



# EXPORT MISSISSIPPI

A Newsletter of the  
U.S. Export Assistance Center  
Jackson, MS

Volume 1, Issue 2

March 2007

## Who We Are:

The Mississippi U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. To learn more, visit [www.export.gov/jackson](http://www.export.gov/jackson).

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Director, Carol Moore  
Newsletter Editor, Jessica Gordon

## CURRENT U.S. TRADE STATS

Through Nov. 2006 U.S. exports grew by 13.1 % from the same period in 2005 to \$1.3 trillion, while imports increased 11.1 % to \$2.0 trillion. To compare, the GDP of Germany was \$2.73 trillion in 2005 and India's GDP was \$719.8 billion in 2005.

Exports comprised 11.2 % of U.S. GDP in the 3rd quarter of 2006, the highest ever in dollar terms. It was 4.9 % 50 years ago and 10.2 % five years ago.

## VIETNAM: ASIA'S ASCENDING DRAGON INTERNATIONAL TRADE CENTER, BELLAIRE, TX, APRIL 4

A briefing and opportunity for one-on-one appointments with the U.S. Commercial Service's senior commercial officer for Vietnam, Miguel Pardo de Zela. Cost: \$50. (\$60 after 3/20).

To register, contact Alan Richel at [alan.richel@mail.doc.gov](mailto:alan.richel@mail.doc.gov) or 281-449-9417.

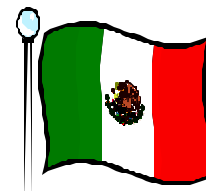
## CLEAN-ENERGY TECHNOLOGIES MISSION TO INDIA & CHINA - NEW DELHI, CHENNAI, BEIJING & NANJING, APRIL 18- 25

These two powerhouse economies are seeking to diversify energy sources while reducing carbon emissions in the context of sustained economic growth.. Mission led by U.S. Dept. of Commerce Assistant Secretary David Bohigian. Deadline: March 19. Cost: \$4900.

For details, visit <http://www.export.gov/cleanenergymission>.

## MEXICO: U.S. DEPARTMENT OF COMMERCE'S MARKET OF THE MONTH

Mexico, a key neighbor and partner of the United States, presents tremendous opportunities for American firms looking to make sales abroad.



Whether your company has an active international business development program or is looking to make its first overseas sale, Mexico is a great place to do business. With the new government of President Felipe Calderón, a long history of close commercial ties to the United States, and major plans for infrastructure development in 2007-2012, the time is right to focus your business goals on the expanding Mexican market. The U.S. Commercial Service in Mexico, through its broad and deep contacts in Mexican industry and government, is uniquely positioned to help your American firm find partners, financing, and close the deal.

Covering almost 1.2 million square miles, Mexico is one of the largest countries in Latin America. With a population of approximately 107 million, a GDP per capita of US\$ 7,450 and an import market of over \$222 billion, Mexico represents an extremely attractive market for U.S. products and services. Mexico's most important cities are: Mexico City, Monterrey, Guadalajara and Tijuana, where the U.S. Commercial Service maintains offices to help American firms enter the Mexican market.

For leading sectors for U.S. exporters, refer to page 2.

With the overwhelming amount of trade between the United States and Mexico, there are abundant market opportunities for U.S. firms in Mexico in virtually all industry sectors. Some of the leading sectors for U.S. exporters are:

- Airports & Aviation
- Automotive Manufacturing Industry
- Building & Construction Materials
- Education and Training
- Energy Industry
- Environmental Technologies
- Franchising
- Hotels and Restaurants
- IT and Telecom
- Travel & Tourism Industry

Contact the U.S. Commercial Service today to expand into the Mexican market.

### **3RD ANNUAL BANKING ON DEVELOPMENT BUSINESS CONFERENCE, MARCH 16, 2007**

Each year, the World Bank, the Inter-American Development Bank, the Asian Development Bank, the African Development Bank, and the European Bank for Reconstruction and Development extend a combined total of almost \$50 billion in loans, grants, and investments to the public and private sectors for economic and social development in developing markets. To get in on the ground floor of these international project and procurement opportunities before your competitors do, we encourage you to attend our *Banking On Development* event in New Orleans.

To register, visit [www.wtcno.org/programs](http://www.wtcno.org/programs)

### **NO TRADE IN FAKES SUPPLY CHAIN TOOL KIT**

The U.S. Chamber of Commerce and the Coalition Against Counterfeiting and Piracy (CACCP) have compiled proven strategies that companies both small and large use to protect their supply chains from counterfeiters and modern-day pirates. To obtain a copy, see <http://www.thetruecosts.org/portal/truecosts/default>.

**To learn more about future events, please visit <http://www.supplychainbrain.com/broadcasts/event8.htm>.**

### **PANAMA FTA NEGOTIATIONS NEAR COMPLETION**

For updated information, visit <http://www.export.gov/fta/>.



### **STATE DEPARTMENT OFFICE OF AUTHENTICATIONS**

The office is responsible for signing and issuing certificates under the Seal of the U.S. Department of State (22 CFR, Part 131) providing authentication services to U.S. citizens and foreign nationals on documents that will be used overseas. Documents include but are not limited to: company bylaws, powers of attorney, trademarks, diplomas, transcripts, distributorship agreements, articles of incorporation, good standing certificates, home studies, letters of reference etc. Fee: \$7.00 per document. For further details, see <http://www.state.gov/m/a/auth/>.

### **BISNIS FINANCE LINK SUPPORTS EXPORTS TO EURASIA**

The program serves as a free distribution mechanism for U.S. exporters and manufacturers who have an identified buyer in Eurasia but are lacking the necessary financing to complete a transaction. Summaries of promising U.S. export transactions are distributed to financial service companies registered with BISNIS. For more information, visit <http://www.bisnis.doc.gov/bisnis/finlin3.cfm>.

### **ASIA PACIFIC BUSINESS OUTLOOK CONFERENCE UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES MARCH 26-27**

Do not miss the premier networking event to expand your Asia/Pacific business knowledge, contacts and profits! Senior commercial officers from Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Philippines, Singapore, Taiwan, Thailand & Vietnam will attend. See <http://www.apbo2007.com>. Please use **US-DOC Registration Code: DOC2007**.



### **HEALTHCARE TECHNOLOGIES TRADE MISSION SANTIAGO, CHILE, AND SÃO PAULO, BRAZIL APRIL 23-27**

This trade mission to Santiago, Chile, and São Paulo, Brazil, will include an optional spin-off to Belo Horizonte. The trade mission includes prescreened appointments with potential business partners, an interpreter, market briefings, permission counseling, and follow-up assistance.

For more information contact Pompeya Lambrecht of the USFCS, tel.: (602) 277-5223; e-mail: [pompeya.lambrecht@mail.doc.gov](mailto:pompeya.lambrecht@mail.doc.gov).

**AMERICAN WATER WORKS ASSOCIATION  
(AWWA) ANNUAL CONFERENCE & EXPOSITION  
TORONTO, CANADA**

**JUNE 24 - 28**

CS Canada is preparing for the AWWA Trade Show, the most comprehensive and diverse water conference in the world. The event highlights topics that are most relevant to professionals in the water sector including managing utility assets, meeting water supply challenges, complying with new regulations, and communicating the value of water, the last of which is becoming increasingly critical.

For additional information on the AWWA Trade Show, visit <http://www.awwa.org/ace07>. In Houston, contact Ellen Lenny-Pessagno at 281-449-9433 or [ELennype@mail.doc.gov](mailto:ELennype@mail.doc.gov).

**PLASTICS EXECUTIVE TRADE MISSION TO CANADA  
TORONTO, ONTARIO, CANADA**

**APRIL 30**

Held in conjunction with Canada's largest plastic trade show, Plast-Ex 2007, participants will receive b2b appointments, briefings, market exposure through a promotional brochure and more! Cost: \$1500.

For details, contact our office at 601-965-4130.

**FEES FOR CERTAIN CUSTOMS AND BORDER PROTECTION SERVICES TO INCREASE**

Effective April 1, 2007 U.S. Customs and Border Protection (CBP) is increasing the user fees for certain customs services by 10 percent (as authorized) so that they more accurately reflect the actual costs of providing the services for which they are charged. For details go to:

[http://www.cbp.gov/xp/cgov/import/carriers/fees\\_increase/](http://www.cbp.gov/xp/cgov/import/carriers/fees_increase/).

**ENERGY TRADE MISSION TO PERU**

**LIMA, PERU**

**APRIL 11-13**

Learn about the new Peruvian government's energy plans. Co-sponsored with The George Washington University School of Business, AmCham Peru and CS Peru. Cost: \$2500. Gold Key Service of individual business meetings is available (\$735 extra).

For details, contact our office at 601-965-4130.

**VIETNAM'S ENTRY INTO WORLD TRADE ORGANIZATION**

**STATEMENT BY COMMERCE SECRETARY CARLOS M. GUTIERREZ**

January 11, 2007 Office of Public Affairs

Washington, DC – On January 11, 2007 U.S. Commerce Secretary Carlos M. Gutierrez released the following statement on Vietnam's entry into the World Trade Organization (WTO).

"The Administration welcomes Vietnam's entry into the WTO," said Gutierrez. "This is a significant step forward for our relationship with Vietnam. Vietnam's integration into the global economy will open the doors of opportunity for people from both countries to develop closer trade ties and will help American businesses increase exports."

**Background**

Vietnam will become the 150th member of the WTO. Vietnam will reduce tariffs on over 94 percent of industrial and consumer goods, with tariffs ranging from 0 to 5 percent in several key sectors, including construction equipment, pharmaceuticals and aircraft. Vietnam's accession to the WTO will also remove significant non-tariff barriers.

U.S. service suppliers will enjoy improved market access in Vietnam in many significant sectors, including telecommunications, financial services, distribution, and energy services. Other provisions related to WTO accession will enhance export opportunities through government transparency and protection of intellectual property.

Since entry into force of the U.S.-Vietnam Bilateral Trade Agreement in December 2001, mutually beneficial, two-way trade between the United States and Vietnam has increased over five fold, from \$1.5 billion to \$7.8 billion at the end of 2005.

As with all its trade obligations, the Administration will continue to vigorously enforce U.S. trade laws to make sure Americans are treated fairly. With regards to Vietnam, the Administration will continue to work with all stakeholders to set up a textile and apparel monitoring system to monitor unfair trade practices.

**THE BUREAU OF INDUSTRY AND SECURITY  
OUTREACH AND EDUCATIONAL SERVICES DIVISION  
COSPONSORED BY: SOUTH GEORGIA DISTRICT  
EXPORT COUNCIL**

**"COMPLYING WITH U.S. EXPORT CONTROLS"**

**MAY 9-10, 2006**

**SAVANNAH, GEORGIA**

The two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. For more information, please visit [http://www.bis.doc.gov/seminarsandtraining/SavannahGA\\_May\\_07.htm](http://www.bis.doc.gov/seminarsandtraining/SavannahGA_May_07.htm) or call (202)482-6031.

**THE U.S. DEPARTMENT OF COMMERCE, U.S. COMMERCIAL SERVICE IS PLEASED TO ANNOUNCE ITS SIGNATURE TRADE EVENT OF 2007: TRADE WINDS FORUM: AFRICA, EUROPE, AND INDIA**

**PROFITABLE CROSSROADS OF TRADE - ALL IN ONE LOCATION!**

**May 15th & 16th 2007 Hyatt Regency, Crystal City, Virginia**

Trade Winds Forum will feature 33 U.S. Senior Commercial Service Officers arriving from U.S. Embassies across Europe, Africa and India. Currently stationed overseas, each of these Commercial Officers are in a unique position to deliver the most up-to-date information on developing opportunities for U.S. business. While at the conference you will have the opportunity to meet privately with the U.S. Senior Commercial Officers to discuss business opportunities for your company. Private appointments are on a first come, first served basis, so register today while space is still available.

Trade Winds Forum will also feature leading experts from the private sector and key U.S. government officials addressing important industry trends and trade topics critical to all successful U.S. exporters. From International Contracts to Intellectual Property Rights participants will be able to customize their conference experience by selecting from over 25 breakout panel sessions!

Trade Winds Forum will also feature two keynote luncheons and an evening reception, this extraordinary two-day event will feature plenty of networking opportunities with all panel speakers.

Whether you have been exporting for decades or are just preparing a market-entry strategy, you can't miss this opportunity to get the latest market information and advice your company needs to grow your international business.

**For more information and to register visit:**  
[www.tradewindsforum.com](http://www.tradewindsforum.com).

**Register by March 31st to secure Early Bird Rates!**

## **SIMPLIFIED NETWORK APPLICATION PROCESS REDESIGN**

Edited from the Feb. 2007 Edition of

### **IOMA's Managing Imports & Exports® Reprinted with Permission**

MIE's "Ask the Experts" team—Alan Gaudio, Robert Imbriani, and Joseph Zödl, consultants for Unz & Co, answer readers' import- or export-related questions. This month's column features a Bureau of Industry & Security (BIS) Q&A on its redesigned online export licensing application, the Simplified Network Application Process Redesign (SNAP-R). SNAP-R includes enhanced security, the ability to attach supporting documentation electronically, user access rights, and the ability for BIS licensing officers to view work items and supporting documents electronically. Readers may submit questions to: [cdhorner@ioma.com](mailto:cdhorner@ioma.com). Readers wishing to "Ask the Experts" other export- or import-related questions can submit them to the editor at [cdhorner@ioma.com](mailto:cdhorner@ioma.com).

**QUESTION:** I see the term "work item" being used often in the SNAP-R documentation and in the application itself. What is a work item?

**ANSWER:** A work item is one of the four types of submissions— applications for export licenses, applications for re-export licenses, requests for commodity classifications, and requests for agriculture exception notices— that can be made through SNAP-R.

**QUESTION:** I understand that SNAP-R allows a user to upload documents and attach them to work items or message responses. What formats does BIS currently accept?

**ANSWER:** Presently, BIS only accepts PDF (Portable Document Format) documents. This requirement guarantees that BIS employees can view any submitted document, since BIS does not have access to the numerous specialized pieces of software that exporters or manufacturers use to generate their documentation. In addition, the possibility of virus transmission with formats such as Microsoft Word poses a security concern.

**QUESTION:** Is the messaging system secure?

**ANSWER:** All communications between your browser and SNAP-R are encrypted, as are all communications between BIS employees and SNAP-R. Your browser should indicate that it is communicating using the secure HTTP protocol ("https"). In Internet Explorer 6.0, this is indicated by an icon of a closed padlock on your Web browser's status bar at the bottom right of the window. For other browsers, see the help documentation to determine how it indicates secure communication.

## MARKET RESEARCH

### CHINA: APPAREL LICENSING

The rapid expansion of China's economy has attracted great interest from many international apparel companies looking to explore and exploit the vastly potential China clothing market. China is the world's fastest growing market for licensed goods, of which clothing is a major portion. (China-09/27/2006)

### CHINA: ARCHITECTURAL DESIGN SERVICES IN SOUTH CHINA

China is recognized as potentially the largest architectural market in the world. It has strong architectural expertise, with 11, 000 architectural design organizations generating an estimated revenue of USD \$11.28 billion, with annual construction value amounting to USD \$200 billion. (China-08/24/2006)

### AUSTRALIA: NUTRITIONAL SUPPLEMENTS INDUSTRY

Australia is a sophisticated market for nutritional and complementary healthcare products. Products containing herbs, vitamins, and minerals, nutritional supplements, homoeopathic medicines and certain aromatherapy products are referred to as 'complementary products.' (Australia-01/29/2007)

### BUILDING PRODUCTS IMPORTED TO JAPAN- NOVEMBER 2006

This report provides statistical information on Japan's imports of building products. The information may be useful for current and potential suppliers of residential building products that want to learn more about the Japanese market. (Japan-02/04/2007)

### VIETNAM: TELECOMMUNICATIONS AND BROADCASTING

This industry overview covers the following topics: market demand, market data, key suppliers, prospective buyers, best prospects, market entry, market access issues and obstacles, trade events, references and key contacts. (Vietnam-02/26/2007)

## TRADE PROMOTION EVENTS

### GLOBAL LOGISTICS CONFERENCE 2007

**MARCH 28-29**

**JACKSON HILTON HOTEL**

For more information on managing the supply chain in today's market place, we encourage you to attend the Global Logistics Conference in Jackson, MS. Topics will include the future of freight, importance of rail in North American Trade, and air cargo updates. For details, please contact Ann Atkins at 601-353-0909.

### INTERNATIONAL BUSINESS IT CERTIFICATE PROGRAM

This program is designed to equip small and medium-sized enterprises in Mississippi with the know-how and skills critical to expanding their products and services into the global marketplace.

#### Schedule

Wednesday, March 28 9 a.m. – 3 p.m.

Wednesday, April 11 9 a.m.-3 p.m.

Wednesday, April 25 9 a.m. – 3 p.m.

Wednesday, May 2 9 a.m. – 3 p.m.

**Location:** Madison County Chamber of Commerce, Ridgeland, MS.

**Cost:** The full program fee of four sessions is \$75.00. Applicants may register for a day event at \$25.00 each.

For more information, contact Dr. Farhang Niroomand at 601-266-5028 or Dianne Dyar at 601-605-2554.

### WORLD BANK BUSINESS SEMINAR: PUBLIC WORKS MARCH 22 ARLINGTON, VA

This seminar on the World Bank focuses on helping companies learn how to bid on public works tenders. Of the \$28 billion tendered in 2006, about 30% went to infrastructure/public works projects. Learn in-depth information about the procurement process, such as developing an effective bid, implementing the contract, and obtaining payment. The bank's new e-procurement system will also be discussed. For more information, contact Rebecca Balogh of the USFCS, tel.: (703) 235-0324; e-mail: [rebecca.balogh@mail.doc.gov](mailto:rebecca.balogh@mail.doc.gov).

### WORLD BANK BUSINESS SEMINAR: SUPPLYING GOODS APRIL 19 ARLINGTON, VIRGINIA

This is the third in a series of seminars on doing business with the World Bank. It will cover opportunities for the supply of goods within World Bank projects, including identifying projects and understanding procurement policies. Senior procurement specialists will discuss how to develop an effective bid and other strategies for success. For more information, contact Rebecca Balogh of the USFCS, tel.: (703) 235-0324; e-mail: [rebecca.balogh@mail.doc.gov](mailto:rebecca.balogh@mail.doc.gov).

**INTERNATIONAL FRANCHISE EXPO****MARCH 30–APRIL 1 WASHINGTON, D.C.**

The International Franchise Expo allows face-to-face meetings with representatives of hundreds of the top franchise concepts at every investment level. The Commercial Service is offering free business support for international buyers who are either part of a delegation or traveling alone. For more information, contact Graylin Presbury of the USFCS, tel.: (202) 482-5158; e-mail: [graylin.presbury@mail.doc.gov](mailto:graylin.presbury@mail.doc.gov).

**CHINA INTERNATIONAL MACHINE TOOL SHOW  
04/11/2007– 04/17/2007****CHINA INTERNATIONAL EXHIBITION CENTER**

The China International Machine Tool Show sponsored by the Association for Manufacturing Technology, is one of the most important and significant machine tool shows in Asia. The U.S. pavilion at CIMT 2007 will offer prospective U.S. exhibitors the following services: streamlined booth arrangements, market entry counseling and logistics liaison with Chinese organizers.

**TRADE LEADS****CHINA: PMR-PLASTICS MATERIAL/RESINS**

Chinese company would like to purchase 200T polyethylene per month and looking for agent opportunity of raw materials of blow moulding products.

Contact our office at 601-965-4130 for details.

**CHINA: DEVELOPMENT OF DALIAN SOFTWARE PARK**

The Dalian Software Park, begun five years ago, differs from others in China by utilizing almost completely private capital raised by the Dalian Software Park Co. Ltd. The Dalian municipal government has supported the park with preferential land and tax policies. Phase I construction of the park, completed at a cost of RMB 3 billion (\$363 million), used the award-winning U.S. architecture firm Gensler, imported U.S. elevators, office furniture, and lighting fixtures. Phase II construction for the park, estimated to cost RMB 15 billion (\$1.8 billion), could provide even more opportunities for U.S. products and services.

**CHINA: PAP-PAPER/PAPERBOARD**

Description: All kinds of paper stock, mainly:

- 1) Stocklot of fancy paper: writing, text and cover, sheet/carton packaging preferred
- 2) Stocklot of wood free uncoated white and cream

- 3) Stocklot of uncoated white card 200/250 gsm, both sheet form and reel form can be considered

Price idea: below \$700/MT subject to sample approval  
Quantity: 10 tones and above per sub per size per shade preferred.

Prime Quality:

- 1) Recycled paper, 50% and above acceptable, price idea around \$800/MT
- 2) Bulky coated wood free

**COMMERCIAL NEWS USA SCHEDULE FOR '07**

Each issue of *Commercial News USA* (CNUSA) reaches an estimated 400,000 readers worldwide in 176 countries. Published 6 times a year, below please find the special focus sections schedule for 2007. The deadlines for each issue are in parenthesis.

Jan-Feb	Building/Construction (passed)
March-April	Franchising, Safety/Security & Wireless Communications (Jan. 12)
May-June	Business Services, Hotel/Restaurant/ Food Processing, Information Technology, International Education (March 9)
July-Aug	Consumer Products, Electronics Environmental (May 11)
Sept-Oct	Automotive, Manufacturing/Industrial Products (July 13)
Nov-Dec	Consumer Electronics, Health/Beauty Medial Equipment (Sept. 14)

For details on how CNUSA can support your export strategy, see: [www.export.gov/cnusa](http://www.export.gov/cnusa).

**Staff Directory**

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