

# VA/DC Export News

July 2008

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July 2008

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**TRADE NEWS** is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce, in Virginia. To correct, add or delete an address, send complete contact information to Mr. Alain Letort, Editor, *Trade News*, at the fax number shown above, or e-mail:

[Alain.Letort@mail.doc.gov](mailto:Alain.Letort@mail.doc.gov).

## Important News Flash !!!



**AESDirect**  
Reduce Exporting Stress with AES



### Mandatory Filing of Export Information through AES or AESDirect Becomes Effective July 2, 2008

Effective July 2, 2008, the Census Bureau is requiring 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. These new regulations have tougher penalty provisions that affect everyone in the export process. Penalties may be imposed per violation of the FTR from \$1,100 to \$10,000 both civil and criminal, for the delayed filing, failure to file, false filing of export information, and/or using the AES to further any illegal activity. Also, all AES filers are faced with new filing deadlines by mode of transportation for reporting export information.

For further information, please:

- **WATCH** the Census Bureau's explanatory video at <http://www.census.gov/foreign-trade/www/> ;
- **DOWNLOAD** the Census Bureau's PowerPoint presentation on these new regulations on the home page of our website (<http://www.buyusa.gov/virginia>) ;
- **VISIT** the Census Bureau's special web page on these new regulations at <http://www.census.gov/foreign-trade/aes/mandatory/> ; and
- **REGISTER** for AESDirect at <http://www.aesdirect.gov/> .



**AESDirect**  
Reduce Exporting Stress with AES





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## Navigating India Seminar – Aug. 15, 2008

On August 15, 2008, the U.S. Commercial Service is hosting a seminar that will highlight the Indian market. This is an excellent opportunity for U.S. companies to develop a better understanding of prospects in India.

### Overview

The Deputy Senior Commercial Officer at the U.S. Embassy in New Delhi, Dale Tasharski, will be speaking on **“The Changing Face of India: the Opportunities and Challenges.”** Other topics to be discussed will be:

- Protecting your Intellectual Property Rights
- Culture and Business Etiquette
- Managing Logistical Challenges
- Successful Company Strategies

### Details

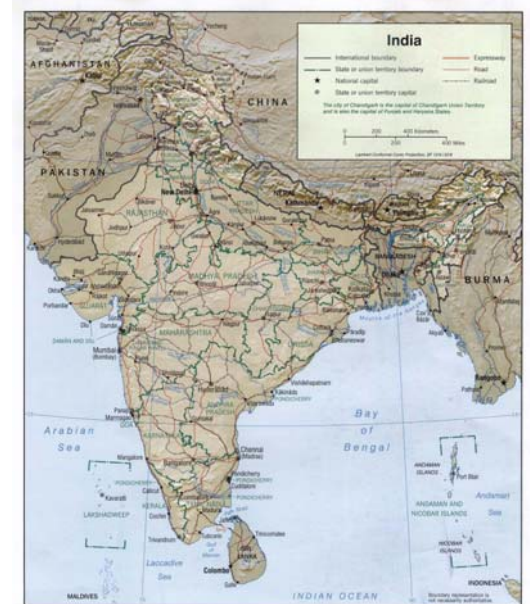
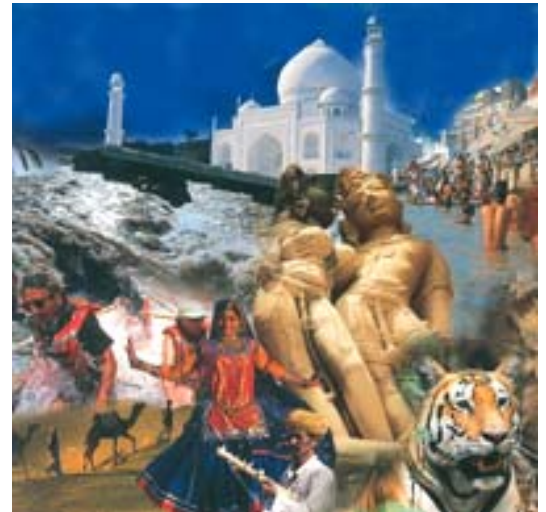
**Date:** Friday, August 15, 2008  
**Time:** 8:00 a.m. – 12:30 p.m. EDT  
**Place:** Northern Virginia U.S. Export Assistance Center  
 Three Ballston Plaza  
 1100 N. Glebe Rd. (Arlington Room, 15th floor)  
 Arlington, VA 22201  
 just N. of intersection of Glebe Rd. with Fairfax Dr.  
 10 min. walk from **Ballston** Metro stop  
**Cost:** \$35

In the afternoon, from 1:30 p.m. to 4:00 p.m., **Mr. Tasharski** will be available to meet one-on-one with area companies interested in developing their export business to India. Please call ahead (see contact info below) to make a one-on-one appointment with Mr. Tasharski.

### Registration and Additional Information

For additional information or for assistance with registering, please contact Judy Kornfeld at (703) 235-0331 or at [judy.kornfeld@mail.doc.gov](mailto:judy.kornfeld@mail.doc.gov).

If you are interested in experiencing India firsthand and meeting potential agents, distributors, or end users, then please consider joining our **trade missions to India in September and November** (see additional information on pages 4-7 of this newsletter.)





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# ExpoMEDICAL<sup>2008</sup>

## Free Catalogue Program at ExpoMEDICAL 2008 Buenos Aires, Argentina — September 11-13, 2008

ExpoMEDICAL is positioned as the largest multi-sector healthcare exhibition among Spanish speaking countries. It is an open gate in South America to the state-of-the-art medical and hospitality technology from Argentina and abroad. The U.S. Commercial Service office in Buenos Aires has developed a catalogue program to assist with promotion of U.S. healthcare products and services at ExpoMEDICAL. If you would like to have the U.S. Commercial Service promote your products and services at ExpoMEDICAL, please contact Judy Kornfeld at:



[judy.kornfeld@mail.doc.gov](mailto:judy.kornfeld@mail.doc.gov) or (703) 235-0330.

For more information on ExpoMEDICAL, please visit <http://www.expomedical.com.ar/ingles/default.htm>.



## BIS Establishes Online Export Control Training for Exporters

The U.S. Department of Commerce's Bureau of Industry and Security (BIS) has announced the creation of the BIS Online Training Room, an innovative new resource for companies interested in learning about U.S. dual-use export control regulations.

The Training Room will act as an organized, online repository of training modules and webinars, amplifying and augmenting current BIS exporter outreach programs. The initial launch includes the first half of the Essentials of Export Controls seminar that BIS currently offers around the country, as well as five pre-recorded webinars covering a variety of topics. The training modules are presented in a video streaming format. The pre-recorded BIS webinars were conducted over the past year and focus on specific export control issues.

Access the BIS Online Training Room at [www.bis.doc.gov/seminarsandtraining/seminar-training.htm](http://www.bis.doc.gov/seminarsandtraining/seminar-training.htm).



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JUNE 25, 2008

Contact: Linda Formella (202) 565-3200

**EX-IM BANK ESTABLISHES MEDIUM-TERM  
DELEGATED AUTHORITY PROGRAM  
TO INCREASE CREDIT  
FOR U.S. CAPITAL GOODS AND SMALL-BUSINESS EXPORTS**



WASHINGTON, D.C.: The Export-Import Bank of the United States (Ex-Im Bank) has established a new program to enable approved lenders to increase use of Ex-Im Bank's medium-term guarantees supporting commercial loans for foreign buyers of U.S. capital goods such as machinery and equipment. The program is designed to reduce transaction turnaround time and provide additional support for U.S. small-business exports.

Under the Medium-Term Delegated Authority (MTDA) Program, approved lenders will have delegated authority to underwrite and authorize Ex-Im Bank-guaranteed medium-term transactions without prior Ex-Im Bank review and approval. In each transaction, the lender will be required to share the credit risk by retaining 10 percent of the commercial risk but will also retain 10 percent of the Ex-Im Bank exposure fee. Transactions involving small-business exporters or small-business suppliers will be eligible for increased Ex-Im Bank risk coverage, and the lender's commercial-risk retention will be reduced to 8 percent.



“This new delegated authority program will help Ex-Im Bank expand medium-term financing for U.S. exports and leverage our staff resources by working through approved lenders,” said Ex-Im Bank Chairman and President James H. Lambright. “These lenders will have the thorough knowledge of our policies and credit standards to expedite approvals of Ex-Im Bank-guaranteed loans and help U.S. exporters offer timely financing to their foreign customers.”

Ex-Im Bank will determine the level of delegated authority for each approved lender. Lenders may be approved for up to a maximum of \$10 million per individual delegated-authority transaction and up to a maximum of \$100 million in aggregated delegated-authority transactions.

The MTDA Program is intended to accommodate standard medium-term credits. Loans approved under the program may have repayment terms of two to five years. Transactions requiring a higher degree of specialized judgment, such as those involving complex financing, environmental or economic-impact analysis, may be excluded. Excluded transactions will be submitted for consideration under Ex-Im Bank's standard medium-term guarantee program.

In evaluating lenders for eligibility and determining appropriate levels of delegated authority, Ex-Im Bank will consider several performance criteria that include medium-term lending experience and capacities in underwriting, transaction due diligence and Ex-Im Bank policy compliance. Interested lenders may contact **Tom Fitzpatrick**, Trade Finance and Insurance Senior Relationship Manager, at (202) 565-3642, or **Charles Goohs**, Senior Strategic Initiatives Officer, at (202) 565-3790. Detailed information on the MTDA program is available on the Internet at [www.exim.gov/products/medium\\_term\\_delegated\\_authority.cfm](http://www.exim.gov/products/medium_term_delegated_authority.cfm).

Ex-Im Bank is the official export-credit agency of the United States. The independent, self-sustaining federal agency, now in its 74th year, helps create and maintain U.S. jobs by financing the sale of U.S. exports, primarily to emerging markets throughout the world, by providing loan guarantees, export-credit insurance and direct loans. In fiscal year 2007, Ex-Im Bank authorized \$12.6 billion in financing to support an estimated \$16 billion of U.S. exports worldwide. For more information, please visit [www.exim.gov](http://www.exim.gov).



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# Clean Energy and Environment Trade Mission to China & India

**Sep. 1-5 (China) and 7-12 (India)**

**Increase Your Sales in China and India !!!**

Join Assistant Secretary of Commerce David Bohigian on this 6-city mission to China and India. Mission Participants will:

- **meet one-on-one** with prescreened potential partners, agents, distributors, licensees, and retailers in each city.
- **participate in discussions** with national and local government officials, networking opportunities, **country briefings**, and **site visits**.

#### Dates:

- China: September 1-5, 2008
- India: September 7-12, 2008

**Mission Details:** to download the **official trade mission flyer**, please go to <http://www.buyusa.gov/virginia/cleanenergychinaindia.html>.

**Cities Visited:** [Beijing, Jinan, and Shanghai](#) (China)  
[New Delhi, Hyderabad, and Mumbai](#) (India)

**Targeted Products:** All clean energy and energy efficiency technologies or services such as renewable energy, clean coal, or distributed generation; and all environmental technologies including air pollution abatement, water, waste, or instrumentation and monitoring equipment.

**Full Mission Participation Fee:** To participate in the Mission in both China and India, the fee is \$5,400 per company and \$1,000 for each additional company representative.

**One Country Participation Fee:** To participate in either the China or India portion of the Mission, the fee is \$3,500 per person and \$750 for each additional company representative.

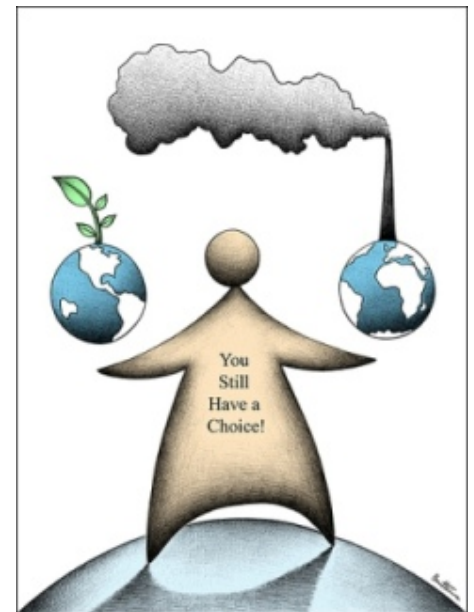
**All applications must be submitted no later than July 21, 2008. Space is limited so [apply today](#) at:**

[http://www.export.gov/cleanenergymission/CEandEnviro\\_App\\_landing.asp](http://www.export.gov/cleanenergymission/CEandEnviro_App_landing.asp)

#### For More Information:

If you have any questions, please contact either of the following persons:

- **Brian O'Hanlon**, phone 202-482-3492, e-mail [brian.ohanlon@mail.doc.gov](mailto:brian.ohanlon@mail.doc.gov).
- **Debra Delay**, phone 617-565-4302, e-mail [debra.delay@mail.doc.gov](mailto:debra.delay@mail.doc.gov).





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## FedEx Trade Mission to India November 9-15, 2008



FedEx and the U.S. Commercial Service are working together on a trade mission to India for U.S. companies. The trade mission represents an opportunity to experience India with visits to leading business centers, production sites, and more. Participants will **meet one-on-one with key contacts in the Indian government, industry decision makers, and other U.S. business executives** already successfully operating in India.

### Mission Details

<b>Dates:</b>	November 9-15, 2008
<b>Cities:</b>	New Delhi, Hyderabad, and Mumbai
<b>Cost:</b>	\$3,485 (exclusive of airfare and hotel)
<b>Application deadline:</b>	July 15, 2008
<b>Payment Deadline:</b>	September 5, 2008

For a general itinerary of the mission, please visit <http://www.fedex.com/thinkindia/itinerary.html>.

### Registration / Additional Information

To download the mission's **official flyer**, please go to <http://www.buyusa.gov/virginia/fedexindiadmissionflyer.pdf>.

If you would like to **apply** for the trade mission, please go to: <https://thinkindiatrade.c2.ixwebhosting.com/Form.html>.

For **frequently asked questions** regarding this trade mission, please go to <http://www.fedex.com/thinkindia/faq.html>.

If you have any **questions**, please contact Mr. Alain Letort, Commercial Officer, via e-mail at [Alain.Letort@mail.doc.gov](mailto:Alain.Letort@mail.doc.gov) or by phone at (703) 235-0326.



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## Why India?



The Indian market, with its one billion plus population, presents lucrative and diverse opportunities for U.S. exporters with the right products, services, and commitment. India's requirements for equipments and services for major sectors such as energy, environmental, healthcare, high-tech, infrastructure, transportation, and defense will exceed tens of billions of dollars in the mid-term as the Indian economy further globalizes and expands. India's GDP, growing at 8.7% (for 2007-08), makes it one of the fastest growing economies in the world and the second fastest in Asia. India has potential for a sustained growth of 8-10% for the next couple of years. Now is the time for U.S. companies to enter the rising Indian market.

Key factors to doing business successfully in India include: finding good partners who have knowledge of the local market and procedural issues; good planning; aggressive due diligence and follow up; and patience and commitment.

The U.S. Commercial Service in India offers customized solutions to help your business enter and succeed in the Indian market. Our India-wide network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services

## Market Entry Strategy

- **Finding** partners and agents: New businesses must address issues of sales channels, distribution and marketing practices, pricing and labeling and protection of intellectual property. Relationships and personal meetings with the potential agents are extremely important. Due diligence is strongly recommended.
- **Geographic diversity:** U.S. companies, particularly small and medium-sized enterprises, should consider approaching India's market on a local level. Good localized information is a key to success in such a large and diverse country. The U.S. Commercial Service offices in India can provide indispensable local information and advice and are well plugged in with local business and economic leaders. Often multiple agents are required to serve each geographic market in the country.
- **Market entry options:** Options include using a subsidiary relationship, a joint venture with an Indian partner, or using a liaison, project, or branch office.

Participating in the November Trade Mission can help you meet the right contacts to make the right decisions on your approach to market entry or expansion in India. Please consider participating!



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## Upcoming Market Opportunity Webinars

### July 8: China's Natural Products Regulations

**Date:** July 8, 2008  
**Time:** 11:00 a.m. EDT  
**Place:** Your Office (Web-based)  
**Cost:** \$75 participation fee

Market growth rates are impressive, but U.S. exporters overwhelmingly find China a challenging market in the area of natural products (health foods, nutritional supplements, etc.). Find out why and what to do about it! In-depth discussion on regulatory requirements, market-access barriers, and ways to persevere and succeed! Brought to you by the U.S. Commercial Service's Healthcare Technologies and Agribusiness Teams. For additional information and registration, please go to: <http://www.buyusa.gov/asianow/chinanaturalproducts.html>.



### July 8: The Impact of Free Trade Agreements (FTAs) on Chemical-Related Businesses

**Agricultural Chemicals, Cosmetics/Toiletries, Drugs/Pharmaceuticals, Industrial Chemicals, Plastics Materials/Resins**

**Date:** July 8, 2008  
**Time:** 1:00 p.m. – 2:00 p.m. EDT  
**Place:** Your Office (Web-based)  
**Cost:** \$35 participation fee



U.S. exporters will learn how key elements of these agreements can impact their chemical-related businesses. Key FTA negotiators will speak on the topics of tariffs, rules of origin, standards, import licensing, rules of origin, intellectual property rights and investments.

For additional information and registration, please visit [www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=28223](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=28223).

### July 8: India Coal & Mining Webinar

On July 8, 2008, our sister U.S. Commercial Service office in Pittsburgh, PA, in conjunction with Mining Media, is hosting a webinar that will highlight the Indian coal and mining market. This is an excellent opportunity for US companies to develop a better understanding of mining prospects in India.

India is a growing market for mining related equipment and services. This webinar will include a specialist from the U.S. Commercial Service in India who will provide participants with an overview of:

- India's current commercial environment
- India's mining industry
- Demand for U.S. mining equipment and services
- Market entry strategies and challenges
- Assistance available to U.S. exporters

**Date:** Tuesday, July 8, 2008  
**Time:** 9:00 a.m. EDT  
**Place:** Your computer (Web-based)  
**Cost:** \$35 participation fee



For additional information and registration, please visit [www.buyusa.gov/pittsburgh/798.html](http://www.buyusa.gov/pittsburgh/798.html).





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## July 10: Opportunities in India's Machinery Metals and Chemicals Sectors

Participants in this webinar will get an overview of these high-performing industry sectors and hear how U.S. exporters are successfully tapping market opportunities. Also, learn about upcoming trade missions to India.

The **Principal Commercial Officer in Calcutta, Ms. Aileen Nandi**, will be the main speaker of the webinar.

**Date:** Thursday, July 10, 2008  
**Time:** 9:30 a.m. – 10:30 a.m. EDT  
**Place:** Your computer (Web-based)  
**Cost:** Free of charge

For additional information and registration, please go to  
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=8Q6R>.



## July 14: China's Coal and Mining Markets Webinar

### **Coal, Construction Equipment, Mining Industry Equipment**

On July 14, 2008, our sister U.S. Commercial Service office in Pittsburgh, PA, in conjunction with Mining Media, is hosting a webinar that will highlight the Chinese coal and mining market. This is an excellent opportunity for U.S. companies to develop a better understanding of mining prospects in China.

China is a growing market for mining related equipment and services. This webinar will include staff from the U.S. Commercial Service at the U.S. embassy in Beijing as well as private sector representatives that will also highlight related coal and mining opportunities in China.

The webinar will include specialists from the U.S. Commercial Service in China who will provide participants with an overview of:

- The current commercial environment,
- The current status and future direction of the mining and coal industries,
- Demand for U.S. mining and coal related equipment and services,
- Market entry strategies and challenges,
- Assistance available to U.S. exporters,

**Date:** Monday, July 14, 2008  
**Time:** 8:30 a.m. – 9:30 a.m. EDT  
**Place:** Your computer (Web-based)  
**Cost:** \$35



For additional information and registration, please visit [www.buyusa.gov/pittsburgh/chinacoalandmining.html](http://www.buyusa.gov/pittsburgh/chinacoalandmining.html).

## July 15: Mexico's National Infrastructure Program — Business Opportunities

**Date:** Tuesday, July 15, 2008  
**Time:** 2:00 p.m. – 3:00 p.m. EDT  
**Place:** Your computer (Web-based)  
**Cost:** Free of charge



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This webinar will update U.S. companies on Mexico's National Infrastructure Program involving \$250 billion in business opportunities. Projects in ports, airports, highways, power, oil and gas, and the environment will offer a valuable business pipeline for American primary/subcontractors and suppliers in these sectors.

CS Mexico will provide an overview of the opportunities for U.S. companies, information on the bidding process in Mexico, and a presentation by a representative of a highly successful U.S. company with insight on doing business in Mexico.

Registration information will be posted at [www.buyusa.gov/virginia/exportmarketopportunitywebinar.html](http://www.buyusa.gov/virginia/exportmarketopportunitywebinar.html) the week of June 30.

## July 16: Intellectual Property Rights in India

Whether you are already doing business in India or just beginning to consider exporting to India, you need to consider protecting your intellectual property rights (IPR). Featuring **Dominic Keating, IP Attaché at the U.S. Embassy in New Delhi**, this webinar will give participants insight into India's evolving IP environment. A **U.S. Patent and Trademark attorney** will provide tips and answer questions about protecting patents, trademarks, copyrights, and trade secrets in India. **Cassie Peters from the Office of Intellectual Property Rights** at the Department of Commerce will highlight U.S. Government resources to help you protect your IPR abroad.

**Date:** Wednesday, July 16, 2008  
**Time:** 2:00 p.m. – 3:00 p.m. EDT  
**Place:** Your computer (Web-based)  
**Cost:** \$35

For additional information and registration, please visit <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=8Q4W>.



## July 31: Researching and Interpreting Rules of Origin for FTA Purposes

Do you understand the Rules of Origin for your products under NAFTA and the other FTAs? Have you done your homework in qualifying your products?



The customs service of the country you are shipping to may ask for details. This program will give you the tools you need to do that research, qualify your products and have a ready answer to that inquiry.

Free Trade Agreements (FTAs) can mean lower costs for your customers and more sales for your company. Learn how the rules of origin work and how they apply to your products.

A solid understanding of how Rules of Origin operate is necessary to take full advantage of these agreements and can speed your documentation process and improve customer service.

**Date:** Thursday, July 31, 2008  
**Time:** 1:30 p.m. – 2:30 p.m. EDT  
**Place:** Your computer (Web-based)  
**Cost:** \$40

For additional information and registration, please visit <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=8Q6P>.