



INTERNATIONAL BUSINESS NEWS – JULY-AUGUST 2008

U.S. DEPARTMENT OF COMMERCE MARKETS OF THE MONTH

Greece: With its economic and political stability and growth above that of the European Union average, Greece offers endless opportunities for U.S. companies looking to do business in the Eastern European and Eastern Mediterranean region. Greece is also a “springboard” to the evolving markets in the region thanks to its favorable investment climate. Whether U.S. businesses are considering Greece for its own market opportunities or as a gateway to the surrounding region, the U.S. Commercial Service is ready to help. For more information, go to <http://www.buyusa.gov/greece/en/>

Vietnam: As an emerging market, Vietnam offers an increasing number of opportunities for U.S. exporters and investors. Vietnam’s economic growth rate has been among the highest in the world in recent years, expanding by approximately eight percent, while industrial production has been growing at 14 to 15 percent per year. The Commercial Service can help U.S. firms take advantage of growing business opportunities in Vietnam. For more information, go to <http://www.buyusa.gov/vietnam/en/>

EXPAND EXPORTS TO EUROPE WITH QUICKTAKE SERVICE

QuickTake (QT) is a fast, Europe-wide, coordinated counseling service for qualified American companies. For \$750, up to 28 market specialists at U.S. Embassies in Europe who monitor priority industry sectors will give you, within 15 business days, a concise report covering your product’s current demand, future demand, competition, standards, partners, next steps and more. The QuickTake service is available for eight sectors, including Automotive, Aviation, Energy, Environment, Franchising, Healthcare, IT & Security. For more information on this service, please visit <https://www.buyusa.gov/quicktake/register.html> or contact Paul Kullman at paul.kullman@mail.doc.gov or Ira Bel at ira.bel@mail.doc.gov

INDIA BUSINESS CENTER LAUNCH

The Commercial Service’s Trade Information Center (TIC) has established a new business information center for India. The India Business Center (IBC) will help U.S. companies take advantage of emerging market opportunities and the fast-growing purchasing power of the middle class in India.

The IBC provides the following services for U.S. exporters seeking to trade with India:

- A Web portal at www.export.gov/india that contains up-to-date information about doing business in India
- Specialized toll-free telephone counseling at 800-USA-TRAD(e)
- Outreach activities to raise awareness of opportunities in India for U.S. businesses

For more information, contact Abdul Shaikh at Abdul.Shaikh@mail.doc.gov or 202-484-1619.

NORTH KOREA SANCTIONS

On June 26, President Bush signed Proclamation 8271, terminating the application of the Trading with the Enemy Act (“TWEA”) with respect to North Korea, effective June 27. Also on June 26, the President issued, under the authority of the International Emergency Economic Powers Act, Executive Order 13466, continuing two of the TWEA-based restrictions against North Korea. OFAC will issue regulations implementing the Executive order. See <http://www.treas.gov/offices/enforcement/ofac/programs/nkorea/nkorea.shtml>

PROTECT YOUR IPR: RECORD IT WITH U.S. CUSTOMS

The first step in obtaining IPR protection by CBP is to record valid registered trademarks and copyrights with CBP through the Intellectual Property Rights e-Recordation (IPRR) online system. CBP's on-line recordation allows rights owners to electronically record their trademarks and copyrights with CBP, and makes IPR recordation information readily available to CBP personnel, facilitating IPR seizures by CBP. CBP uses this recordation information to actively monitor shipments and prevent the importation or exportation of infringing goods. As of the end of Fiscal Year 2007, over 21,000 trademarks and copyrights were recorded with CBP. While CBP enforces both recorded and non-recorded trademarks and copyrights, enforcement of recorded trademarks and copyrights takes precedence over those that are not recorded with CBP. Public versions of trademarks and copyrights recorded with CBP are available in the Intellectual Property Rights Search (IPRS) searchable database. Fee: \$190. See http://www.cbp.gov/xp/cgov/trade/priority_trade/ipr/protect_ipr.xml.

MEXICO – ENGLISH AS A SECOND LANGUAGE MARKET

The importance Mexican citizens place on having a command of the English language is a trend that has resulted from Mexico's role as a player in the world economy and even more specifically as a result of growing economic and cultural interdependence between Mexico and the United States. The United States is the largest foreign investor in Mexico, its largest trading partner, the leading source of its international tourists, and the preferred destination for Mexican nationals seeking graduate education. Nowadays, if an executive in a local or foreign company operating in Mexico is interested in obtaining or maintaining a good job, they need to have a good command of the English language. The need is also imperative for students interested in obtaining university and post-graduate degrees in the U.S. or to service workers who need to interact with English-speaking customers and tourists on a regular basis. As a result, the majority of private schools in Mexico, from elementary school to college, teach and require English as part of their curricula. The demand for the internationalization of education in Mexican institutions is increasing. Mexican public and private colleges are focusing on alliances and agreements with foreign schools to provide joint programs, dual certification and exchange programs for students and professors. These programs have become more important as Mexico has become a key player in the world economy. For more on this subject, [click here](#).

USEFUL WEBSITES

Shipping Resources at Schednet:

This site has shipping and air freight schedules, news, a database of jobs in the shipping industry, a listing of shipping lines & freight agents, a worldwide ports index, cargo tracking, conversion tables, and much more. <http://www.schednet.com>

Research Chinese Leaders:

Doing business in China requires knowing the background information on someone you may be dealing with. A useful source of such information is China Vitae. The capsule biographies show the leader's place of origin, education, work history and organizational affiliations. <http://www.chinavitae.com>

APEC Tariff Database:

This site has tariff information for 20 Asia Pacific countries, plus the United States. Registration is required to use this site, but there is no charge for registration. <http://www.apectariff.org>

U. S. Customs and Border Patrol's Electronic System for Travel Authorization:

Subjects include: Introducing the Electronic System for Travel Authorization
 Pre-Travel Authorization for U.S.-Bound Travelers from Visa Waiver Countries
 Electronic System for Travel Authorization Launched for Visa Waiver Travelers Visiting US
 Frequently Asked Questions About ESTA
 Visa Waiver Program
 Implementation of Electronic System for Travel Authorization

For more information go to http://www.cbp.gov/xp/cgov/travel/id_visa/esta/

COMMERCIAL NEWS USA (CNUSA):

The November-December issue of "Commercial New USA," will feature products and services in the Consumer Electronics, Health and Beauty, International Education, and Medical Equipment Sectors. Deadlines for the November-December edition are September 12, 2008 for space, and September 19, 2008 for materials.

CNUSA, the official export promotion magazine of the U.S. Department of Commerce, reaches 400,000 readers in 176 countries worldwide. For advertising information and to view current and past issues, visit: <http://thinkglobal.us/>

SOME UPCOMING EVENTS:



THE AMERICAS COMPETITIVENESS FORUM AUGUST 17-19, 2008

2008 NATIONAL DISTRICT EXPORT COUNCIL MEETING OCT. 15-18, 2008



U.S. DEPARTMENT OF COMMERCE TRADE MISSION TO PANAMA OCT. 26-29, 2008

We hope you've enjoyed this edition of our newsletter.
Contact us at: little.rock.office.box@mail.doc.gov
<http://www.buyusa.gov/arkansas>
Phone: 501-324-5794, Fax 7380

For a list of our upcoming Webinars and other programs, [click here](#).

(Any mention of non-government sources does not constitute endorsement.)