

Export News for Florida

From the Florida U.S. Export Assistance Centers
U.S. Commercial Service, U.S. Department of Commerce
July 2005 Edition



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1. **Our Shared Hemisphere – *by Neal Asbury, Greenfield World Trade***

In his article “Our Shared Hemisphere”, Neal Asbury offers insight into the history and the future of the relationships between the countries of the Western Hemisphere. He explores the increasing importance of Latin America to U.S. business. To read the article, [click here](http://www.floridaexporter.com/external_news.php?id=105) (http://www.floridaexporter.com/external_news.php?id=105).

2. **Team Florida Germany Video Conference for Health Care Firms – July 13, 2005**

Are you in the health care sector and interested in learning more about export opportunities for the German market? Embassy staff in Germany, Belgium, and Switzerland will answer your questions on the market for health care, medical devices, pharmaceutical medicines, and life sciences / biotechnology via videoconference from 8:30 a.m. to 11:15 a.m. on July 13. This videoconference will be held in association with an upcoming, Governor-led mission to Germany; and it will be simultaneously broadcast in Miami, Tampa, Orlando, and Jacksonville. For more information, please contact the following persons, or [click here](http://www.floridaexporter.com/events.html?todo=item&date&id=56) (<http://www.floridaexporter.com/events.html?todo=item&date&id=56>).

- Miami: Sarah Deben at sdeben@eflorida.com
- Tampa: George Martinez at george.martinez@mail.doc.gov
- Orlando: Misty Kane at mistyk@worldtradecenterorlando.org
- Jacksonville: Robin Hoselton at robin.hoselton@jacksonvillechamber.org

3. **Florida District Export Council Now Accepting Nominations**

The Florida District Export Council is accepting nominations for new members from July 1 – September 30th, 2005. District Export Council members are elected for a four-year term.

The Florida District Export Council is comprised of a group of professionals who are highly experienced in the many facets of international trade. The Florida District Export Council members, who are appointed by the U.S. Department of Commerce, help to advance Florida trade through education, mentoring, and special initiatives designed to take advantage of unique developments and timely overseas business opportunities. The Florida District Export Council is one of 55 organized by the U.S. Department of Commerce to assist its over 100 Export Assistance Centers in advancing U.S. exports. The 55 District Export Councils are organized

under a National District Export Council. For more information on the National District Export Council, including locations of District Export Council chapters, please visit <http://www.districtexportcouncil.com>.

If you are interested in the Florida District Export Council, or if you would like to submit a nomination, please contact Martina Echevarria at the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640; Martina.Echevarria@mail.doc.gov).

4. New Online Service to Keep You Informed of New Export Regulations

On July 1, 2005, the National Institute of Standards and Technology (NIST), an agency of the U.S. Department of Commerce, launched **Notify U.S.**, a free Internet-based service that electronically notifies interested businesses when foreign governments propose regulations that might influence the treatment of U.S. exports. Available from NIST's Technology Services' National Center for Standards and Certification Information (NCSCI), **Notify U.S.** can spare businesses and other organizations from unwanted surprises sometimes caused by unanticipated changes in technical requirements that dictate terms of market entry. **Notify U.S.** will gather, organize, and disseminate notifications of proposed regulatory changes issued by any of 148 countries that are members of the World Trade Organization (WTO). Notifications are sorted among 41 fields of activity that range from health-care technology to agriculture to construction materials. Users can specify the fields of activity that they wish to track and can monitor developments in selected countries or regions, such as Japan or the European Union. **Notify U.S.** is expected to make it easier for U.S. companies to stay on top of foreign technical regulations that affect their overseas business. Early warning should help to ensure that U.S. organizations have adequate lead-time to review and comment on proposed regulations—and perhaps head off regulations judged to pose a barrier to trade. U.S. organizations and individuals interested in using the **Notify U.S.** service can register online at <http://www.nist.gov/notifyus/>. For additional information, contact NCSCI at 301.975.4040 or notifyus@nist.gov.

5. EU Directives on Electrical and Electronic Products

Effective August 2005, companies selling a broad range of electrical goods in Europe will need to conform to the Waste Electrical and Electronic Equipment (WEEE) Directive, and as of July 2005, those same companies will need to conform to the Restriction of Use of Certain Hazardous Substances (RoHS) Directive. The ten product categories under WEEE include: large household appliances; small household appliances; IT and telecom equipment; consumer equipment; lighting equipment; electrical and electronic tools; toys; leisure and sports equipment; medical equipment; monitoring and control equipment; and automatic dispensers. A web page has been developed to help provide WEEE and RoHS information as efficiently as possible. Please visit: <http://www.buyusa.gov/europeanunion/weee.html> for more information.

6. Want to Expand Your Overseas Sales? Check out Commercial News USA!

Commercial News USA is the official U.S. Department of Commerce showcase for American-made products and services. The catalog-style magazine is designed to help American companies promote products and services to buyers in more than 145 countries – at a fraction of the cost of other advertising options. Each issue reaches an estimated 400,000 readers worldwide.

Advertising in Commercial News USA provides American companies with an unparalleled opportunity to market products and services around the world. Advertisers in Commercial News USA have the potential to increase export sales with a minimal investment. Commercial News USA is distributed bi-monthly to readers outside the United States. The magazine, which is free, is mailed directly to qualified recipients and distributed by U.S. and Foreign Commercial Service personnel at U.S. embassies and consulates worldwide.

Advertising in Commercial News USA is a unique tool for helping your company increase its exports. Whether you seek representation, distribution, direct sales, licensing, or joint-venture partners, Commercial News USA will deliver your message directly to potential customers in export markets worldwide. Just one listing can produce a substantial return on your investment.

- **Direct Response:** New customers around the world will read about your product or service and will receive information to contact you directly. Address-coded trade leads make it easy to track results.
- **Broad Distribution:** Worldwide circulation to an estimated 400,000 business readers in more than 145 countries.
- **Built-in Credibility:** Distributed by U.S. Foreign and Commercial Service officials at embassies and consulates, Commercial News USA enjoys a unique credibility that no other publication can offer.
- **Follow-Up Support:** The U.S. Department of Commerce offers free, individual export counseling at any of the more than 100 U.S. Export Assistance Centers across the country. For the center nearest you, call 1-800-872-8723 or visit www.export.gov.

To learn more about Commercial News USA, and to see the format for an edition, please visit the following web site: <http://www.export.gov/cnusa>.

7. Market of the Month: The Baltic States



The Baltic States comprise Estonia, Latvia, and Lithuania. In just over a decade since independence, these countries have successfully transitioned to attractive market economies with many opportunities for U.S. exporters. All three countries have improved ties to the west through membership in the WTO, NATO, and most recently, the European Union, making them excellent entry points both into the EU and into Russia and Eastern Europe.

The U.S. Commercial Service has identified certain sectors as best prospects for U.S. exports and investment in the Baltic States. These sectors are:

Estonia: Telecommunications, General Science and Technology, Maritime Transportation Services/Port Management

Latvia: Telecommunications Equipment, Computers & Peripheral Equipment, Computer Services, Drugs/Pharmaceuticals, Sporting Goods/Recreational Equipment, Forestry/Woodworking Equipment, Pollution Control Equipment

Lithuania: Computer Equipment, Energy & Power Generation Equipment, Pollution Control Equipment/Environmental Services, Telecommunications Equipment and Services, Automotive Parts and Accessories, Construction Machinery/Building Materials, Safety & Security Equipment/Services.

Learn more about opportunities in the Baltic States today! Please visit:

http://www.export.gov/comm_svc/press_room/marketofthethmonth/baltics/baltics.html.

8. Online Resources

IMPORT REGULATIONS OF MAJOR COUNTRIES

<http://sme.tdctrade.com/ir/index.htm>

This page at the Hong Kong Trade Development Council site has information about import requirements for China, the U.S., the EU, Canada, Japan, and Australia. There are also links to the Customs Department sites for the various countries, where you can get further information.

HOT TRADE LEADS DATABASE

http://www.citd.org/trade_info/sections.cfm?sid=23

This page on the Centers for International Trade Development's web site has links to many trade lead databases on the web, including hundreds of sites for importers and exporters, searchable by country or region of the world. If you click on "Trade Information Database" in the left column, you will be directed to links for statistics, market research, international standards, trade documentation, logistics, etc.