

Export News for Florida

From the Florida U.S. Export Assistance Centers

U.S. Commercial Service, U.S. Department of Commerce

May 2005 Edition

Inside This Edition:

1. Happy 25th Anniversary U.S. Commercial Service!
2. District Export Council Veteran Motivates Distributor with Help from U.S. Commercial Service
3. Video Market Briefing: Biotechnology in Brazil – May 12, 2005
4. Are You Complying with U.S. Export Controls? Do Not Miss the U.S. Export Controls Seminar, May 19-20, Tampa
5. Learn More about Exporting to the EU and CE Marking! Attend “Europe & The CE Mark – A Marketing Strategy” – June 17, 2005
6. Canada, Mexico, and the United States Establish the Security and Prosperity Partnership of North America
7. Byrd Amendment Dispute: EU Sanctions
8. Venezuela’s Application of Exchange Controls to Improve
9. IPR Protection in Foreign Markets
10. Online Resources

1. Happy 25th Anniversary U.S. Commercial Service!

On April 1, 1980, the U.S. State Department transferred all commercial activities to the U.S. Department of Commerce, creating the Foreign Commercial Service (FCS). A year later, in 1981, domestic offices were added to FCS, creating the U.S. & Foreign Commercial Service.

Today, U.S. & FCS, otherwise referred to as the U.S. Commercial Service (CS), has a network of 107 U.S. Export Assistance Centers throughout the country and more than 150 offices overseas. In 2004, CS facilitated over \$23 billion in U.S. exports and conducted nearly 150,000 counseling sessions with American companies. To learn more [click here](http://www.floridaexporter.com/external_news.php?id=77) (http://www.floridaexporter.com/external_news.php?id=77).

2. District Export Council Veteran Motivates Distributor with Help from U.S. Commercial Service

On Wednesday, April 20, 2005, during an Aquathin University session, the U.S. Commerce Department, Florida District Export Council, and Aquathin Corporation honored one of its distributors for its hard work and ingenuity in representing the Aquathin Corporation abroad. Pedro Rodriguez and representatives of his team at Aquathin Portugal were presented with the U.S. Commercial Service’s Certificate of Appreciation for Achievement in Trade.

Sales in the first quarter of 2005 were up eightfold from the previous year, and Aquathin projects a further increase in 2005 based on the purchasing plans identified by Aquathin Portugal accruing from the ongoing sales support effort that the U.S. Commercial Service will continue to assist. To learn more [click here](http://www.floridaexporter.com/external_news.php?id=78) (http://www.floridaexporter.com/external_news.php?id=78).

3. Video Market Briefing: Biotechnology in Brazil

Are you interested in the Brazilian market and want to discuss your industry-specific questions and market entry strategies with the U.S. Commercial Service in Sao Paulo, Brazil? Don't miss out on this great opportunity to discover what Brazil has to offer you!

The U.S. Commercial Service in South Florida invites you to participate in a live video market briefing from the U.S. Commercial Service in Brazil on May 12, 2005 at 9:30 a.m. This teleconference will be a unique opportunity for you to meet with the Commercial Specialist for the Biotech industry in Brazil. This meeting will provide you with a detailed knowledge of the Brazilian market, the demand for biotechnology products/services in Brazil, and market access information from the Brazilian market. Feel free to prepare questions in advance and take advantage of this opportunity to have your questions answered! To learn more [click here](http://www.floridaexporter.com/events.html?todo=item&id=49) (<http://www.floridaexporter.com/events.html?todo=item&id=49>) or contact William Lawton (954-356-6640; William.Lawton@mail.doc.gov).

4. Are You Complying with U.S. Export Controls? Do Not Miss the U.S. Export Controls Seminar, May 19-20, Tampa

The U.S. Department of Commerce, Bureau of Industry and Security, in conjunction with the Florida District Export Council and the Tampa Bay Export Assistance Center will host a U.S. Export Controls Seminar on May 19th and 20th from 8:30 a.m. – 4:30 p.m. at the Quorum Hotel Tampa. This seminar is for all levels of expertise on export control issues and will answer questions such as: why BIS controls exports, types of controls, how to determine the classification of your product, whether a license is required or a license exception may be used, the licensing process and what to expect, and when do re-export requirements apply; when support documentation is necessary; what are export clearance and SED requirements; and how to ensure compliance and export controls are enforced. This seminar is a must-attend for exporters, freight forwarders, carriers, international trade consultants, attorneys, and others who support and advise exporters.

For further information, or to register, [click here](http://www.floridaexporter.com/events.html?todo=item&id=43) (<http://www.floridaexporter.com/events.html?todo=item&id=43>) or contact George Martinez at the Tampa Bay U.S. Export Assistance Center (727-893-3738 or 813-864-6508; George.Martinez@mail.doc.gov).

5. Learn More about Exporting to the EU and CE Marking! Attend “Europe & The CE Mark – A Marketing Strategy” – June 17, 2005

Did you know that the U.S. and the European Union account for approximately 1/5 of each other's bilateral trade? In 2004, Florida exports to the European Union totaled \$4.8 billion. CITRA at Duquesne University can guide you step-by-step in obtaining CE marking for your product, which will give you complete market access to 28 European countries under one uniform set of product requirements.

On June 17, 2005, CITRA, The U.S. Commercial Service, The Florida District Export Council, and Enterprise Florida will present “Europe & The CE Mark – A Marketing Strategy” from 8:30 a.m. until 12:30 p.m. at the Miami Free Zone. This seminar will present you with an overview of the EU market for U.S. exports, step-by-step instruction on CE Marking and a thorough overview of CE Mark regulations, and practical hands-on experience in exporting to the EU. To learn more [click here](http://www.floridaexporter.com/events.html?todo=item&id=48) (<http://www.floridaexporter.com/events.html?todo=item&id=48>) or contact Stephanie Heckel (954-356-6640; Stephanie.Heckel@mail.doc.gov).

6. Canada, Mexico and the United States Establish the Security and Prosperity Partnership of North America

On March 23, 2005, Canadian Prime Minister Paul Martin, Mexican President Vicente Fox and U.S. President George Bush met at Baylor University in Waco, Texas. At the meeting's conclusion they announced the establishment of the Security and Prosperity Partnership of North America (SPP). For details of the partnership, go to <http://pm.gc.ca/eng/news.asp?id=443>.

7. Byrd Amendment Dispute: EU Sanctions

The European Commission is proposing an additional duty of 15% as of May 1, 2005, on a range of products including paper, agricultural, textile and machinery products. For more information [click here](http://www.floridaexporter.com/external_news.php?id=79) (http://www.floridaexporter.com/external_news.php?id=79).

8. Venezuela's Application of Exchange Controls to Improve

Venezuela's exchange control board (CADIVI, the acronym form its Spanish language name) announced plans to take effect this year that should make the system more flexible. This should be of interest to U.S. companies concerned about the cumbersome, time-consuming, and uncertain methods in place under Venezuela's existing exchange control rules. For more information [click here](http://www.floridaexporter.com/external_news.php?id=80) (http://www.floridaexporter.com/external_news.php?id=80).

9. IPR Protection in Foreign Markets

Intellectual property rights are generally territorial. That is, a U.S. patent or trademark provides protection only in the United States; a Japanese patent provides protection only in Japan; etc. This means that, in most cases, the first step in protecting intellectual property beyond U.S. borders is for companies to register their trademark or patent with the appropriate authorities in each country where they seek protection or through international treaties that are administered by the World Intellectual Property Organization (WIPO). Copyrights may also be registered, but registration is not required for protection if the country in question is a member of the Berne Convention. (For a list of countries that are members of the Berne Convention, go to http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15).

The Commerce Department recommends that companies seek assistance from an attorney familiar with the intellectual property laws of the country or countries where they are interested in conducting business to determine the costs and benefits of registration. The U.S. Department of Commerce can put companies in contact with U.S. Embassies overseas in order to help companies locate local patent and trademark attorneys.

Various U.S. Government agencies, including the Department of Commerce, Department of State, the U.S. Patent and Trademark Office, U.S. Copyright Office and the United States Trade Representative have IPR experts who regularly work with companies to help them protect their intellectual property. Teams from these agencies also work directly with foreign governments to enforce IPR trade agreements, raise IPR concerns bilaterally, and conduct IPR training. To learn more about the assistance offered by these various offices [click here](http://www.floridaexporter.com/external_news.php?id=81) (http://www.floridaexporter.com/external_news.php?id=81).

10. Online Resources

To view this month's online resources, including www.export.gov/sellingonline, Customs Ruling Online Search System, Foreign Trade Information from the U.S. Census Bureau, China and Japan's Troubled Ties, and Kwintessential Country Profiles, [click here](http://www.floridaexporter.com/external_news.php?id=86) (http://www.floridaexporter.com/external_news.php?id=86).