

# Export News for Florida

From the Florida U.S. Export Assistance Centers

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

April 2005 Edition

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### 1. Florida District Export Council Makes History with “Opportunity Malaysia ‘05”

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On Friday, February 25, 2005, 32 company representatives left Fort Lauderdale, Florida and journeyed the 28-hour trip to Kuala Lumpur, Malaysia. These 32 individuals were delegates on the Florida District Export Council’s (FDEC) trade mission to Malaysia, which was also the

Export Council’s first mission and, according to the Commercial Service in Kuala Lumpur, the largest mission ever from the USA to Malaysia.

The Florida DEC mission, dubbed ‘Opportunity Malaysia 2005,’ took place from February 25 through March 6. FDEC organized the delegation in cooperation with a number of others, including the U.S. Commercial Service, state trade promotion partner, Enterprise Florida, Fedex and FDEC associate member Digital Media Network, Inc., whose principal, Bernhard Schutte, led the planning effort and the delegation while in Malaysia. The delegation visited three cities while in Malaysia: Kuala Lumpur, Penang, and Sungai Petani in the state of Kedah. FDEC chose Malaysia as the destination for its first mission because of the perception that Malaysia is quickly becoming an economic hub for Southeast Asia, and is expected to be one of the next big economies for U.S. exports in the booming region. Kuala Lumpur, Malaysia’s principal city, is within 5 hours by air from 60% of the world’s population. By contrast, Ft. Lauderdale, Florida, is within 5 air hours of only 5% of the world’s population. Nine companies on the mission participated in the U.S. Commercial Service’s Gold Key Service, which consists of highly qualified one-on-one appointments with pre-qualified potential agents, distributors and buyers in country. The Gold Key Service appointments were arranged by the U.S. Commercial Service’s

office in Kuala Lumpur. For more information on the Malaysian market and the Florida District Export Council's Trade Mission to Malaysia, please visit [www.floridaexporter.com/external\\_news.php?id=76](http://www.floridaexporter.com/external_news.php?id=76).

*Photograph by Spurlin Photography, [www.spurlinphotography.com](http://www.spurlinphotography.com).*

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## **2. Secretary Gutierrez Presents First Export Achievement Certificates to Florida Clients**

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On Friday, April 8<sup>th</sup>, U.S. Secretary of Commerce Carlos Gutierrez presented Export Achievement Certificate awards to seven South Florida companies. These awards were presented at the University of Miami immediately prior to the Secretary's keynote address at the PODER Business Forum and Awards. The companies honored for Export Achievement include Protective Products International, Solopartes.com, AGA Group, Comex Industries, Global Support Enterprises, Office 1 Superstore, and Hyatt Hotels and Resorts. Immediately following the awards ceremony, all awardees and South Florida Commercial Service staff were invited to listen to Secretary Gutierrez's keynote address.

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

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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 19<sup>th</sup> and 20<sup>th</sup> 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, please contact George Martinez at the Tampa Bay U.S. Export Assistance Center (727-893-3738 or 813-864-6508; [George.Martinez@mail.doc.gov](mailto:George.Martinez@mail.doc.gov)).

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## **4. Open the Banks: A Conference on Providing Solutions and Creating Opportunities for U.S. Companies at the Multilateral Development Banks**

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The U.S. Department of Commerce and the National Foreign Trade Counsel will present "Open the Banks: A Conference on Providing Solutions and Creating Opportunities for U.S. Companies at the Multilateral Development Banks" on Monday, April 25, 2005 from 9:00 a.m. until 5:00 p.m. at the U.S. Department of Commerce's Main Auditorium in Washington, D.C.

The World Bank, Inter-American Development Bank, Asian Development Bank, African Development Bank, and the European Bank for Reconstruction and Development are multilateral financial institutions established to improve the living standards of their developing member countries. Every year, these Banks extend 40-50 billion dollars in loans, grants, and investments to the public and private sectors for economic and social development. The U.S. and Foreign Commercial Service Liaison Offices at each of the Banks work directly with U.S. firms to target major project, consulting, and procurement opportunities generated from the Banks' grants and lending, and guide U.S. project developers in accessing the Banks' private lending and co-

financing operations. Don't miss this opportunity to meet contacts from these banks, learn about procurement procedures and guidelines, and meet with representatives from these banks.

For more information, please contact Vivian Myers at [vmyers@nftc.org](mailto:vmyers@nftc.org).

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#### **5. Building Materials Trade Mission to China - June 6-10**

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The U.S.-China Build Program is organizing a mission for U.S. suppliers and manufacturers interested in exporting to China to establish business contacts and investigate China's building materials market and distribution systems. The tour will include visits to companies in several different distribution channels as well as end markets for building materials. Activities during the mission will include:

- Panel discussions with distribution companies and developers of wood and non-wood residential developments.
- Tours of China home centers ("Big Boxes") and meetings with home center purchasing agents.
- Tour of traditional retail and wholesale markets for building materials.
- Tours of single-family wood and non-wood frame housing developments
- Tours of multi-story/multi-family high-rise condominiums
- Meetings with U.S. product representatives
- Briefings with U.S. government representatives and Chinese housing policy makers
- Time on the last day of the mission for pre-scheduled business meetings and activities based on participants' interests.

For more information, please visit <http://www.uschinabuild.org/events/missionflyer12.11.04.pdf>.

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#### **6. SeaCargo Americas - May 11&12, Miami**

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SeaCargo Americas, taking place on May 11&12, 2005 in Miami, Florida, will bring together top executives from all sectors of the maritime industry to exchange views and experiences to enhance the growth of the industry in the Western Hemisphere. Seaports, shipping lines, shippers, consignees, equipment and technology suppliers, among others, will interact, exchanging ideas and information. Topics will include port security, regional consolidation, manufacturer and shipper needs in high growth cargo, trade facilitation, improving productivity, speed and service quality, responding to market changes and demands from shippers, consolidators and forwarders, and controlling costs while streamlining customer services.

SeaCargo Americas is a two-day international sea cargo trade show and conference designed to:

- a. Increase two-way cargo growth and international business in the Americas
- b. Present updates on the latest security and safety regulations being used in the Western Hemisphere to secure cargo from the intrusion of biological, chemical, or explosive materials
- c. Provide a platform for the ports in South America, the U.S., Central America, Canada, the Caribbean, and Mexico to exhibit their facilities, services, and market strengths
- d. Exhibit port-related construction projects to investors
- e. Provide a forum on international maritime and logistics issues in the Western Hemisphere
- f. Showcase the latest security products, e-commerce solutions, technologies, and services to the international maritime, logistics, and investment communities
- g. Provide a venue for pre-scheduled and "at-the-show" appointments between potential buyers and sellers

For more information, or to register for this event, please contact Roberto Berrios at the World Trade Center Miami (305-871-7910; [rberrios@worldtrade.org](mailto:rberrios@worldtrade.org)) or visit <http://www.seacargoamericas.com>.



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## **7. Market of the Month: Australia**

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Australia has been the fastest growing developed economy over the past five years, and has been an appealing and profitable market for American companies for much longer. Its economy is the fourth largest in Asia-Pacific and offers a transparent and familiar legal and corporate framework, excellent intellectual property protection, and a sophisticated – yet straightforward -- business culture.

The United States runs a trade surplus with Australia of approximately US\$9 billion. Total trade between the U.S. and Australia was valued at US\$28 billion in 2003. American exports to Australia were more than \$14 billion in 2004 and increasing. Australia is a particularly attractive market in 2005. Its economy has entered its fourteenth consecutive year of growth, government budgets are in surplus, productivity is high, and corporate profits and personal incomes are high and healthy. Several other factors are driving growth as well:

- Low inflation and active capital spending by businesses across major sectors such as mining, energy, IT, and food processing.
- Relatively high world commodity prices for Australia's resources – energy, mineral and agricultural -- driven by voracious demand from Asian countries such as China.
- Resurgent demand for Australia's other exports as economic growth in major trading partners increases
- The strong Australian dollar and weak U.S. dollar have given more purchasing power to Australian importers and made U.S. exports more price competitive.

### ***Best Prospects for U.S. Exporters:***

- Aircraft and Parts
- Automotive Parts and Accessories
- Construction Machinery
- Franchising
- Industrial Process Controls
- Information Technology Services
- Medical Equipment
- Mining Equipment
- Oil & Gas Equipment
- Pollution Control Equipment
- Safety and Security
- Telecommunications Equipment
- Travel and Tourism

To learn more about the Australian market, including the Free Trade Agreement between Australia and the United States, please visit [http://www.export.gov/comm\\_svc/press\\_room/marketofthemonth/australia/australia.htm](http://www.export.gov/comm_svc/press_room/marketofthemonth/australia/australia.htm).

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## 8. Online Resources

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### Global Connector

[http://www.globalconnector.org/gc\\_home.cfm](http://www.globalconnector.org/gc_home.cfm)

The CIBERWeb is a network of 30 U.S. universities that act as a resource for business, students, and academics who are concerned with international trade and education. Indiana University's CIBER is called Global Connector ([http://www.globalconnector.org/gc\\_home.cfm](http://www.globalconnector.org/gc_home.cfm)). This site has very targeted information, and is simple to use. When you arrive on the main page, click on "Country Search" or "Industry Search" at the top, and then will be directed to a separate page where you can choose your search parameters. You'll find links to country profiles, maps, weather reports, economic statistics, industry reports, trade associations, news, government sites, travel sites, and more.

### PIERS Market Tip: It Could Be a Small (Business) World After All

<http://www.piers.com/learnmore>

Small- and medium-sized enterprises (SMEs) account for more than 29% of total U.S. goods exported ... and represent 97% of all U.S. exporters, according to the International Trade Administration. The Small Business Administration (SBA) has found that it is not out-of-pocket transaction costs keeping SMEs from bringing their products to the global marketplace; rather it is the psychological, personal, and opportunity costs. The biggest psychological barrier to exporting is uncertainty about overseas markets, according to the SBA report "*Costs of Developing a Foreign Market for a Small Business: The Market and Non-Market Barriers to Exporting by Small Firms.*"

The SBA guide to *Breaking into the Trade Game* includes questions to help SMEs build an export business plan ... and PIERS trade data can supply the answers about potential markets and customers. For links to the ITA Handbook and the SBA report and exporting guide -- and to learn more about PIERS global intelligence resources --