

## **INTERNATIONAL BUSINESS NEWS – JULY 2007**

**U.S. Department of Commerce**

**International Trade Administration - U.S. Export Assistance Center**

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### **JUNE 8, 2007 UPDATE ON WESTERN HEMISPHERE TRAVEL INITIATIVE**

As of January 23, 2007 the Western Hemisphere Travel Initiative (WHTI) requires all travelers to and from the Americas, the Caribbean, and Bermuda to have a passport or other accepted document that establishes the bearer's identity and nationality to enter or re-enter the United States. On June 8, 2007 a travel accommodation was announced on the initiative. For the latest information on WHTI, [click here](#).

### **BEFORE YOU BUY AN INTERNATIONAL COMPANY PROFILE IN MEXICO**

The U.S. Commercial Service is dedicated to ensuring that our products and services consistently meet our customers' needs in all markets worldwide. However, differences in local laws, cultures, business practices, costs, and other factors usually require some adjustments in order to be effective in a particular market. Before you sign up for an International Company Profile in Mexico read the Product Standard for an overview of the service offered, and for adjustments in the service in Mexico. For more information, [click here](#).

### **NEGOTIATING TERMS OF INTERNATIONAL PAYMENT**

The new UCP 600, which went into effect July 1, means it's a good time to review the various methods of payment terms available when negotiating an international transaction. This information is covered in an excellent article by Robert P. Imbriani in the July issue of IOMA's "Managing Imports and Exports." To read Mr. Imbriani's article on terms of international payment, [click here](#).

### **TRADE FINANCE GUIDE**

The International Trade Administration's Office of Finance has published "[Trade Finance Guide: A Quick Reference for U.S. Exporters](#)." This comprehensive, informative and easy-to-understand tool was created specifically for U.S. small and medium-sized enterprises. By taking advantage of this cost-effective, easy-to-obtain tool, U.S. exporters can enhance their competitiveness in today's global marketplace and easily learn how to turn overseas opportunities into actual sales and profits.

### **ONE OF THE BEST KEPT SECRETS IN INTERNATIONAL BUSINESS**

Writing in Shipping Digest magazine, U.S. Chamber for International Business President Peter M. Robinson says USCIB is beefing up services for companies new to the global marketplace. To read the article and to learn more about USCIB, [click here](#).

### **OFFICE OF AUTHENTICATIONS**

[The Department of State, Authentications 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. This office receives a variety of documents from commercial organizations, private citizens, and officials of the Federal and State governments. Documents include but 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. It also ensures that the requested information will serve in the interest of justice and is not contrary to U.S. policy.

### **THE INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE (IIPA)**

The International Intellectual Property Alliance is a private sector coalition formed in 1984 to represent the U.S. copyright-based industries in bilateral and multilateral efforts to improve international protection of copyrighted materials. IIPA is comprised of seven trade associations, each representing a significant segment of the U.S. copyright community. These member associations represent 1,900 U.S. companies producing and distributing materials protected by copyright laws throughout the world – all types of computer software including business applications software and entertainment software (such as videogame CDs and cartridges, personal computer CD-ROMs and multimedia products); theatrical films, television programs, home videos and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and textbooks, tradebooks, reference and professional publications and journals (in both electronic and print media). <http://www.iipa.com/>

### **WEBCASTS FROM AMERICAS COMPETITIVENESS FORUM**

Following is a link to Webcasts recorded during the "Americas Competitiveness Forum" held in Atlanta, Georgia on June 11-12, 2007.

<http://trade.gov/competitiveness/ACF/webcasts.asp>

## SAFE HARBOR

The European Commission's Directive on Data Protection went into effect in October, 1998, and would prohibit the transfer of personal data to non-European Union nations that do not meet the European "adequacy" standard for privacy protection. While the United States and the European Union share the goal of enhancing privacy protection for their citizens, the United States takes a different approach to privacy from that taken by the European Union. The United States uses a sectoral approach that relies on a mix of legislation, regulation, and self regulation. The European Union, however, relies on comprehensive legislation that, for example, requires creation of government data protection agencies, registration of data bases with those agencies, and in some instances prior approval before personal data processing may begin. As a result of these different privacy approaches, the Directive could have significantly hampered the ability of U.S. companies to engage in many trans-Atlantic transactions.

In order to bridge these different privacy approaches and provide a streamlined means for U.S. organizations to comply with the Directive, the U.S. Department of Commerce in consultation with the European Commission developed a "safe harbor" framework. The safe harbor -- approved by the EU in 2000-- is an important way for U.S. companies to avoid experiencing interruptions in their business dealings with the EU or facing prosecution by European authorities under European privacy laws. Certifying to the safe harbor will assure that EU organizations know that your company provides "adequate" privacy protection, as defined by the Directive. To learn more go to

[http://www.export.gov/safeharbor/sh\\_overview.html](http://www.export.gov/safeharbor/sh_overview.html)

## PANAMA CANAL EXPANSION PROJECT

The Panama Canal expansion is one the largest and most ambitious projects in the region. In the last four years demand for Post Panamax vessels (the ones that are too large to pass through the existing locks) has increased significantly due to efficiencies gained with containerized cargo (50 percent of ships currently being ordered by the largest shipping lines are post-panamax). For more information on the Panama Canal expansion project, please access the following website:

<http://www.pancanal.com/>

## THE LATEST ON REACH

Registration, Evaluation and Authorisation of Chemicals (REACH) is a major reform of EU chemicals policy. REACH affects all global supply chains that produce and use chemicals. U.S. exporters to Europe should carefully consider this piece of EU environmental legislation. REACH was adopted in December 2006 and entered into force in June 2007 in the 27 member states of the EU. For more information go to

<http://www.buyusa.gov/europeanunion/reach.html>

## COMMERCIAL NEWS USA

CNUSA is the official export promotion magazine of the U.S. Department of Commerce. It is distributed directly to overseas buyers, representatives and other appropriate parties.

Industries Featured in the Sep.-Oct. 2007 Edition  
Automotive and Manufacturing/Industrial Products

The September/October issue of Commercial News USA will be translated into Spanish and Chinese.

The Spanish edition will be distributed to 10,000 additional prospects in Mexico, Central America and South America,

The Chinese Edition will be distributed to 10,000 additional prospects throughout China.

Include the November/December issue of Commercial News USA in your ad schedule and you'll receive the January issue free -- and a bonus distribution to 10,000

Arabic speaking prospects in the Middle East. That includes free translation of your ad into Arabic. That's a bonus, unduplicated distribution to 30,000 prospects in key export markets in their native languages! This is a great opportunity to reach the magazine's 400,000 readers in 176 countries and an additional 30,000 new prospects in three of the world's best export markets.

All This Free (with an ad in the English Edition)

- Free translations
- Your ad appears in the Spanish & Chinese editions
- Online listings in English, Spanish & Chinese
  - Inclusion in the U.S. Exporter's Directory
  - Free Reader Service listing
- Leads from prospective buyers & partners
  - \$100 discount on a one-time ad
  - Bonus Offer:
    - Buy 2 ads, get 1 free
  - Free Arabic Translation

### Deadlines:

Space reservation: Friday, July 13

Materials: Friday, July 20

For more information or to reserve your advertising space:

E-mail: [advertise@thinkglobal.us](mailto:advertise@thinkglobal.us)

1-800-581-8533

<http://www.export.gov/cnusa>

**We hope you've enjoyed this edition of our newsletter.**

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

**Contact us at:**

**Phone: 787-775-1992 Fax: 787-781-7178**

**<http://www.buyusa.gov/sunbelt/puertorico.html>**

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