



# Trade News

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**February 2008**

**The U.S. Commercial Service (USCS) Offices Serving South Carolina:**

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The Columbia, SC office services the following counties: Aiken, Allendale, Bamberg, Barnwell, Calhoun, Chester, Chesterfield, Clarendon, Darlington, Edgefield, Fairfield, Kershaw, Lancaster, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter, and York.

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The Charleston, SC office services the following counties: Beaufort, Berkeley, Charleston, Colleton, Dillon, Dorchester, Florence, Georgetown, Hampton, Horry, Jasper, Marion, Marlboro, Williamsburg and supports Columbus, Brunswick, and New Hanover counties in North Carolina.

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The Greenville office services the following counties: Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, McCormick, Oconee, Pickens, Spartanburg, and Union.

**Attention Clients of the U.S. Commercial Service Columbia Office!** - Until vacancies resulting from the recent retirements of Ann Watts and Jayne Woodward are filled, please contact the **Charleston** or **Greenville** offices for assistance. In Charleston, contact Phil Minard, 843-746-3404; [phil.minard@mail.doc.gov](mailto:phil.minard@mail.doc.gov) and in Greenville, contact Denis Csizmadia, 864-250-8429, [denis.csizmadia@mail.doc.gov](mailto:denis.csizmadia@mail.doc.gov).

**Overseas Private Investment Corporation (OPIC) Newsletter** - OPIC has recently redesigned their newsletter and will now be sending it out on a quarterly basis. The Winter 2008 issue of OPIC News is now available and includes the following topics:

- Workshops Help U.S. Minority and Women-Owned Businesses Go Global
- Making a Difference in Africa's Capital Markets
- OPIC Launches Enterprise Development Network (EDN)
- OPIC Organizing Access to Opportunity in the Middle East conference
- OPIC Announces Greenhouse Gas Initiative

To access this issue, go to <http://www.opic.gov/news/newsletter/index.asp>

**Trade Winds Europe Business Forum - Istanbul, Turkey, April 14-16, 2008** - Does your company have a Pan European Business Strategy? Meet commercial officers from 27 countries at this event, which includes sessions on multiple industry sectors including energy. Conference cost: \$1350. Only 50 companies will be accepted. All participants will receive a ¼ page advertisement in a special *Trade Winds Europe Commercial News USA* for distribution throughout Europe with specific emphasis on Turkey. For more information and to register, go to <http://www.buyusa.gov/northcarolina/tradewindseurope.html>.

## **U.S.-Middle East and North Africa Trade and Investment Conference - February 10-11, 2008 - Kempinski Hotel, Dead Sea, Jordan**

- The Business Council for International Understanding, U.S. Department of Commerce and U.S.-Jordan Business Alliance invite you to attend this conference. The Keynote Address will be given by The Honorable Carlos Gutierrez, U.S. Secretary of Commerce with Remarks and Presentations by Ministers and Business Leaders from the Middle East and North Africa. For more information and to register, go to [www.BCIU.org](http://www.BCIU.org).

**Ecuador Tariff Changes** - U.S. exporters to Ecuador should be aware of recent changes in Ecuador's tariff schedule. Several hundred products received a tariff increase while a number of others had their tariffs reduced. The changes are effective immediately and might affect many products coming from the United States. By increasing tariffs on "high-level" consumer products, the Government of Ecuador expects to generate additional income for the State. At the same time, in an effort to boost the manufacturing industry in Ecuador, COMEXI lowered import duties on approximately 2,000 products, most of them considered raw materials and capital goods used by the local industry. One high-ranking Ecuadorian official also pointed out that high-tech products, especially computers, will not receive a future increase in tariff rates, as they play an important role in the development of industry. Ecuador's tariff schedule can be found at the Ecuadorian Customs Agency website at [www.aduana.gov.ec](http://www.aduana.gov.ec).

**Peru FTA Signed Into Law** - On December 14, 2007, President Bush signed the U.S.-Peru Trade Promotion Agreement implementation Act into law. It is estimated that the Peru FTA will enter into force within 6-12 months, pending finalization of Peruvian implementing legislation. Implementing the free trade agreement with Peru will expand this trade even more and create new opportunities for citizens in both nations. The agreement includes enforceable labor and environmental provisions, which helped to ensure bipartisan passage of the implementation act. Once implemented, the agreement will immediately eliminate duties on about 80 percent of U.S. consumer and industrial goods sold in Peru, and will eliminate all remaining duties within 10 years. It will also eliminate duties on more than two-thirds of U.S. agricultural exports to Peru and eliminate most of the remaining duties over the following 5 to 15 years.

**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.



## Dutchman Global in Darlington, SC, Recognized for Export Achievements

Dutchman Global Supply, Inc., a distributor of used heavy-duty construction equipment and new truck parts located in Darlington, SC, was recently presented the U.S. Department of Commerce's Export Achievement Award. Representative John Spratt along with Ann Watts, former Director of the U.S. Commercial Service office in Columbia, presented the award. Dutchman Global was recognized for its accomplishments in opening and expanding the market for its products in the Middle East, particularly the U.A.E. The company's president, Dan Vander Meer, began the company in 2005 after leaving his position as the Managing Director for Machinery Corporation of Guyana, the authorized dealer for Caterpillar, Inc.



Dan Vander Meer is pictured here receiving his membership certificate for the S.C. District Export Council (DEC). Presenting the certificate is Colleen Litkenhaus, Deputy Assistant Secretary, U.S. Commercial Service, and Jim Cox, Chairman, S.C. DEC

Dan's worldwide connections in the construction equipment industry were invaluable to developing his new business, yet he found there was a learning curve for his new operations with regard to foreign sales. Working with Ann Watts, he was introduced to the worldwide support available from the U.S. Commercial Service network, as well as representatives of the S.C. Department of Commerce, The Export Consortium and the U.S. Small Business Administration. Dan attended export-related training offered by the U.S. Commercial Service and utilized market research, contact programs, and counseling from the agency. In addition to the Middle East, Dutchman has also been busy expanding sales in other markets. In August of 2007, the company opened an office in Georgetown, Guyana, and total sales to-date exceed \$250,000.00 with additional sales pending of \$1,500,000.00. Dan was recently appointed to serve on the S.C. District Export Council. To read more about Dutchman Global's export achievements, go to <http://www.buyusa.gov/southcarolina/dutchmanglobal.html>.

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## NEW SERIES OF EXPORT FUNDAMENTALS WEBINARS - FEBRUARY, MARCH 2008

*Coordinated by the U.S. Commercial Service in Minnesota*

Prepare your company for the Global Marketplace by participating in this web-based seminar series.

- 11:00 a.m. - 12:15 p.m. EST
- Expert presenters
- \$40 Fee for each live event
- Easy to use technology
- Interactive format allows you to ask questions
- Participate from your office or home computer
- Can't participate in the live event? Order the audio/visual recording

For Registration and Additional Information, go to <http://www.buyusa.gov/minnesota/exportwebinars.html> or call 414-297-3473.

**Corporate Sponsor:** **United Parcel Service** <http://www.ups.com> - UPS is the world's largest package delivery company and a leading global provider of specialized transportation and logistics serving over 200 countries worldwide everyday.

**Associate Sponsors:** **Fifth Third Bank** <http://www.53.com>; **Shipping Solutions** <http://www.shipsolutions.com>

**Topics and Dates:**

- February 5, 2008: Incoterms 2000 -Transportation Obligations, Costs and Risks
- February 19, 2008: Export Documentation Fundamentals
- March 4, 2008: Ensuring Payment for International Sales
- March 18, 2008: Increasing Your Global Sales Using the Internet

**Getting Paid by Your Latin-American Buyer** - U.S. exporters lose sales to Latin American buyers because they are frequently demanding a Confirmed Letter of Credit or Cash in Advance. While it is prudent for U.S. exporters to insist on secure payment terms, to be competitive a variety of payment options should be considered. A new guide produced by our team of Commercial Service Western Hemisphere specialists in English, Spanish and Portuguese provides tips. For a free download, go to [http://www.buyusa.gov/tradeamericas/getting\\_paid.html](http://www.buyusa.gov/tradeamericas/getting_paid.html).

### **Metropolitan Export Data Series - 116 U.S. Cities Make Up "Billion Dollar Markets"**

The U.S. Commerce Department introduced a new data series that measures merchandise export values for 396 metropolitan areas. Service export values are not included in this series.

Available for 2005 and 2006, this data also contains:

- Metro area exports as a percent of the state total, where possible
- Product exports to individual countries for the 50 largest metropolitan areas
- Top global export product categories
- Total exports to ten regional destinations
- For more information, go to <http://www.trade.gov>.

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### **Meet with Visiting Brazil Commercial Specialist**

Want to learn more about your company's sales potential in Brazil? One-on-one appointments are now available upon request to meet with Mr. Rodrigo Mota, visiting Commercial Specialist from the American Consulate in Sao Paulo, Brazil. On Wednesday, February 27th, Mr. Mota will meet with interested South Carolina exporters to share his expertise on doing business in Brazil as well as provide some practical insight into selected industries including **general industrial machinery, material handling equipment, automotive and environmental**.



The U.S. Commercial Service, the South Carolina Department of Commerce and the World Trade Center Charleston are collaborating to provide this opportunity to South Carolina exporters on a first-come, first-served basis. To request an appointment, go to <http://www.buyusa.gov/southcarolina/brazil.html>.

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### **Market of the Month: QATAR**

Qatar may look small, but in commercial terms it is a rising giant. This Persian Gulf Emirate is just larger than Connecticut and its total population is around 1 million. But this country has the world's third largest reserves of natural gas and one of the highest levels of per capita GDP on earth. Its reform-minded government is carrying out an ambitious plan to transform this small peninsula into a leading international hub for tourism, finance, and education.



The Qatari Government is carefully planning multi-billion dollar development projects, funded by the country's burgeoning hydrocarbon wealth, to be implemented in numerous sectors in the coming years. In the next ten years alone, it is estimated that Qatar will invest over \$120 billion dollars in the development of the energy and industrial sectors and \$50 billion in roads, infrastructure development, housing and real estate, health/medical and sanitation projects. U.S. companies interested in export opportunities in this region should strongly consider current trends and upcoming projects in Qatar.

To learn more about Qatar, go to [http://www.export.gov/articles/mom\\_qatar.asp](http://www.export.gov/articles/mom_qatar.asp).

## Schedule of 2008 S. C. Department of Commerce Trade Missions

Date	Destination	Contact
April 21-25	Berlin, Germany and The Hannover Fair	Melissa McLeod, 803-737-2164 <a href="mailto:mmcleod@sccommerce.com">mmcleod@sccommerce.com</a>
June 21-27	Sao Paulo, Brazil	Amy Thomson, 803-737-0488 <a href="mailto:athomson@sccommerce.com">athomson@sccommerce.com</a>
July 7-11	Toronto and Montreal, Canada	Melissa McLeod, 803-737-2164 <a href="mailto:mmcleod@sccommerce.com">mmcleod@sccommerce.com</a>
September 8-12	China & the China International Trade & Investment Show in Xiamen (Xiamen, Hong Kong)	Gregory Guest, 803-737-0651 <a href="mailto:gguest@sccommerce.com">gguest@sccommerce.com</a>
October 15-18	India (New Delhi, Mumbai) & The India Aviation Fair (Hyderabad)	Amy Thomson, 803-737-0488 <a href="mailto:athomson@sccommerce.com">athomson@sccommerce.com</a>
November 10-14	Israel (Tel Aviv & Jerusalem)	Melissa McLeod, 803-737-2164 <a href="mailto:mmcleod@sccommerce.com">mmcleod@sccommerce.com</a>



### Midlands International Trade Association Trade Mission Plovdiv, Bulgaria and Istanbul, Turkey May 9-17, 2008



Make plans now to join the Midlands International Trade Association (MITA) Trade Mission to Plovdiv and Istanbul! The mission is open to companies across the state. The participation fee is \$1,600, which includes coordination of the mission activities and for qualified South Carolina manufacturers, the U.S. Commercial Service's Gold Key service in Istanbul. The Gold Key matchmaking service is being underwritten by The Export Consortium and includes a market intelligence report preceding the mission. Plans call for the mission to leave on Friday, May 9 and arrive in Bulgaria on Saturday, May 10. The mission coincides with the Plovdiv Fair, which includes major exhibitions on consumer goods and technologies, boats and sports; household appliances, hotel and restaurant equipment; perfumes and cosmetics; and textile, clothing and leather goods. For more information on the fair, visit <http://www.fair.bg/en/events/2008.htm>.

Other business appointments in Plovdiv will be arranged through the Plovdiv regional development agency.

The mission will move to Istanbul midweek. MITA will be coordinating Gold Keys with the U.S. Commercial Service in Istanbul and will be arranging other meetings with Turkish business and cultural groups. The scheduled return to South Carolina is Saturday, May 17.

Mission members are responsible for their own transportation costs, including coach travel from Sofia to Plovdiv and from Plovdiv to Istanbul that will be arranged by MITA; hotels, meals and incidentals.

For more information, contact Fred Monk at 803-255-2623 or [fred.monk@scchamber.net](mailto:fred.monk@scchamber.net).

**SAVE THE DATE!**  
**Tuesday, April 15, 2008**  
9:00 a.m. - 4:30 p.m.  
Reception: 5:00 - 6:30 p.m.  
**Columbia Metropolitan  
Convention Center**



Mark your calendar now and plan to attend the **2<sup>nd</sup> Annual South Carolina Global Business Forum**. Come learn more about:

- Opportunities in markets that hold great potential for South Carolina companies
- How to stay competitive in today's global market
- The impact of culture on your success
- What the experts forecast for South Carolina's involvement in international trade
- PLUS: Service providers will be on hand to discuss how they can assist your company in development and implementing strategies for the global marketplace!

Several South Carolina companies will be recognized during the luncheon for their international trade achievements and a networking reception will be held immediately following the program. You don't want to miss this event! To ensure that you receive registration information, please contact Amy Thomson, Chair, S.C. International Trade Coalition, [athomson@sccommerce.com](mailto:athomson@sccommerce.com), 803-737-0488.

**Presented by the South Carolina International Trade Coalition**  
**More information coming soon!**

**\*\*Interested in being a sponsor of the 2<sup>nd</sup> Annual S.C. Global Business Forum? \*\***

Sponsorships are available at four levels:

- Presenting Sponsorship - \$5,000 (One available)
- Gold Sponsorship - \$1,500
- Silver Sponsorship - \$750
- Bronze Sponsorship - \$450

To request more information on what each level of sponsorship includes, contact Amy Thomson, (803) 737-0488, [athomson@sccommerce.com](mailto:athomson@sccommerce.com).

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**IDB Business Seminar Series 2008 - Sustainable Development - A Look at Projects in Environment, Natural Disaster Prevention, Sanitation, Agriculture and Rural Development, February 7, 2008** - This one-day event will concentrate on providing information to companies and individuals on the IDB group's efforts to support sustainable development in the areas of environment (including natural disaster prevention), tourism, sanitation, and agriculture and rural development in its borrowing member countries in Latin America and the Caribbean. These projects in the pipeline provide consulting opportunities for all types of firms, in particular small consulting firms. Furthermore, the seminar will cover the IDB project cycle, which describes how projects are initiated and developed; procedures for procurement of consulting services and news regarding recent changes at the IDB. The registration fee of US \$295 includes a continental breakfast, luncheon, seminar sessions, and publications. A special price is available for government employees. **For the Agenda and Registration Form, please go to:** <http://www.iadb.org/biz>.