

The Americas Competitiveness Forum: Promoting Prosperity and Economic Opportunity – June 11-12, 2007 – Atlanta, Georgia

United States Secretary of Commerce Carlos Gutierrez is hosting the inaugural Americas Competitiveness Forum (ACF) from June 11-12, 2007, in Atlanta, Georgia. The ACF is a venue for Western Hemisphere economic and education ministers, business executives, academics, and non-profit leaders to meet, be heard and network. The ACF is a two-day conference designed to inspire and educate the 500 international leaders who will attend this groundbreaking and innovative forum.

Deliverables:

- One-on-one appointments with SCOs providing specific market insights to help your organization

succeed in the Western Hemisphere

- Concrete strategies for your company's competitiveness through innovation; workforce development; supply chain strategies; and small business development

- Unprecedented networking opportunities with 3 U.S. cabinet members (Commerce, Treasury, and Education); 20 minister-level foreign officials; 3 vice presidents; 13 senior commercial officers (SCOs); business leaders; and other experts from the region

Registration:

ACF registration is available now online by visiting www.trade.gov/competitiveness/acf. Registration

rates are as follows:

- Standard rate: \$950
- Small Business & Non-profit Rate: \$600

- Government Rate: \$350

Location:

The ACF will be held at the Atlanta Marriott Marquis, 265 Peachtree Center Avenue, Atlanta, Georgia.

For further information or to register, please go to www.trade.gov/competitiveness/acf or contact Tom Strauss at 404-897-6080, Thomas.Strauss@mail.doc.gov or Terri Batch at 310-597-3575, Terri.Batch@mail.doc.gov.

Export Trade Symposium June 12, 2007 -McKinney, TX

Designed especially for U.S. exporters, this interactive symposium

will brief you on several key U.S. government products and services

available from the Department of Commerce (U.S. Commercial Ser-



vice), the Small Business Administration, and Export-Import Bank of the United States.

Discover how to **find international buyers** and **use trade finance tools** to win international sales and grow your business. Let trade and export finance professionals guide

you through the unique challenges of **entering new export markets**, and **strategies to minimize financial risks**, and **improve cash flow**.

The symposium will be held at the McKinney Chamber of Commerce, 1650 W. Virginia Street, Suite 110, McKinney, TX, 75069. The program

will start at 9:30 a.m. and end at 12:00 noon and a light networking lunch will be provided following the event.

For more information, or to register, please contact Jeannie Lester at jlester@mckinneytx.org or 972-542-0163.



Callidus Technologies, L.L.C. and Melton Truck Lines, Inc. Receive 2007 Governor's Award for Excellence in Exporting

Callidus Technologies, L.L.C., a Tulsa-based company that custom designs and fabricates combustion and environmental equipment/systems for the refining, petrochemical and chemical industries worldwide, and Melton Truck Lines, Inc., a premier flatbed carrier with significant international cross-border transactions, received the 2007 Governor's Award for Excellence in Exporting.

The Honorable Natalie Shirley, Secretary of Commerce and Tourism, Oklahoma Department of Commerce, presented the awards during the 24th Annual Oklahoma World Trade Conference held at the Meinders School of Business at Oklahoma City University.

Callidus Technologies, L.L.C. commenced operations in 1989 and for the last four years has experienced steady export growth. At present, 2007, the company is doing business on six of the seven continents, Asia, Africa, North America, South America, Europe and Australia and has successfully penetrated the markets of twenty-four countries. Callidus has combustion equipment and systems worth hundreds of millions of dollars operating success-

fully worldwide. The majority of these systems have been custom designed with the customer to meet demanding process requirements and stringent emission regulations throughout the world. Callidus is committed to being the leader in environmental and combustion technology advancements. The Callidus industrial scale, world class R&D center with its fully instrumented and automated computerized data acquisition system is a prime example of this commitment. In 1994, Callidus implemented the curriculum for the Callidus Combustion Technology School. Since then, their schools have offered advanced training for burner, flare and incinerator technology for domestic and international customers.

Since 1954, Melton Truck Lines has been committed to being an industry leader in the flatbed trucking industry by offering service that is second to none. Over the years, they have continued to grow and are now one of the largest flatbed trucking companies in the nation. Melton has pioneered several industry firsts, such as through-trailer service to/from Mexico and Computer Assisted Dispatch, while continuing to be an

innovative service leader in the flatbed trucking industry. Melton operates a fleet of over 900 tractors and 1,800 trailers with an average age of less than two years. By keeping such a modern fleet, they realize a significant reduction in the amount of repair and maintenance costs. The 100% air-ride flatbed trailers are 48 feet long and equipped with standardized securement devices and tarps to protect certain loads. Handling over 16,000 shipments to/from Mexico each year makes Melton one of the largest U.S. carriers servicing Mexico. These over 16,000 shipments generate almost one-third of total company revenues.

Secretary Shirley also presented four Oklahoma exporters – Callidus Technologies, Melton Truck Lines, Inc., Midwestern Manufacturing Company, and Qual-Tron, Inc.—with the U. S. Commercial Service's Export Achievement Certificate. The certificate program is designed to showcase the important role that exporting plays in our national economy, to highlight the contributions made by exporters to their local communities, and to recognize new and existing exporters.

Aerospace Products Literature Center (APLC) at the Moscow Air Show (MAKS) 2007 – August 21-26, 2007

The U.S. Department of Commerce's *Aerospace Products Literature Center* (APLC) at MAKS 2007 will showcase your firm's sales literature to business visitors, helping you identify potential customers and test the market without leaving your desk

For only \$650 Commerce's on-site Commercial Service staff will:

- Display your company's literature at the APLC booth
- Include your firm in our widely circulated APLC directory

- Identify and qualify potential customers
 - Share your product literature with best prospects
 - Collect and send you business leads for follow-up
- The **Mini-Booth** option, offered **for \$3,000**, will provide a strategic venue for your company's representative to conduct on-site trade promotion and private meetings:
- Dedicated space at the U.S. Commercial Service booth
 - Convenient area for your

company's literature display

- Assistance from our on-site trade specialists

To pre-register on-line for the APLC or Mini-Booth, please go to http://www.export.gov/eac/show_detail_trade_events.asp?EventID=24390. July 20, 2007 is the deadline to register. For further information, please contact Karen Dubin at Karen_dubin@ita.doc.gov or 202-482-3786.

Aerospace Products Literature Center (APLC) at the Asian Aerospace 2007 – Hong Kong - September 3-6, 2007

The **Aerospace Products Literature Center** (APLC) at Asian Aerospace 2007, sponsored by the U.S. Department of Commerce's Commercial Service, offers an affordable, proven way for U.S. aerospace companies to promote their products and services and generate trade leads without leaving their office.

For just \$650, the APLC at

Asian Aerospace 2007 will help you expand your firm's international marketing efforts. On-site Commercial Service sector experts will:

- Display your sales literature in an official U.S. Department of Commerce booth.
- Register visitors showing an interest in your company and send you the leads.
- Provide your literature to each

potential customer and agent.

- Enter your company in our widely distributed APLC directory.

July 16, 2007 is the deadline to participate in the U.S. APLC at Asian Aerospace 2007. For participation forms and further information please contact Deborah Semb via email at Deborah.Semb@mail.doc.gov, by telephone at 1-202-482-0677, or by fax at 1-202-482-3113.

U.S. Catalog Show and Product Exhibit in the Philippines – September – November, 2007

From September to November 2007, the U.S. Commercial Service Manila (CS Manila) will conduct a

catalog show and exhibit for U.S. firms in several key locations in the Philippines. Widely publicized as

"American Trade Days," the centerpiece will be a special three-month display of catalogs and prod-

ucts of American companies seeking to expand sales in **Manila and three (3) key regional cities in the Philippines**. Your product will be given individualized promotion through CS Manila's network of trade associations, Philippine agents, distributors, and local Chambers of Commerce. Whether you want to meet new business partners or generate new sales opportunities, CS Manila will utilize its years of experience and extensive network to put you in touch with qualified Filipino agents, buyers, and importers.

For only US\$300, your partici-

ipation will cover:

-Presentation of your company's catalog or promotional literature during the four (4) "American Trade Days" events in Manila, Cebu, Davao and Cagayan de Oro. Events outside of Manila will be held jointly with the "**American Showcase 2007**" product exhibition (please inquire for further information on this concurrent trade show events; separate fee applies).

-A complete list of Philippine companies expressing interest in your product or services, including basic company profile.

-After-show support to help your firm explore trade leads developed by this program.

-Promotion of your firm in the CS Manila website – www.buyusa.gov/philippines

-Inclusion of your firm in the trade show directory that will be distributed to importers and buyers, and partner local trade associations and Chambers of Commerce.

For further information or to register, please go to www.buyusa.gov/philippines or contact either one of the Oklahoma offices.

Middle East and North Africa Opportunities



Free Trade Agreements in Region Promote U.S. Bilateral Trade

For U.S. companies looking to increase their bottom line by making new sales abroad, there's never been a better time to export. As more and more American companies discover the opportunities that lie beyond our borders, many are taking advantage of free trade agreements (FTAs) to reach new customers around the world.

Last year, U.S. exports to countries where an FTA was in effect surpassed \$437 billion, or 42 percent of U.S. exports—and today, the U.S. has FTAs in force with 14 countries. One key region where U.S. businesses are expanding their international sales is North Africa and the Middle East, where total trade with the U.S. has nearly doubled since 2003 to more than \$138 billion last year—and continues to prosper with help from FTAs with Israel, Morocco, Jordan and Bahrain. The

advantages of doing businesses with FTA countries are numerous, and in the North Africa/Middle East, these countries offer a variety of sales opportunities for U.S. firms selling everything from aircraft and motor vehicles and parts to medical equipment, machinery, information technology, energy, franchising, services, and more.

Israel

Israel is a growing and sophisticated market for U.S. goods and services. With the U.S.-Israel Free Trade Agreement, Israel serves as an important market in the region. Its high-tech, pro-American business community is familiar with U.S. business culture, and a multitude of U.S. firms are already doing business with Israel. A Memorandum of Cooperation (MOC), signed in January 2007 to promote the transfer of U.S. technology and an increased acceptance of American technical standards, is expected to result in additional U.S. exports to Israel.

Israel's growing industries include safety and security equipment, medical devices, software, telecommunications, and defense. For more information about opportunities in Israel, go to http://www.export.gov/articles/Israel_MoMApril07.asp

Morocco

Positioned as a regional center for business, Morocco is on the crossroads of North Africa, Europe, and the Middle East. U.S. firms looking to do business in Morocco can benefit greatly from the U.S.-Morocco Free Trade Agreement (FTA) as Morocco provides easy access to a market of 500 million consumers in the Mediterranean region. The FTA has also eliminated tariffs on 95 percent of current and industrial goods coming from the U.S. into Morocco. With 16 Regional Investment Centers, dedicated solely to assisting new business ventures, Morocco is steadily advancing internally toward more modernization and globalization. The FTA also provides a high level of

intellectual property protection, consistent with standards set by U.S. law. Industry opportunities include telecommunications, IT, agriculture, electronics, tourism, and manufacturing. With this state-of-the-art protection, strategic location, internal improvements, and U.S.-Morocco FTA continues to create an excellent climate for U.S. trade and investment. Please visit http://www.export.gov/articles/Morocco_MoMApril07.asp for further information about doing business in Morocco.

Jordan

Jordan's economic reform and privatization efforts have resulted in a more open and business-friendly environment, and with its developing, knowledge-based economy, Jordan's information technology and pharmaceutical sectors continue to flourish. With an annual growth rate of 7.5 percent over 2006, and a free trade

agreement with the United States that has eliminated or reduced barriers to trade, Jordan offers excellent opportunities for U.S. exporters. Furthermore, Jordan boasts growing opportunities in the oil and gas, power generation, transportation, and transportation infrastructure. U.S. companies looking to tap the full potential of the Middle Eastern market can also benefit from Jordan's strategic location as a springboard for expanding their export sales throughout the region. Go to http://www.export.gov/articles/Jordan_MoMApril07.asp for more information about opportunities in Jordan.

Bahrain

The U.S.-Bahrain Free Trade Agreement has opened markets and increases opportunities for American workers, farmers, ranchers, and businesses. It opens Bahrain's market

for U.S. manufactured goods, agricultural products and services, and will also support economic reform and growth. Last year, bilateral trade between the U.S. and Bahrain exceeded USD 1.1 billion and U.S. exports have jumped 51 percent. Bahrain's growing industries are aircraft and motor vehicles, machinery, pharmaceutical products, medical equipment, and much more. Bahrain is actively pursuing the diversification and privatization of its economy to reduce the country's dependence on oil. With its positive commercial climate and incentives offered by the FTA, Bahrain becomes a growing prospect for U.S. businesses worldwide. For further information about doing business in Bahrain, go to http://www.export.gov/articles/Bahrain_MoMApril07.asp.

Doing Business in Singapore

Singapore remained the 15th largest trading partner of the United States and became the 9th largest export market in 2006, according to U.S. Census trade data. Two-way trade increased 19% to US\$42.5 billion while exports grew by nearly 20% to US\$24.7 billion. The data reflect Singapore's important role as a major distribution center, serving as the gateway to the region. Many of the industrial inputs imported into Singapore are eventually re-exported as finished and semi-finished products to other markets in Southeast Asia and worldwide. Singapore was home to the world's busiest container port in 2006.

Singapore offers excellent opportunities for U.S. companies to sell

their products and services as the country is virtually a free port. The challenge is in competing with all the other suppliers from the world since it is such an open economy. With the exception of four tariff lines covering beer and certain alcoholic beverages, Singapore imposes no tariffs on imported goods. For goods originating in the United States, these four remaining tariffs were eliminated under the U.S.-Singapore FTA.

However, for social and/or environmental reasons, Singapore levies high excise taxes on distilled spirits and wine, tobacco products, motor vehicles (all of which are imported), and gasoline.

U.S. companies will find particularly attractive market opportunities in

the following best prospects sectors: aircraft and parts, electric power systems, laboratory and scientific instruments, electronics components, computer hardware and software, telecommunication equipment, oil and gas equipment, medical devices, pollution control equipment, pumps and valves, construction equipment, building products, university education services and franchising.

Many American exporters use agents or distributors to serve the Singapore market and other markets in Southeast Asia. Finding prospective partners presents no problem. Singapore firms are aggressive when it comes to representing new products and usually respond enthusiastically to new opportunities. In addition, most

Singaporean companies are open to joint venture proposals, and many are interested in manufacturing under

license.

For more information on doing business in Singapore, please visit

www.buyusa.gov/singapore or contact one of the Oklahoma offices.

June 2007 Calendar of Events

<i>Date</i>	<i>Event</i>	<i>Contact</i>
June 5, 2007	Minority and Women's Breakfast Metro Tech Conference and Banquet Center, Oklahoma City	Aquilla Pugh 405/427-4444
June 11-12, 2007	The Americas Competitiveness Forum Atlanta Marriott Marquis, Atlanta	Thomas Strauss 404-897-6080
June 12, 2007	Export Trade Symposium McKinney Chamber of Commerce, McKinney	Jeannie Lester 972-542-0163

Penalty for Private Use, \$300

OFFICIAL BUSINESS

Oklahoma City, Oklahoma 73116
301 N. W. 63rd Street, Suite 330
District Office

**U. S. Department of Commerce
International Trade Administration**

FIRST-CLASS MAIL
POSTAGE & FEES PAID
ITA/DOC
PERMIT No. G54