EDT** - Find the bad guys, don't hire them! Avoid the most common mistakes in investigating intellectual property infringement in China. Please join Alex Thiel from General Motors and Douglas Clark, local managing partner in the Shanghai office of Lovells LLP, for an in-depth discussion of how to best work with investigators in China. The program is **free**. No special software or computer configuration is needed to participate; only a phone line and a computer with an Internet connection are necessary. To register for the September program, please send your contact information to [ChinalPR@mail.doc.gov](mailto:ChinalPR@mail.doc.gov). A registration confirmation and dial-in/log-in instructions will be sent to you a week before the program. To learn more about the webinar series, please go to [http://www.stopfakes.gov/events/china\\_webinar\\_series.asp](http://www.stopfakes.gov/events/china_webinar_series.asp).

**U.S.-China Joint Commission on Commerce and Trade** - U.S. Commerce Secretary Carlos M. Gutierrez and U.S. Trade Representative Susan Schwab recently announced that the 18th U.S.-China Joint Commission on Commerce and Trade (JCCT) will be held the week of December 10 in Beijing, China. The JCCT, a high-level government-to-government dialogue, identifies and works to resolve bilateral trade issues to expand trade opportunities. Secretary of Agriculture Mike Johanns will also participate in the JCCT.

**United States Must "Lead Internationally" in Trade** - Secretary of Commerce Carlos M. Gutierrez spoke before a gathering of the Washington International Trade Association in Washington, D.C., on July 17, 2007, at the release of the 13th edition of the [National Export Strategy](#). In his remarks, Gutierrez noted the importance of trade to U.S. economic well being and the historical leadership role of the United States in lowering global barriers to trade. He also made a strong pitch for continued efforts to expand the use of free trade agreements (FTAs) as a tool for growing U.S. exports. "Since the end of World War II, the United States has led the global effort to dismantle trade barriers and advance worldwide prosperity," said Gutierrez. "The worldwide economy has since experienced unprecedented growth." He also underlined the importance of continuing bipartisan consensus on international trade. "This is not a time to retreat or to pull back. History shows that our country is at its best when we lead internationally, not when we adopt protectionist policies [that] convey a lack of confidence." To read more, go to: [http://trade.gov/press/publications/newsletters/ita\\_0807/nes\\_0807.asp](http://trade.gov/press/publications/newsletters/ita_0807/nes_0807.asp).



**Update on the EuP and RoHS Directives - September 12, 2007, 10:00-12:00, U.S. Department of Commerce, 14th Street and Constitution Ave., Washington, D.C** - The Restriction of certain Hazardous Substances (RoHS) Directive has been implemented for over a year. There are questions about its enforcement and about the revision of the directive that is underway. The Energy Using Products (EuP) "framework" Directive was recently implemented. This directive enables the European Commission, upon the recommendation by a working group, to name implementing measures setting environment requirements for specific products. The process of selecting which products will be covered is underway. Please join us for what promises to be an outstanding event. There is no charge for this program but space is limited and advance registration is required. To register, please contact Bob Straetz at 202-482-4496 or via email at [Robert\\_Straetz@ita.doc.gov](mailto:Robert_Straetz@ita.doc.gov). Reservations accepted until September 6, 2007.

**The Great Debate - The Future of U.S. Trade - November 7-9, 2007** - The National District Export Council will hold its annual conference, **The Great Debate: The Future of U.S. Trade** on November 7-9, 2007 in Tampa, Florida. Award winning journalist Gene Randall will moderate a debate designed to provide great insight into understanding the complexities of conducting business throughout the world in a period of heightened uncertainty. U.S. Department of Commerce Commercial Officers from U.S. Embassies across Latin America and Canada will deliver up-to-date information on developing opportunities for U.S. business. Sign up now to meet with these experts to discuss overseas business opportunities for your company. Private consultations are first-come, first-serve -- and filling up quickly -- register today while space is still available, please visit: <http://www.deconference.com/>

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## Developing A Marketing Plan

As you can imagine, many foreign markets differ greatly from the United States. Some differences include climatic and environmental factors, social and cultural factors, local availability of raw materials or product alternatives, lower wage costs, varying amounts of purchasing power, the availability of foreign exchange, and government import controls. Once you have decided that your company is able and committed to exporting, the next step is to develop a marketing plan.

A clearly written marketing strategy offers six immediate benefits:

1. Because written plans display strengths and weaknesses more readily, they are a great help in formulating and polishing an export strategy.
2. Written plans are not easily forgotten, overlooked, or ignored by those charged with executing them. If deviation from the original plan occurs, it is likely to be due to a deliberate and thoughtful choice.
3. Written plans are easier to communicate to others and are less likely to be misunderstood.
4. Written plans allocate responsibilities and provide for an evaluation of results.
5. Written plans are helpful when seeking financial assistance. They indicate to lenders that you have a serious approach to the export venture.
6. Written plans give management a clear understanding of what will be required of them and thus help to ensure a commitment to exporting. Actually, a written plan signals that the decision to export has already been made.

This last advantage is especially noteworthy. Building an international business takes time. It usually takes months, sometimes even several years, before an exporting company begins to see a return on its investment of time and money. By committing to the specifics of a written plan, top management can make sure that the firm will finish what it begins and that the hopes that prompted its export efforts will be fulfilled.

(The above article was taken from *A Basic Guide to Exporting*. Go to <http://www.unzco.com/basicguide/index.html> to access the entire publication.

## Mark Your Calendars for Two Upcoming Programs in the...



### *September 25th --* **Introduction to Exporting**

**When?** Tuesday, September 25, 2007 - 9:00 a.m. until 4 p.m.  
**Where?** Continuing Education Building, Room 113, Midlands Technical College - Harbison Campus  
**Who Should Attend?** Companies new to exporting or wanting to refresh some skills.  
**Cost?** The fee is \$80.00 and includes box lunch and beverages.  
**How Do I Register?** Go to:  
<http://www.buyusa.gov/southcarolina/introtoexporting.html>

This full day workshop will be taught by **Dan Holt, U.S. Small Business Administration**, and will cover the following topics:

- Risk Recognition
- Classifying Product for Export
- Means of Payment
- Introduction the Letters of Credit
- Introduction to Credit Insurance
- Pricing and Business Planning
- Introduction to Government Resources

**Co-sponsors:** The U.S. Commercial Service-Columbia, the U.S. Small Business Administration, and the S.C. District Export Council.

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### *October 18th --* **Managing Practical and Legal Aspects of Overseas Sales Channels**

**When?** Thursday, October 18, 2007 - 9:00 a.m. - 12:30 p.m.  
**Where?** Continuing Education Building, Room 113, Midlands Technical College - Harbison Campus  
**Cost?** \$50.00 per person.  
**How Do I Register?** Go to:  
<http://www.buyusa.gov/southcarolina/legal.html>

**Co-sponsors:** The U.S. Commercial Service-Columbia and the S.C. District Export Council.

Appointing and managing international trade representatives and distributors can be challenging, but these steps are just as important to your business as taking on a new partner.

Legal requirements for hiring, firing, and working with a network of foreign sales representatives and distributors can vary from one country to another, further complicating matters.

Learn from professionals with hands-on experience in dealing with international markets, in particular in managing sales channels and avoiding legal difficulties. Topics to be covered include:

- Locating and developing contacts and sales channels in foreign markets
- Using trade exhibitions
- Using government contact programs
- Screening - factors to consider
- Motivating and evaluating sales channels and improving performance
- Legal considerations of agreements with representatives
- Terminating agreements



## Tap China's Emerging, Dynamic Markets! S.C. Trade Mission to China - November 1 - 11, 2007

### Did you know?

The economies of China's second-tier cities:

- Are growing at an average rate of **11%** annually
- Account for **53.5%** of the country's imports
- Are responsible for **19%** of China's total output  
... all while accounting for only **8%** of China's total population!



The **U.S. Commercial Service** and the **S.C. Department of Commerce**, in cooperation with **The Export Consortium**, are currently planning a trade mission to **China, November 1-11, 2007**. The purpose of this mission is to introduce S.C. companies to the emerging markets in two of China's second-tier cities, **Chongqing** and **Tianjin**.

**One-on-one appointments** with potential agents, distributors, etc. will be arranged for all mission members in **Chongqing** and **Tianjin**. In addition, members will have the opportunity to network with Chinese business and government leaders during stops in **Shanghai** and **Beijing**. For additional details, go to <http://www.buyusa.gov/southcarolina/china.html> and submit the mission interest form. Spaces are limited and the **deadline is September 10**. We encourage you to request information as soon as possible. Questions? Contact Jayne Woodward, 803-732-5214, [jayne.woodward@mail.doc.gov](mailto:jayne.woodward@mail.doc.gov) or Gregory Guest, 803-737-0651, [gguest@sccommerce.com](mailto:gguest@sccommerce.com).

**Sponsors:** U.S. Commercial Service - Columbia, the S.C. Department of Commerce, The Export Consortium and the S.C. District Export Council.

**NOTE:** The Export Consortium is underwriting the cost for the Gold Key Service appointments in Chongqing and Tianjin for all S.C. manufacturers that participate on the mission.

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**SBA Community Express Loan Workshop**  
**Thursday, September 13, 2007, 9:00 a.m. - 12:00 noon**  
**Buck Mickel Center, Greenville Technical College, 216 S. Pleasantburg Drive, Room 134, Greenville, SC**

**A one-morning only lending workshop for small businesses ...  
because not everyone needs \$1 million!**

**Sponsors:** *The U.S. Commercial Service and the U.S. Small Business Administration*

### Who Should Attend?

- Small and medium-sized companies searching for ways to finance their general working capital needs and participate in trade shows and missions.
- Companies looking for a quick and simple application lending process for their export needs.

### Benefits of the Community *Express* Loan Program:

- Loan amounts of \$5,000 to \$25,000 through SBA-certified lender Superior Financial Group ([superiorfg.com](http://superiorfg.com)).
- One page application.
- Rapid response.
- No collateral required.
- Affordable, monthly principal and interest payments - \$74 per month for every \$5,000 borrowed!
- No balloon payments.
- No prepayment penalty.
- No tax returns, financial statements or business plans needed.
- Quick source for working capital.
- Electronic funding into your business checking account - no waiting for a check!
- Startup business OK.
- Ten-year term.

**How to Register:** There is no registration fee but pre-registration is required. Go to: <http://www.buyusa.gov/southcarolina/sba.html> and submit form to reserve your seat! **Please note list of what you should bring to the workshop including your free personal credit report from EXPERIAN.**



**Showcase Your Products and/or Services  
at  
MADE IN THE USA 2008**

The U.S. Department of Commerce has granted Trade Fair Certification to ACG-ITF for the **Made in the USA 2008** Trade Fair in Cairo, Egypt, January 17-19, 2008. This is the first edition of this show. U.S. companies who want to increase their sales to both Middle Eastern and North African clientele should not miss out on this hugely significant international event.

**Made in the USA** will showcase the latest American technology and products, and help U.S. businesses take advantage of the expanding commercial relations between the U.S. and Middle East/North African countries. The fair will feature goods and services of U.S. companies active in a wide variety of industry sectors including information and communication technology, environmental technology, healthcare, construction, household appliances, security, transportation, and the energy sector. To enhance business opportunities for the participating U.S. companies, buyers from throughout the Middle East and North Africa will be invited to attend.

Certification of **Made in the USA 2008** signifies the Department of Commerce's endorsement of the exhibition as an important opportunity for U.S. companies. It also signals Commerce's confidence that the exhibition management is capable of organizing a quality U.S. Pavilion at an international trade event. As a U.S. Department of Commerce Certified Trade Fair, **Made in the USA 2008** has the support of the Department's staff in both the United States and Egypt. For information about participating in this prestigious event, please contact: Ms. Marwa Hamza, c/o ACG-ITF, 304 N. Barrington Court, Newark, DE 19711, Tel: 302/545-9171, E-mail: [usa@acg-itf.com](mailto:usa@acg-itf.com).

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*Invites You to Participate in:*

**Innovative Technologies for Manufacturing (ITM) Expo**  
**Hosted by the World Trade Center**  
**Mumbai**  
**Location: Mumbai, India - Expo Center**  
**Dates: February 7-10, 2008**

ITM Expo 2008 invites participation from companies and representatives interested in manufacturing from various industry sectors including:

- \_ Automation & Engineering
- \_ Biotechnology
- \_ Electronics & Electrical Engineering and related sectors
- \_ Measuring Systems and Quality Management Systems
- \_ Pharmaceutical & Chemical
- \_ Tools & Mould Making
- \_ Agro Technology & Food Processing
- \_ Construction & Infrastructure Technology
- \_ Environmental Technologies
- \_ Printing and Processing
- \_ Transport Technology

ITM Expo 2008 will include various events such as, business-to-business match made meetings, thematic discussions, specialized presentations, and demonstrations of modern technologies and machines in operation.

The SCWTC will meet with interested companies on **September 12, 10:00 am**, at the Hilton Garden Inn in North Charleston for a short presentation and to address any questions. Deposit checks will also be taken that day to pre-book delegate space on the Mission. Companies must RSVP at their earliest convenience if they plan to attend this pre-registration session. To RSVP, please contact [melanief@scwtc.org](mailto:melanief@scwtc.org) or call 843-852-9880, ext 27.