

# MARYLAND GLOBAL EXPRESS

THE NEWSLETTER OF THE  
BALTIMORE US EXPORT ASSISTANCE CENTER

“Your Gateway to the World”

**APRIL 2009  
NEWSLETTER**

Edited by Nicole Gray



US Department of Commerce  
US & FCS- Baltimore USEAC

300 W. Pratt Street, Suite 300  
Baltimore, MD 21201  
Tel: 410-962-4539  
Fax: 410-962-4529

Office: BaltimoreUSEAC@mail.doc.gov  
<http://www.buyusa.gov/baltimore>

## COMMERCIAL NEWS UPDATE

### USITC Launches HTS Online Reference Tool

March 3, 2009

On February 26, 2009 the United States International Trade Commission (USITC) published a news release announcing the launch of its new HTS Online Reference Tool. The HTS Online Reference Tool is a comprehensive website intended for users of the Harmonized Tariff Schedule of the United States (HTSUS).

The HTS, governed by the USITC, provides information on tariff rates and statistical categories for merchandise imported into the United States. The online tool serves as a web-based source with electronic access to 3,000 pages of the most current HTS information.

Features of the HTS Online Reference Tool include:

- Links from specific tariff numbers to HTS Chapter 99, the Customs Ruling Online Search System (CROSS), and footnotes
- The ability to search HTS by tariff number, words, or combinations of words
- “An expanding thesaurus that will help users search the HTS and locate an item even if they don’t know the precise classification language used in the document. For example, users will be able to search by the word “cars,” which does not exist in the HTS, and be directed automatically to the HTS provisions covering “motor vehicles.”

The HTS Online Reference Tool will continue to evolve, and over time, regular updating will result in a useful, up-to-date and rich search engine. Future enhancements include electronic access to all legal notes of the HTS, as well as “the ability for the ITC and Customs and Border Protection to convert the HTS to formats necessary for computerized operations at the borders and elsewhere.”

The ITC’s HTS Online Reference Tool can be found at: <http://hts.usitc.gov>.

### Aerospace Supplier Development Mission to Canada

Montreal, Quebec, Canada

May 5-6, 2009

The U.S. Commercial Service in Canada and the International Trade Administration Aerospace & Defense Technologies Team is organizing an **Aerospace Supplier Development Mission to Canada**. Canada’s aerospace industry is the world’s 5<sup>th</sup> largest, with the majority of its activities centered in Montreal.

**The goals are to:**

- Introduce US companies to Canadian aerospace industry insiders to develop sales channels
- Explore supplier opportunities with Canadian aerospace companies and OEMs

**Participation Fees:** \$2,000 per company (500 or fewer employees) plus \$250 for any company representative in excess of two; or, \$3,100 per company (more than 500 employees) plus \$250 for any company representative in excess of two. **Space is limited to 15 companies.**

**Mission Registration:** <http://www.buyusa.gov/canada/en/aerospacemissionmontreal.html>

# AGRICULTURE NEWS UPDATE

## ISRAEL UPDATE:

### Best Prospect: Agriculture

In 1996, Israel and the United States signed a five-year Agreement on Trade in Agricultural Products. In 2004, the agreement was extended until the end of 2008; negotiations have still not concluded. Both sides agreed that for the time being, until the new agreement is signed, the existing agreement will remain valid in its 2008 version.

Despite the local economic slowdown, during the first 11 months of 2008, agricultural and processed foods imported to Israel totaled \$4.05 billion. This is 32.1% higher than the imports during the same period in the previous year. Of total agricultural imports, \$568.8 million (14%) were from the United States.

The Israeli consumer is acquainted with American products and wants more available, but at competitive prices. Kosher certification is not an obligatory requirement for importing food into Israel, except for meat (beef and poultry). However, non-kosher products have a much smaller market share. Approximately 2/3s of Israeli consumers buy kosher food products.

**Best High Value Products Prospects:** High quality beef meat (if BSE ban is lifted), Wine and beer, Healthy and Organic food, Premium Ice cream, Fish and seafood products, Baby food, Frozen bagels, Frozen vegetables, Pet food, Dried fruits & nuts, Sauces and condiments

## RUSSIA/ UKRAINE UPDATE:

### Global Wheat Demand

March 2009

Russia and Ukraine are capturing the growth in world wheat demand this year as both countries are projected to export record quantities. Although most major exporters (except Argentina) have ample exportable supplies, Russia and Ukraine's comparative freight advantages, combined with very aggressive pricing, have enabled them to expand in areas usually dominated by other suppliers. A reduced number of exportable supplies from Kazakhstan, which normally compete for Black Sea port facilities, have also enhanced Russia and Ukraine's shipping flexibility and competitiveness.

Find more information at: <http://www.fas.usda.gov/>

## AUSTRALIA UPDATE:

### A\$32m Research into Soil Carbon & Emissions

March 6, 2009

The Australian Government has announced nearly A\$32 million to research soil carbon and nitrous oxide emissions in Australian agriculture as part of its commitment to address climate change. Minister for Agriculture, Fisheries and Forestry, Tony Burke, said it would be the most comprehensive research effort into soil carbon and emissions ever seen in Australia. The work will create national standards for sampling and analyzing soil carbon and nitrous oxide emissions. The projects will cover all states and territories. The U.S. Agricultural Attaché's latest [report](#) from Australia provides all the details for US exporters.

## KOREA UPDATE:

### Low Carbon and Green Growth Bill

February 26, 2009

The Korean Government has issued a public notice on the upcoming introduction of legislation of a "Basic Law on Low Carbon, Green Growth." The draft bill will be an amalgamation of three programs:

1) *The Basic Law on Climate Change* aims to reduce greenhouse gas emissions by expanding the construction of nuclear power plants, investing in the development of new and renewable energy, adopting a cap-and-trade system for business and industry, and establishing greenhouse gas reporting requirements for greenhouse gas emitting industries.

2) *The Green New Deal* is a four-year program intended to create nearly one million jobs mostly through government funding of green infrastructure projects.

3) *New Growth Engines* are to include new and renewable energy, CO2 capture and sequestration, LED lighting applications, robotics, water management technologies, and biomedicine and bio-medical equipment manufacture.

To manage, monitor, and assess the activities outlined in the draft legislation, the government will establish a Committee for Green Growth under the President's office.

# UPCOMING COMMERCIAL SERVICE EVENTS



## SAVE THE DATE!

### Growing Your Export Business: China, Korea & Taiwan

The Baltimore US Export Assistance Center will host the seminar, "Growing Your Export Business: China, Korea & Taiwan". Commercial Service Officers with extensive in-country experience in these markets will share their knowledge through presentations, as well as one-on-one counseling sessions. Representatives of M&T Bank and the Small Business Administration (SBA) will also be on hand to present and share helpful financing information for businesses.

#### Dates/ Locations:

- May 6 – Eastern Shore
- May 13 – Frederick
- May 20 – College Park
- May 27 – Towson/Baltimore

Companies interested in receiving more information about the event should contact:

[Nicole.Gray@mail.doc.gov](mailto:Nicole.Gray@mail.doc.gov).

## 19<sup>TH</sup> INTERNATIONAL DENTAL SHOW RIO DE JANEIRO, BRAZIL JULY 15-18, 2009

The Rio de Janeiro International Dental Meeting has become an important dental international event, organized and produced by the Brazilian Dental Association/Rio de Janeiro. The catalog event only takes place every other year and is Brazil's and South America's second most important dental show.

The program consists of:

- Scientific programs
- Military World Dental Congress
- Dental Prosthetics National Congress
- Great Market Exposure and Leads

Cost: only \$400

For more information or registration please contact:

[Mariza.Velho@mail.doc.gov](mailto:Mariza.Velho@mail.doc.gov).

## EXPORT TECH PROGRAM

Accelerate Your International Sales Growth!

Dates: May 18, June 25, July 16

Growth opportunities for manufacturers are increasingly shifting to international markets. Billions of new consumers in emerging economies have joined the global market, and the dollar has declined in value spurring exports to these markets. While in the domestic market, competition has become fiercer than ever. For all of these reasons, and more, global markets are becoming both more attractive and critical to a company's future.

The objective of the Export Tech program is to accelerate the pace and increase the success rate for companies as they pursue international sales growth.

#### Program Overview

The program involves 6-8 companies working as a group in a facilitated process, built around three day-long sessions, with work in between. *The goal is to help these companies enter the international market for the first time, or expand from a limited base.*

Unlike a static course, the content is customized to the specific learning needs of participants, and leads ultimately to the development of an actionable international growth plan for each company. Most importantly, this plan is vetted by a panel of business and international experts in the final session.

#### Process

During the three sessions, spanning approximately 3 months, the participants gain an understanding of the imperative of seeing international opportunities, and the hurdles to expansion, as they work with the facilitators to develop a customized export plan for their company.

The program size is limited to approximately 8 participants in order to provide sufficient time and attention to each company's specific concerns. The participants who are accepted for this course are from non-competing organizations. Each participant is encouraged to share strategic information as the international growth plan is developed.

**Cost:** \$650

Individuals interested in receiving more information about the event should contact:

[Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov).

## CTO 2009

Nigeria's #1 Technology Marketplace  
Lagos, Nigeria  
May 11-15, 2009

The U.S. Commercial Service Nigeria will host the "Growing the Market Through Partnerships in Technology" business show. The CTO exhibitions and seminars, the largest of its kind in West Africa, market development tools aimed at growing U.S. computer hardware, software, and telecommunications exports. CTO 2009 will help define the path for U.S. companies to benefit from the growing computer and telecommunications market both in Nigeria and the region.

**Registration:** Send an expression of interest to [Anayo.Agu@mail.doc.gov](mailto:Anayo.Agu@mail.doc.gov). Cost: approx. \$2,070

Please contact [Janee.Pierre-Louis@mail.doc.gov](mailto:Janee.Pierre-Louis@mail.doc.gov) for more information.

## VIETNAM CONTINUES AUTOMATIC LICENSING PROGRAM

Vietnam has extended through the end of 2009 its "automatic import license" program for a wide range of common goods such as automobiles, mobile phones, cosmetics, plastic and rubber products, and garments. Vietnam's Ministry of Industry & Trade issued Circular No. 17/2008/IT-BCT in December 2008 thereby extending the automatic import licensing system that was instituted in August 2008 due to forecasts that Vietnam's trade deficit will remain high. An import license requires the submission of six documents. After going through the licensing process, importers do not have to go through the process again. Removing the license process speeds the customs process and makes it easier for goods to enter the Vietnamese market.

According to the General Statistics Office, the country's trade deficit widened to US\$16.9 billion in the first 11 months of 2008, well above 2007's figure of \$14 billion. This year's trade deficit has been forecast to widen to \$19.9 billion as growth in both imports and exports slow sharply from current rates due to the global financial crisis.

For more information:  
<http://vietnamnews.vnagency.com.vn/showarticle.php?num=06BUS191208>.

## SBA PATRIOT EXPRESS LOAN PROGRAM



The U.S. Small Business Administration has announced the SBA's Patriot Express Pilot Loan Initiative for veterans and members of the military community wanting to establish or expand small businesses.

### Eligible military community members include:

- Veterans
- Service-disabled veterans
- Active-duty service members eligible for the military's Transition Assistance Program
- Reservists and National Guard members
- Current spouses of any of the above
- The widowed spouse of a service member or veteran who died during service or of a service-connected disability

**Start with a Self Assessment!** You've got an idea for a business. Now it's time to evaluate if your dream of starting a business can be a reality. The [Checklist for Starting a Business](#) is a comprehensive tool designed to prepare you for self employment by analyzing your responses in key areas and providing a menu of supporting resources.

For more information:  
<http://www.sba.gov/patriotexpress/index.html>

## BRAZIL QUICKLY RESCINDS IMPORT LICENSE

In January, the Brazilian government re-introduced advance import license requirements for nearly all goods imported into Brazil. Surprising the foreign trade industry, these requirements were expected to delay the import clearance process by 30 to 60 days based on similar requirements that were abolished in 1990. Affecting 24 chapters of the harmonized system, the measure generated an immediate reaction from the industry and was rescinded by Brazilian President Mr Luis I. Lula three days later.

The country's trade data for the first three weeks of January showed a growing deficit. Many believe that Brazil is looking for protectionist policies to manage its trade balance, which is currently heavy on imports.

## CHINA/INDIA CONFERENCE

Washington, D.C.

April 23-24, 2009

### Day 1: *Smart Globalization in the Age of China and India*

**Location:** Ronald Reagan Building and International Trade Center, Washington, D.C.

Join leading global strategists and executives of major companies doing business in China and India for a conference on how to create and sustain valuable ventures in these vital markets.

#### Conference sessions include:

- Keynote address by Simon Johnson, Professor of Entrepreneurship at MIT, former Chief Economist at the IMF
- Plenary presentation by Anil Gupta, Professor at the University of Maryland's Robert H. Smith School of Business
- Executive panel discussions

### Day 2: *Strategies for Success in China and India*

**Location:** Ronald Reagan Building and International Trade Center, Washington, D.C.

This not-to-be-missed **executive seminar** offers an all-day, intimate engagement with Anil Gupta, senior advisor to Fortune 500 companies and entrepreneurial ventures in China and India. This highly interactive seminar will provide participants a set of concepts, tools and mindsets that will help position their organizations for global success tomorrow.

For further information or to register, visit [www.rhsmith.umd.edu/smartglobalization](http://www.rhsmith.umd.edu/smartglobalization).

## BULMEDICA 2009

Sofia, Bulgaria

May 12-15, 2009

The US Department of Commerce is offering US firms affordable, proven ways to promote products and services and gain valuable business contacts in Bulgaria's fast growing medical market. Bulmedica will showcase your firm's sales literature to business visitors, helping you identify potential customers and test the market without leaving your desk. **Cost:** \$300. For more information contact: [Uliana.Kanelli@mail.doc.gov](mailto:Uliana.Kanelli@mail.doc.gov).

**If you're doing business in the Asia/Pacific region, this is the one conference you can't afford to miss.**

# 2009

## ASIA/PACIFIC BUSINESS OUTLOOK

April 6-7 • Los Angeles

APBO 2009 brings the experts closer to you. It is a very rare opportunity for U.S. exporters to meet with thirteen Senior Commercial Officers (SCOs) from throughout the East Asia Pacific region and India at one venue. The SCOs from American embassies, consulates and institutes in Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam will speak in small-group workshops and be available for private one-on-one consultations with APBO participants.

**During the one-on-one consultations you will have the opportunity to get specific answers pertaining to your business. You will be able to:**

- Learn about your company's sales potential around the Asia/Pacific region including India
- Assess challenges in the marketplace
- Understand how to capitalize on free trade agreements
- Hone in on the best market opportunities
- Find out how the U.S. Commercial Service can help you identify new business partners

**Early Registration: \$675 (Before March 13)**

**Regular Registration: \$825 (After March 13)**

USDOC Registration Code: DOC2009 (Please be sure to include this code when registering) Please contact [Jane.Pierre-Louis@mail.doc.gov](mailto:Jane.Pierre-Louis@mail.doc.gov) for info.

## KAZAKHSTAN TRADE MISSION:

**Healthcare and Medical Equipment**

May 11-14, 2009

The four-day mission to the cities of Astana and Almaty will assist representatives of US companies with their efforts to identify profitable opportunities and new markets. Mission members will meet with relevant government ministries and committees, potential distributors and business partners, and participate in the 16<sup>th</sup> Annual Kazakhstan International Health Care Exhibition.

**Cost:** \$3,600 for a SME, \$6,150 for larger firms.

For questions and to reserve your spot, contact: [Nurlan.Zhangarin@mail.doc.gov](mailto:Nurlan.Zhangarin@mail.doc.gov)



## WEBINARS:

### **Selling Medical Equipment in Mexico and Brazil April 22, 2009 & May 14, 2009**

#### **Webinar 1: Selling Medical Equipment in Mexico**

Tuesday, April 22, 2008 @ 11:00 AM PST

#### **Webinar 2: Selling Medical Equipment in Brazil**

Wednesday, May 14, 2008 @ 10:00 AM PST

**COST:** \$85 per webinar. Fee is per participant.

#### **Webinar Series Overview**

- Does my medical equipment have potential in Mexico and Brazil?
- How do I register my product in these countries?
- Can my in-country distributor help with the regulatory approval process?
- What are other companies doing to be successful in these markets?

This Webinar Series will provide **answers to these questions** by providing a highly focused, interactive seminar in a "virtual classroom" setting.

#### **Each Webinar includes:**

- Market Overview
- Best Prospects
- Comprehensive review of the regulatory approval process
- Individual questions or issues addressed (when submitted **prior** to webinar)
- U.S. company sharing best practices
- Electronically delivered resource guide that will supplement the information presented during the webinar

Please contact [Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov) for more information.

## **FINANCING EXPORTS DURING THE CREDIT CRUNCH**

The National Association of Manufacturers and The U.S. Commercial Service presented a Webinar on Export Financing on February 3rd entitled:

### **Financing your Exports: Current Outlook on the Credit Crunch**

*The recorded version of this program can be accessed for \$25 at:*

<http://www.buyusa.gov/manufacturing/exportsandcredit.html>



## **TRADE WINDS FORUM: Eastern Europe Trade Mission And Business Conference Warsaw, Poland April 20-22, 2009**

The 2009 program will offer a Pan-European Business Conference, client consultations with Senior Commercial Officers and business-to-business matchmaking meetings with prospective partners from Poland and the surrounding markets of the Czech Republic, Slovakia, Hungary and Lithuania.

We are very excited to be working with the Europe SCOs once again and we look forward to building on our past success in Crystal City (2007) and Turkey (2008) with another successful program in Poland in 2009.

**Cost:** \$1,650 for companies with less than 500 employees, \$2,850 for companies with more than 500 employees.

**\*\*Make the most of your time in Poland by requesting customized Gold Key Business Appointments in the European market of your choice for an additional fee of \$700 per country. Spin-Offs will be scheduled April 16-17 or April 27-28.**

For questions and to reserve your spot, contact Greg Sizemore at (704) 333-4886 ext. 229 or [Greg.Sizemore@mail.doc.gov](mailto:Greg.Sizemore@mail.doc.gov)<sup>6</sup>

## **WEBINAR:**

### **MEDICAL REGULATORY REGIME FOR ASIANOW DATE TBA: APRIL**

A purely informational session on the medical regulatory requirements of Indonesia, Thailand, and the Philippines

#### **Includes:**

- Expert panel on regulatory requirements for medical equipment
- Q&A session for US companies regarding regulatory concerns

Individuals interested in more information should contact: [Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov).

# ***NEW MARKET RESEARCH***

Below is a short list of our new market research in the ICT, security and defense sectors from the past month - for more info on these & other free reports, visit [http://www.buyusainfo.net/adsearch.cfm?search\\_type=int&loadnav=no](http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no)

**Argentina:** Aviation and Parts

**Australia:** Port and Harbor Security

**Australia:** Telecommunications

**Brazil:** Brazilian Government studies airport Privatization

**Brazil:** Brazilian Navy wants to build patrol ships

**Brazil:** Tranquedo Neves International Airport - Industrial Airport

**Canada:** Government Tendering Opportunity Surveillance and Roadside Bomb Detection

**Canada:** Small Unmanned Aerial Vehicle (SUAV) Services in the Defence Industry

**Canada:** Government Tendering Opportunity - Secure Online Systems Upgrade

**Egypt:** Egypt Combats Software Piracy

**European Union:** EU Funds for security research

**Finland:** Overview of the Aerospace Market

**Finland:** Audiovisual Market

**Germany:** The Audiovisual Market

**Greece:** Defense Procurement

**Greece:** Audio Visual Market Guide

**Greece:** Tender for security systems at ammunition depots

**Hong Kong:** Selling to the Hong Kong Government

**Hong Kong:** Financial IT Security

**India:** Airport Infrastructure

**Japan:** Broadband Market Update

**Mexico:** Air Cargo Transportation

**Mexico:** Telecommunications Regulation Updates in the Telecom Sector 2008

**Other:** NATO Procurement process

**South Korea:** Sensor Industry

**Tunisia:** International Tender for a 3rd Telecom License

**United Kingdom:** Airport Expansion 2008

**Venezuela:** Software Industry Overview

**Vietnam:** The Information and Communications Technology Industry

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## ***BALTIMORE EXPORT ASSISTANCE CENTER CONTACTS***

### **Aerospace/Defense/ Energy/Safety/Security**

Contact: Kenneth Duckworth

[Kenneth.Duckworth@mail.doc.gov](mailto:Kenneth.Duckworth@mail.doc.gov)

### **Environment/Tourism**

Contact: Jolanta Coffey

[Jolanta.Coffey@mail.doc.gov](mailto:Jolanta.Coffey@mail.doc.gov)

### **Education/Agricultural Products/Processed Foods/ IT/ Telecommunications**

Contact: Janee Pierre-Louis

[Janee.Pierre-Louis@mail.doc.gov](mailto:Janee.Pierre-Louis@mail.doc.gov)

### **General Services/Financial Services/Manufacturing**

Contact: Bill Burwell

[Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov)

### **Healthcare Technologies/Biotechnology**

Contact: Jeanne Townsend

[Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov)

### **Small Business Administration (SBA)**

Contact: Michele Kennedy-Kouadio

[Michele.Kouadio@mail.doc.gov](mailto:Michele.Kouadio@mail.doc.gov)

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