

Export News for Florida

From the Florida U.S. Export Assistance Centers
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1. The Land of Make Believe– *by Neal Asbury, Greenfield World Trade*

In his article, “The Land of Make Believe.” Mr. Neal Asbury gives an indepth insight into Dubai, both from a cultural and economic perspective. The article states the case for Dubai becoming a major player in the international trade arena, and emphasises its importance to the United States.

To read the entire text of “The Land of Make Believe”, [click here](http://www.floridaexporter.com/external_news.php?id=137).
(http://www.floridaexporter.com/external_news.php?id=137)

* Mr. Asbury is a member of our Florida District Export Council. He writes opinion articles for tothepointnews.com. Please note that this article does not reflect the views and opinions of the U.S. Department of Commerce or the Florida District Export Council.

2. Due to Overwhelming Demand Export University 101 is Back

Export University is a series of courses on exporting designed to help Florida companies begin an export initiative, and to gain increasing skills and innovation in their international sales. Export University 101 will be offered again on April 18, 2006 with an “Export 101” course. This course is designed for new-to-export firms that would like expert advice on the export basics. Attendees will receive a diploma following completion of this course. Export University participants will also receive a \$75 discount towards any outbound trade mission to Latin America organized by Enterprise Florida. Please visit <http://www.eflorida.com/calendarofevents> for details of upcoming missions.

Please join us to learn about important topics for beginning exporters!! Agenda includes:

- Organizing for Export
- Building an Overseas Infrastructure
- Considerations for Managing International Sales Orders
- International Logistics
- Growing Your International Business

The Export University Presenters are international trade practitioners that are members of the Florida District Export Council, a group of private-sector individuals appointed by the Secretary of Commerce to provide mentoring on exporting. They will present the course material drawing from their extensive experience in international trade.

To register, please contact Stephanie Heckel at the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640; Stephanie.Heckel@mail.doc.gov). This may be your last opportunity to attend this important course. Register today!!

3. Do Not Miss Defense Opportunities in Australia April 11, 2006

The Australian Government will be spending an additional \$50 billion in defense and aerospace procurement over the next 10 years!! This includes major acquisition programs including 2 Air Warfare Destroyers, 2 amphibious ships, and major equipment upgrades!! Do NOT miss this opportunity to learn more about this dynamic market for defense and aerospace companies, and to gain early, first-hand knowledge of the upcoming acquisitions and procurements!!

Please join us on Tuesday, April 11th, 2006 at 9:00 a.m. at The Broward Alliance to learn more about the defense industry in Australia and upcoming opportunities. Mr. Lincoln Parker, Representative for the Australian Government's Federal Investment Agency; the Australian Defense Attache; and the Defense Industry Advisor will join us. At this seminar you will learn about:

- The Australian Economy and Selling to Australia
- The Australian Defense Industry
- Upcoming Procurement Opportunities and Acquisitions
- Australian Government Programs and Incentives
- Australian Defense and Industry Conference - Canberra Australia, June 19-21, 2006

To register, please visit (<http://www.floridaexporter.com/events.html?>), or you may contact Stephanie Heckel at the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640, ext.20; Stephanie.Heckel@mail.doc.gov).

4. Demystification of the Asian Development Bank - April 3

On Monday, April 3rd, 2006, at the Miami Free Zone, the Florida District Export Council, in cooperation with the U.S. Commercial Service and other partners, will hold a one-day conference: "Demystification of the Asian Development Bank (ADB)".

This conference will feature a team of experts led by U.S. Ambassador Paul W. Speltz, U.S. Executive Director to the ADB, who will discuss how your firm can participate in the growing business opportunities in that region funded by the ADB. To win ADB-funded contracts, U.S. and Canadian suppliers and consultants need to be thoroughly familiar with the ADB's procurement guidelines, just revised in February 2006. The goal of this seminar is to prepare U.S. and Canadian firms and individual consultants, so that their competitive edge is maintained, and to identify and avoid common errors that can upset otherwise competitive proposals. For those who participate, no procurement and consulting services questions will remain unanswered, and speakers will be available after the program to meet individually.

The conference fee is \$25, including lunch and individual appointments with speakers, which will coincide with the afternoon breakout sessions.

For more information, please visit

http://www.floridaexporter.com/events.html?todo=item&orig_id=102, or contact Henley Jones at

the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640, ext. 15;
Henley.Jones@mail.doc.gov).

5. Rebuild Iraq 2006 - May 8-11, 2006

Rebuild Iraq 2006 will offer exhibitors an exceptional opportunity to meet buyers and decision-makers from Iraq, Jordan, and across the Middle East. Participants will enjoy direct access to Iraqi and international officials and contractors involved hands-on with reconstruction projects throughout Iraq. This event will bring together buyers, manufacturers, suppliers, and contractors giving them direct access to project directors, government bodies and a variety of decision-makers involved in the economic rebirth of Iraq. Exhibitors will also be able to meet and appoint Iraqi, Jordanian, and other Middle Eastern agents and distributors during the show.

6. NAM Credits Free Trade Agreements with U.S. Export Growth

The National Association of Manufacturers (NAM) states that in the first seven months of 2005, the U.S. trade deficit with nations with whom the United States has free trade agreements (FTAs) declined by 25%. NAM reports that manufactured goods deficits with NAFTA partners Mexico and Canada dropped, while trade surpluses were registered with three new FTA partners: Chile, Singapore, and Australia. Exports to nations covered by NAFTA or other FTAs now constitute 43% of U.S. manufactured goods exports, according to NAM, and account for just 6% of the U.S.'s overall trade deficit.

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7. Update on the Central American Free Trade Agreement

In a recent statement, U.S. Trade Representative spokesperson Stephen Norton said that the United States will implement the Central American/Dominican Republic Free Trade Agreement (CAFTA-DR) "on a rolling basis" as the signatory countries "make sufficient progress to complete their commitments" under the terms of the trade agreement. In the meantime, said Norton, the CAFTA-DR countries "can continue to enjoy existing trade preferences" until full implementation takes place. Norton added, "The United States will continue to work intensively with CAFTA-DR partners to bring them on board as quickly as possible." For more information on the CAFTA-DR, please go to:

<http://www.export.gov/fta/complete/CAFTA/index.asp?dName=CAFTA>.

8. Market of the Month: Brazil



Brazil offers numerous opportunities for U.S. businesses, and while the economy continues to develop, U.S. businesses know the name of the game for success in Brazil: do your homework and put in the time & energy to identify partners.

The United States is Brazil's largest trading partner. In 2004, Brazil imported \$13 billion from the U.S, and from January – November 2005; Brazil imported \$13.8 billion worth of U.S. goods.

Brazil offers numerous Best Prospect Sectors for U.S. businesses. Brazil's diverse and sophisticated economy offers opportunities for U.S. businesses across the enter spectrum of industries, and U.S. products and services are popular and viewed as high quality, particularly in areas of high technology.

Best prospect sectors for U.S. exports to Brazil are: Agricultural Equipment, Aircraft & Parts, Computer Software, Energy, Insurance, IT Hardware, Mining, Pharmaceuticals, Ports, Safety & Security, Travel & Tourism, Agriculture, Airports, E-Commerce, Highways, Iron & Steel,

Medical Equipment, Oil & Gas, Pollution Control Equipment, Railroads and Telecommunications.

To learn more about the 5th largest country in the world, go to:

http://170.110.104.80/comm_svc/press_room/marketofthemonth/Brazil/011006brazil.html

9. Online Resources

[Click here](http://www.floridaexporter.com/external_news.php?id=138) (http://www.floridaexporter.com/external_news.php?id=138) to view this month's online resources, including:

- Library of Congress Database
- Tips on Selling to the United Nations
- Useful Website on Intellectual Property