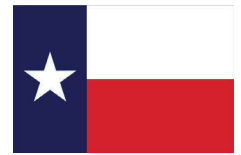




# EXPORT NEWS



A Newsletter From the North Texas Export Assistance Center  
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## February 2008

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**International Trade Specialist Danielle Caltabiano and International Trade Assistant JP Northern will depart the Grapevine office this month. We wish them luck with their future careers! Please direct any questions to Director Dan Swart.**

### When is Pre-Shipment Inspection Required?

Pre-shipments inspections (PSI) are required when mandated by the government of the importing country. Governments assert that pre-shipment inspections ensure that the price charged by the exporter reflects the true value of the goods, prevent substandard goods from entering their country, and mitigate attempts to avoid the payment of customs duties. For details:

<http://www.buyusa.gov/northtexas/preshipdoc.doc>

### Intellectual Property Rights Tool Kit for Italy

Italy's protection of intellectual property lags behind that of many other Western European countries and, despite Italian government strides to improve protection, this remains an area of concern for U.S. companies doing business in Italy. In an effort to improve its track record, Italy has passed strong legislation aimed at curbing intellectual property rights (IPR) infringement. For a guide to how U.S. companies can protect their intellectual property rights when doing business in Italy, read:

<http://www.buyusa.gov/northtexas/ipritaly.pdf>

### U.S. Passport Card Applications Accepted Beginning Feb. 1

U.S. citizens may begin applying in advance for the new U.S. Passport Card beginning **February 1, 2008**, in anticipation of land border travel document requirements.

The passport card will facilitate entry and expedite document processing at U.S. land and sea ports-of-entry when arriving from Canada, Mexico, the Caribbean and Bermuda. **The card may not be used to travel by air.**

The Department of State will issue this passport card in response to the needs of border resident communities for a less expensive and more portable alternative to the traditional passport book. For details, see

[http://travel.state.gov/passport/ppt\\_card/ppt\\_card\\_3926.html](http://travel.state.gov/passport/ppt_card/ppt_card_3926.html)

### U.S.—Canada Trusted Travelers Program

There are several options available to U.S. companies and individuals to expedite the movement of goods and people over the Canada-United States border. The Trusted Travelers Programs were designed to improve security-screening processes at all land, air and sea points of entry. For a detailed report, visit:

<http://www.buyusa.gov/northtexas/uscantrust.pdf>

### 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 CS Western Hemisphere specialists in English, Spanish and Portuguese provides tips. For a free download,

[http://www.buyusa.gov/tradeamericas/getting\\_paid.html](http://www.buyusa.gov/tradeamericas/getting_paid.html)

### How to Determine Tariffs / Import Fees

Tariff or duty, are used interchangeably; they are a tax levied by governments on the value of products imported from one country into another. Often, sales and/or state taxes, and in some instances customs fees, will be levied as well. For help in determining your product's Harmonized System or Schedule B Number Classification Code, information on terms of sale that also impact duties charged, and a list of tariff databases by country, go to

[http://www.export.gov/logistics/exp\\_001015.asp](http://www.export.gov/logistics/exp_001015.asp)

### 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)

### Report Examines Export Potential of U.S. Coal Technology

Clean coal technology (CCT) allows coal to be burned with lower greenhouse gas emissions. "Potential Exports of U.S. Clean Coal Technology through 2030," a report recently published by the International Trade Administration's Office of Energy and Environmental Industries, states that U.S. technological preeminence in CCT presents an opportunity to export U.S. equipment and to license the technology to countries such as China and India, where coal-fired electricity production continues to expand. U.S. exports of CCT equipment to Australia, Brazil, China, India, Mexico, New Zealand, South Africa, and South Korea, as well as to countries in the European Union, could amount to \$36.0 billion between 2003 and 2030. China, India, and South Korea present the greatest potential at approximately \$26.0 billion, \$3.5 billion, and \$3.2 billion, respectively. The calculations, which are based partially on data provided by the U.S. Department of Energy's Energy Information Administration and the Census Bureau's World Trade Atlas, do not incorporate additional revenues to U.S. CCT companies from licensing fees and services.

China and India alone represent enormous potential for U.S. producers of CCT. "Coal-fired electricity-generating capacity is projected to increase by 546 gigawatts in China and 94 gigawatts in India, with those two countries representing 73 percent of projected worldwide electricity-generating capacity growth," states the report.

The [full text of the report](#) is available on the Web. For more information about the export of energy and environmental technologies, visit the [home page of the Office of Energy](#)

### Peru Free Trade Agreement Signed

President George W. Bush shakes the hand of Peru's President Alan García after signing H.R. 3688, the U.S.–Peru Trade Promotion Agreement Implementation Act, on December 14, 2007, in Washington, D.C. The new free trade agreement will immediately eliminate duties on about 80 percent of U.S. consumer and industrial goods sold in Peru, and it will eliminate all remaining duties within 10 years. The agreement will also immediately eliminate duties on more than two-thirds of U.S. agricultural exports to Peru and will eliminate most of the remaining duties during the next 5 to 15 years. For information on export opportunities in Peru, visit the U.S. government export portal on the Web at [www.export.gov](http://www.export.gov)

### Import Safety Group Urges Continued Action on Counterfeits and Intellectual Property Rights Infringement

An action plan to ensure the safety of products imported into the United States was presented to President George W. Bush on November 6, 2007, by the Interagency Working Group on Import Safety. The group comprises representatives from 12 federal agencies, including the Department of Commerce. The group was established in July 2007 by the president in order to devise ways of better combating the importation of illegal, counterfeit, and dangerous products into the United States. The group's 10th recommendation focuses on strengthening intellectual property rights (IPR), and the Department of Commerce is the lead agency dealing with the issue. The department will work to expand information sharing about IPR infringement and to identify and target products, manufacturers, and distributors with potential safety violations. This expansion will include private–public partnerships with existing organizations, such as the Strategy Targeting Organized Piracy (STOP!) and the Coalition against Counterfeiting and Piracy Initiative. Other matters discussed in the action plan that involve the Department of Commerce include ongoing standards dialogues with key trading partners, such as Brazil, the European Union, and India, and talks with China on pharmaceuticals and medical devices under the Joint Commission on Commerce and Trade. Overall, the report, "Action Plan for Import Safety," offers 14 broad recommendations and 50 specific action steps. The recommendations and steps are based on a strategic framework that was issued by the working group in September 2007. During each step of the report's preparation, feedback was solicited from the public and interested stakeholders. Public meetings allowed interested parties to comment in person, or parties could submit written or electronic comments.

To access the full report, or to obtain more information about the Interagency Working Group on Import Safety, visit the working group's home page at [www.importsafety.gov](http://www.importsafety.gov)

### Protecting Your Intellectual Property in a Global Economy

Protecting intellectual property is an important factor for executives during a company growth or international expansion. Among the many challenges is deciding which assets are patentable and which require global protection. Join expert speakers outlining patent standards and discussing the challenges and strategies for protecting intellectual property into the future.

**February 27, 2008**  
Hotel Crescent Court  
400 Crescent Court  
Dallas, TX 75201

#### Agenda

Registration: 11:30AM—12:00PM  
Luncheon & Program: 12:00PM—1:45PM

*Sponsorships, tables and individual tickets available.*

**Register today at [www.dallasTBC.org](http://www.dallasTBC.org)**

For questions or more information, please contact:  
Jane Edson at [jedson@dallaschamber.org](mailto:jedson@dallaschamber.org)

### Washington International Renewable Energy Conference

Bringing together government, civil society and private business leaders to address the benefits and costs of a major and rapid scale-up in the global deployment of renewable energy technology.

- Gain an appreciation of the multiple policy options and best practices that encourage and enable accelerated renewable energy up-take.
- Develop networks and find partners to explore and initiate renewable energy projects.

A trade show component is anticipated to be the largest business-to-business, and business-to-government conference and exposition ever held on renewable energy in the U.S.

To learn more, see: [www.wirec2008.gov](http://www.wirec2008.gov)

For the trade show component:  
[www.americanrenewables.org/](http://www.americanrenewables.org/)

### Global Market Series: Export Certificate Program

Consecutive Thursdays  
Morning sessions: 8AM-Noon  
Afternoon sessions: 1PM-4:30PM

#### May 1

AM Session - Resources & Market Analysis

PM Session - Legal Issues

#### May 8

AM Session - Documentation & Transport

PM Session - Methods of Payment

#### May 15

AM Session - Trade Finance

PM Session - Regulatory Compliance

#### May 16

AM Session (Friday morning only) - Managing Communications

**Cost:** \$285 entire series (\$45 per session)  
After April 17: \$315 (\$50 per session)

For more information and to register:

[www.iexportimport.com](http://www.iexportimport.com)





Featured **U.S. Exporters** (or FUSE) is a directory of U.S. products featured on U.S. Commercial Services websites around the world. It gives your company an opportunity to target specific markets in the local language of business. Currently, listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. The nominal participation fee for one year (minimum \$25) is based on the number of markets selected and translation requirements. You are required to choose at least 5 English language markets, or some other combination totaling \$25 USD or more. Companies that wish to renew their listings may pay a reduced fee.

*This program is only offered to current clients of the U.S. Commercial Service. If you are interested in learning more about the U.S. Commercial Service, please locate the office nearest to you by zip code. Due to the high volume of requests, we are unable to reply to companies which do not meet the qualifications for this program. Some products may not be available for listing in certain markets.*

Learn more at <http://www.buyusa.gov/home/fuse.html>

### EX-IM LOAN GUARANTEE: COMPETITIVE FINANCING FOR INTERNATIONAL BUYERS

EX-IM BANK ASSISTS EXPORTERS BY GUARANTEEING TERM FINANCING TO CREDITWORTHY INTERNATIONAL BUYERS, BOTH PRIVATE AND PUBLIC SECTOR, FOR PURCHASES OF U.S. GOODS AND SERVICES. WITH EX-IM BANK'S LOAN GUARANTEE, INTERNATIONAL BUYERS ARE ABLE TO OBTAIN COMPETITIVE TERM FINANCING FROM LENDERS WHEN FINANCING IS OTHERWISE NOT AVAILABLE OR THERE ARE NO ECONOMICALLY VIABLE INTEREST RATES ON TERMS OVER ONE-TO-TWO YEARS.

BENEFITS: ENABLES INTERNATIONAL BUYERS TO OBTAIN LOANS FROM LENDERS; COVERS 100% OF COMMERCIAL AND POLITICAL RISKS; FLEXIBLE FINANCING OPTIONS AND REPAYMENT TERMS; NO LIMITS ON TRANSACTION SIZE; MEDIUM-TERM AND LONG-TERM FINANCING AVAILABLE.

EX-IM BANK'S GUARANTEE OF A LENDER'S LOAN TO AN INTERNATIONAL BUYER IS GENERALLY USED FOR FINANCING PURCHASES OF U.S. CAPITAL EQUIPMENT AND SERVICES. FINANCING MAY ALSO BE AVAILABLE FOR:

REFURBISHED EQUIPMENT, SOFTWARE, CERTAIN LEGAL AND BANKING FEES, CERTAIN LOCAL COSTS AND EXPENSES

FIND MORE INFORMATION ABOUT EX-IM'S LOAN GUARANTEE AT [HTTP://WWW.EXIM.GOV/PRODUCTS/LOAN\\_GUAR.CFM](http://www.exim.gov/products/loan_guar.cfm)

### ADVERTISE IN THE NORTH TEXAS EXPORT NEWSLETTER

Are you a local company that would like visibility in the export arena?

Have your business advertise in the monthly edition of North Texas Export News. Your company can be seen by thousands of U.S. exporters looking for access to local business services.

We will feature your detailed company description, logo, corporate website link, and other contact information on the front page of the newsletter, rotating that position with other advertisers in future issues. The newsletter will also be uploaded on our website.

Cost is \$250 for six months.

Contact our office to place your business in the eyes of thousands.



The North Texas U.S. Export Assistance Center of the U.S. Department of Commerce is part of the U.S. Foreign Commercial Service, an extensive network of trade specialists located throughout the world devoted to assisting U.S. companies expand their international business presence. With offices in 105 cities throughout the U.S. and in more than 150 cities in 90 countries, we're strategically placed to help U.S. firms realize their export potential. Let us show how we can help your business compete and win in today's global economy.

## 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.

U.S. exports to Qatar in 2007 will likely exceed 2 billion. Within the span of five years, U.S. exports to Qatar have increased by over 300%. All indicators – the growing strength of the U.S.-Qatar geopolitical relationship, growth in the world demand for natural gas, and Qatar's successful economic reform and diversification strategy – strongly suggest significant growth in future U.S. exports to this market.

The Commercial Service believes that particularly strong opportunities for U.S. exporters are in: Architectural/Construction/Engineering Services; Air- Conditioning and Refrigeration Equipment; Construction Equipment and Tools; Oil & Gas Field Machinery and Equipment; Telecommunications Equipment, Computer and Peripherals; Medical Equipment and Services; Franchising; Safety and Security; and Power Transmission Equipment/Electrical Power Systems.

There is great optimism and excitement among the business community in Qatar. By transforming hydrocarbon wealth into modern health facilities, tourism infrastructure, and western-style education institutions, the Qatari Government aims to engender a forward-looking and highly skilled population.

The Qatari Government has established credibility among the population and the business community. When plans and projects are announced, they are usually realized, and contracts are awarded in a generally efficient and transparent manner. Qatar is very amenable to western visitors, and security experts consider Qatar one of the lowest crime countries on earth.

The US Commercial Service has recently opened an office in Qatar, and stands ready to assist US firms in their market development efforts in this dynamic country. Business dealings in Qatar, and throughout the Middle East rely on personal interaction and business relationships take time to cultivate. American firms considering Qatar as a market are encouraged to visit and avail themselves of the counseling and customized services available from the Commercial Section of the American Embassy in Doha.

For the complete market research report:  
[http://www.export.gov/static/doc\\_mom\\_qatar.asp](http://www.export.gov/static/doc_mom_qatar.asp)

### MARKET RESEARCH

#### LIBYA: OPPORTUNITIES IN THE OIL & GAS SECTOR

The Libyan economy is dominated by the energy sector, which accounted for as much 95% of foreign currency earnings and 70% of government revenues in 2006. The market is highly competitive, with more than forty foreign companies, including most International majors, active in Libya. Estimates of Libya's proven oil reserves vary, with the latest estimates ranging upwards of 37 b/bbl equivalent (OPEC, 2007).  
*Contact our office for a copy of the full report.*

### TRADE LEADS

#### POLAND: AGRICULTURAL MACHINERY & EQUIPMENT

Polish company interested in long-term import of chainsaws, lawnmowers, brushcutters, and spare parts.  
*Contact our office for more information.*

#### INDIA: HOUSEHOLD CONSUMER GOODS

Company interested in U.S.-based companies manufacturing and/or developing technology of LED (Light Emitting Diodes) lamps for General Household Lighting purposes.  
*Our office has additional information.*

# DOMESTIC & INT'L TRADE EVENTS

**2008 INTERNATIONAL FRANCHISE EXPO (IFE)**  
**FEBRUARY 2-4**  
**MANILA, PHILIPPINES**

The event offers conference programs and seminars, and features a wide range of product categories. There are more than 200 U.S. franchises in the Philippines -- about 70% of all foreign franchises in the country -- which indicates market receptivity to foreign franchises, especially U.S. brands. CS Manila will promote IFE and recruit attendees and, if requested, arrange meetings between potential franchisees (delegates) and US franchise companies for possible expansion into Philippine market.

[http://www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=14863](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=14863)

**SAFETY AND SECURITY TECHNOLOGY**  
**FEBRUARY 5-8**  
**MOSCOW, RUSSIA**

Security and Safety Technologies (SST) is a leading security exhibition and congress event in Russia, CIS and Eastern Europe. For more than ten years the SST Forum has been presenting the largest exhibition by participation, attendance and area in Russia. The expansive congress program, including more than 50 conferences for prospective buyers, end users, and installers, generates tremendous opportunities for business networking and sales. Over 550 security companies from 21 countries present their products and services.

[http://www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=26794](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=26794)

**EDUCATION AND CAREERS EXPO 2008**  
**FEBRUARY 21-24**  
**HONG KONG**

The Education & Careers Expo is the most important forum of its kind in Hong Kong, showcasing a great variety of options in education, training and career advancement. For 18 years it has been a superb marketing tool for local and outside Hong Kong institutions of learning as well as government and private sector employers. It has attracted participants from countries and regions such as Australia, the Chinese mainland, Canada, France, Germany, Japan, New Zealand, Singapore the United Kingdom and the United States.

[http://www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=27046](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=27046)

**EMBEDDED WORLD & CONFERENCE 2008**  
**FEBRUARY 26-28**  
**NUREMBERG, GERMANY**

Embedded World & Conference, taking place in Nuremberg from Feb. 26-28, 2008, is the world's most important event within this industry segment, and is considered as a valuable and significant European venue for U.S. embedded technology. The show's image, media and coverage is first rate. At the 2007 event around 600 exhibitors from 29 countries presented a comprehensive spectrum - hardware, software, tools, services - to about 14,000 in-trade visitors. With the number of applications rising constantly, the trade show with its accompanying conference (2007: 30 sessions, 8 tutorials, 7 workshops) is the ideal platform to meet and network with industry leaders, discover innovative technologies, evaluate industry suppliers and their new products.

Commercial Specialist Winkler-Helmdach will be at Embedded World 2008 in Nuremberg to counsel and assist American companies exhibiting at the trade fair, and collect latest industry and market trends. Commercial Service Munich will conduct a pre-show promotion to its industry contacts in order to advertise and promote U.S. exhibitors' products and services. Interested exhibitors should contact [dag-mar.winkler-helmdach@mail.doc.gov](mailto:dag-mar.winkler-helmdach@mail.doc.gov).

**INTERNATIONAL WIRELESS COMMUNICATIONS EXPO**  
**FEBRUARY 27-29**  
**LAS VEGAS**

The International Wireless Communications Expo (IWCE) is the ONE place where all industries and communications professionals come together to share thoughts and ideas on wireless communications technologies.

IWCE 2007 brought together over 4,100 Technology End Users, Public Safety Professionals, Wireless Service Providers, IT Professionals, Dealers and Consultants from all over the world. 785 international attendees from 50 countries made their way to Las Vegas to participate in IWCE. In total, over 6,200 people participated in the event including exhibitors, speakers and press.

[http://www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=27038](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=27038)

- 
- The North Texas U.S. Export Assistance Center is...
- Daniel Swart, *Director*
- Elizabeth Graham, *Senior International Trade Specialist*
- Greg Thompson, *Senior International Trade Specialist*
- Kenneth Haynes, *International Trade Specialist*
- David Royce, *International Trade Specialist*
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- Rick Schulze, *Regional Manager—International Trade Program (SBA)*
-