

Winter 2006/2007

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# USA TRADE WORLD



## ILLINOIS



## Complying with U.S. Export Controls

Contact: Artina Davis at 312/353-4453 or [artina.davis@mail.doc.gov](mailto:artina.davis@mail.doc.gov). ♦

*Seminar February 21-22, 2007*

This two-day program will be led by professional counseling staff of the U.S. Department of Commerce Bureau of Industry & Security (BIS) 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.

Topics covered will include determining what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or re-export without applying for a license; export clearance procedures and record keeping requirements; Export Management System (EMS) concepts; and real life examples in applying this information.

Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR. Technical, policy, and enforcement professionals from BIS, as well as specialists from other agencies such as the Office of Foreign Assets Control and the Bureau of Census will participate in certain programs. Venue: Sofitel Hotel in Rosemont, Illinois.

## CS Chicago Staff News

**Artina Davis**, a Foreign Service Commercial Officer with the U.S. Commercial Service (CS), has joined the CS Chicago office as of December 4, 2006 for a two-year domestic posting. Overseas, Artina has served in Paris, France and most recently in New Delhi, India.

Prior to joining the Commercial Service, Ms. Davis worked in sales and banking at Eastman Kodak and at NationsBank. She is a graduate of Hampton University with a Bachelor of Science degree in Finance.

While working as an International Trade Specialist in the Chicago office, Ms. Davis will be covering the following industries: Aviation, Materials Handling, Machine Tools, Metalworking Equipment, and General Industrial Equipment. She can be reached at 312-353-4453 or [artina.davis@mail.doc.gov](mailto:artina.davis@mail.doc.gov).

**Thomas Panek** has left the U.S. Commercial Service Chicago office as of October 1<sup>st</sup>. We wish him well in his new job as President of the World Trade Center Chicago.

As a result of the above staffing changes, the industry portfolios covered by our International Trade Specialists have been reshuffled. Please see page 8 of this newsletter for the current industry assignments. ♦

## Chicago Trade Specialists Win Award

Trade Specialist Monica Toporkiewicz and Office Director Julie Carducci of the U.S. Commercial Service Chicago office received the Employee of the Month Award for December 2006 based on their work with Cummins-Allison Corporation of Mt. Prospect, Illinois. Their work earned them the high praise of the company. "I commend Commerce on their ability to employ such top notch export promotion officials as Julie Carducci, Monica Toporkiewicz and the rest of the Chicago USEAC [U.S. Export Assistance Center]. They are such a pleasure to work with and are always so responsive to our needs," wrote Jeff Graber, Sales Manager for International Operations. He then went on to laud the work of the Chicago USEAC as a whole, saying, "these folks are truly the backbone to helping small and medium exporters like Cummins truly make inroads into new overseas markets." Julie and Monica's commitment to outstanding customer service is evident through continuous communication and personal investment in the success of their clients. ♦

## Retail Brazil – Explore Brazil Sales

The U.S. Commercial Service is organizing a retail promotion initiative for U.S. exporters wishing to test their products or increase market share in the Brazilian marketplace. Over the next year the U.S. Commercial Service will hold a series of in-store promotions and other events with major Brazilian retailers to launch U.S. products and test their viability in that growing market.

With 180 million consumers and a falling U.S. dollar, Brazil represents a huge potential market for a variety of retail goods from the United States. In

2004, over 100 U.S. companies participated in the original initiative "Retail in Rio," and many are now enjoying increased sales in Brazil. This year, the initiative will also include Belo Horizonte, São Paulo and Porto Alegre. Brazil's GDP of \$605 billion makes it the world's 12th largest market.

Key Industries for Retail Brazil include: Apparel, Cosmetics, Food Products, Housewares, High-end Electronics, Office Supplies, Pet Supplies, Sporting Goods, and Toys. For more information and registration, e-mail [Monica.Toporkiewicz@mail.doc.gov](mailto:Monica.Toporkiewicz@mail.doc.gov).

## Access Foreign Tariff Rates

Tariffs are duties (or taxes) applied to goods transported from one country to another, or on imported products. Tariffs raise the prices of imported goods, thus making them less competitive within the market of the importing country. Before you export to any country you should determine what the tariff rate is on your product(s). For a tutorial on this process and access to current rates, see [http://www.export.gov/logistics/exp\\_001015.asp](http://www.export.gov/logistics/exp_001015.asp). ♦

## Passport Now Required for Mexico & Canada Air Travel

Starting January 8, 2007, ALL persons, including U.S. citizens, traveling by air between the U.S. and Canada, Mexico, Central & South America, the Caribbean and Bermuda will be required to present a valid passport, Air NEXUS card, or U.S. Coast Guard Merchant Mariner Document. This regulation is part of the Western Hemisphere Travel initiative. Land travel requirements are expected in January 2008 but may be delayed. For additional details, see: [http://travel.state.gov/travel/cbpmc/cbpmc\\_2223.html](http://travel.state.gov/travel/cbpmc/cbpmc_2223.html) ♦

## EU WEEE Update

Enforcement of the WEEE (Waste Electrical and Electronic Equipment) Directive began in August 2005. Recovery, re-use and recycling targets have now gone into effect as of December 31, 2006. Some EU countries have not yet fully implemented WEEE. For the status of WEEE implementation by country, see <http://www.buyusa.gov/europeanunion/weee.html> ♦

### Programs of the U.S. Commercial Service/ Export Assistance Center in Brief:

#### Gold Key Service \$700-\$1200 per country/region

Before you head overseas, we will set up appointments for you to meet with interested potential business partners. Just be sure to give us 4-6 weeks notice.

#### International Partner Search \$500-\$800 per country/region

We will find the distributors/strategic partners who are interested in YOUR product or service, and provide you with contact information and a description of their activities in the market.

#### International Company Profile \$500-\$800 per company

We can provide you with customized reports that evaluate potential or existing trading partners. Reports include background information, reputation, and credit-worthiness.

#### International Market Research

**Free! Just call us!**

Give us a call to see what new reports have been sent to us by our Commercial Officers overseas. (See examples on page 3.)

## Featured Market: India

The Indian market, with its one billion plus population, presents huge opportunities for U.S. exporters with the right products, services, and commitment. The declining value of the dollar, vis-à-vis competitors' currencies, has been expanding and accelerating these opportunities. U.S. exports to India in 2005 increased 30.3 % over the previous year.

India's GDP is currently growing at around 7 %, making it one of the world's fastest growing economies. The country's infrastructure, transportation, energy, environmental, health care, high-tech, and defense sector requirements for equipment and services will exceed tens of billions of dollars as the Indian economy globalizes and expands. Construction of everything from airports to container ports to teleports is setting the stage to remake India.

The Indo-U.S. relationship is in the midst of a remarkable transformation. The two countries, politically and economically distant for much of the late twentieth century, now find their national interests converging at many points. Indian tariffs have been reduced progressively since the early 1990's.

Key factors for business success in India include: finding good partners who have knowledge of the local market and procedural issues; good planning; aggressive due diligence and follow up; patience and commitment.

The U.S. Commercial Service offers customized solutions to help your business enter and succeed in the Indian market. To take advantage of our India expertise, please contact your trade specialist at the nearest U.S. Commercial Service office (see page 8 for contact info.)

For more on the India market, see:  
<http://www.buyusa.gov/india/en/motm.html> ♦

## New Market Research Available

*The following are summaries of reports recently generated by our U.S. Commercial Service overseas offices. If you find a particular report of interest, please call us at 312-353-8040 and we will be happy to send you the full text FREE OF CHARGE.*

To find out what else is new in your specific industry sector, please call the appropriate industry specialist listed on the back page of this newsletter.

### **China: Renewable Power in East China - August 2006**

China has been experiencing power shortages since 2002. Thus, the Chinese government is focusing on investing in renewable energy to meet its growing energy demands. China recently introduced an energy plan to double its renewable energy supply to 15% by 2020. The Chinese government is investing \$25 billion in renewable energy projects using non-fossil energy, such as wind, solar, biomass, geothermal, and ocean energy. Opportunities for US companies exist in wind equipment, new solar technologies, advanced hydropower equipment. 7 pages.

### **Japan: Building Products Import Statistics - September 2006**

Total imports of building products to Japan increased 13% between January and June 2006. Imports from the United States increased 8% to \$493 million between January and June 2006. This summary provides detailed comparative data on the trends in imports of various residential and non-residential building products by HS (Harmony System) of codes. This data includes comparison of total imports of building products and comparative data specifically from the United States. 4 pp.

### **Japan: Study Abroad Programs and Japan's Retirees - July 2006**

According to a national consensus report, Japan has the world's fastest aging population. The number of people 65 years and over in Japan is 21% of the entire population. Today's 65 years old are much healthier and more active than in recent years. This demographic group has focused on saving money throughout their lives and has taken an interest in combining traveling abroad with continuing education. 5 pages

### **Mexico: Equipment Leasing Services - September 2006**

Due to the current economic environment, it has become increasingly common to lease equipment in Mexico. There are many opportunities for American companies due to the proximity of the nations and Mexico's growing needs for alternative forms of financing. The key sectors for equipment leasing include: computer/IT, health-care (medical, dental) equipment and aircraft and industrial equipment. 3 pages

### **Russia: Hotel and Restaurant Equipment Market - August 2006**

The hotel and restaurant equipment industry in Russia is experiencing a boom, which is fueled by the growing economy and increased consumer spending. The food service industry is expected to grow at 30-40 percent annually for the next few years. The current market size of Russian restaurant industry is \$5 billion annually. Russia is experiencing an increase in branded medium price and quick & casual restaurants. According to Moscow's plan for development, 240 new hotels will be built in the city by 2010. This hotel boom is also expected to spread to St. Petersburg and other major cities in Russia. 8 pages.

### **EU Marking, Labeling and Packaging Overview - August 2006**

There is a broad array of EU legislation with respect to marking, labeling and packaging of products. There is no "umbrella" law on requirements for all goods. This overview provides information on mandatory marks and labels such as: CE marking, textiles, footwear, cosmetics, household appliances, dangerous substances, outdoor noise emissions, waste electrical/electronic equipment directive, quantities in metric units, price display, automotive, photometry, maritime, & packaging materials. The following voluntary marks and labels are also covered: materials in contact with food, the E- Mark, Eco-Label, recycling, plastics, glass, energy star, green dot. 16 pages.

# Upcoming International Trade Shows and Missions

## SHOWS

### **February 14-16, 2007: U.S. Privacy and Security Technology Opportunities in Canada – Victoria, British Columbia**

Take advantage of the strong growth in the Canadian privacy and security sector and gain first-hand knowledge of Canadian government policies and requirements necessary to develop business opportunities in Canadian national security. Canadian enterprises will be seeking advanced and potentially proactive measures such as active intrusion monitoring, early warning security threat notification, real time information security monitoring, development of critical incident response plans and teams, among others. Participation fee: US\$2000 for first participant + US\$900 for each additional participant. For additional information, contact Monica Toporkiewicz, U.S. Commercial Service Chicago, tel: 312-353-8059, [monica.toporkiewicz@mail.doc.gov](mailto:monica.toporkiewicz@mail.doc.gov).

### **March 13-15, 2007: Expo Manufactura – Mexico’s Leading Machine Tool and Metalworking Exposition - Monterrey, Mexico**

Expo Manufactura is recognized as Mexico’s leader among metalworking and manufacturing events. Going into its thirteenth year, this show brings together buyers and builders to exchange ideas and conduct business. The 2007 exhibition promises to be the optimal international environment for industry professionals to meet and discuss key topics. For more information, go to <http://www.ejkrause.com/expomanufactura/>.

### **June 21-24, 2007: The 10th China International Environment Protection Exhibition and Conference - Beijing**

The U.S. Commercial Service at the U.S. Embassy in Beijing invites American firms to participate in the U.S. Pavilion at the 10th China International Environmental Protection Exhibition and Conference (CIEPEC 2007) to promote American goods and services to the Chinese environmental protection market. CIEPEC will be held at the China International Exhibition Center in Beijing. The U.S. Pavilion affords exhibitors a low-cost means of exhibiting at this major expo with a comprehensive package of on-site support. For detailed information, please visit the show website at <http://www.chinaenvironment.org/2007ciepec>. Or, contact your local Trade Specialist for the environmental technologies industry Robin Mugford at 847-327-9082 or [robin.mugford@mail.doc.gov](mailto:robin.mugford@mail.doc.gov).

### **June 24 - 28, 2007: American Water Works Association (AWWA) Annual Conference & Exposition - Toronto, Canada**

The U.S. Commercial Service Offices in Canada are 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. To assist U.S. firms with their planning for this event, a free webinar is being planned for February 15, 2007. Visit the website [www.buyusa.gov/canada](http://www.buyusa.gov/canada) for registration and details. For additional information on the AWWA Trade Show, visit the website, <http://www.awwa.org/ace07>. Or contact your local Trade Specialist for the environmental technologies industry Robin Mugford at 847-327-9082 or [robin.mugford@mail.doc.gov](mailto:robin.mugford@mail.doc.gov).

## MISSIONS

### **March 26-30, 2007: Automotive Supply Chain Trade Mission to Mexico - Monterrey, Saltillo, Aguascalientes & Silao**

The U.S. Commercial Service is organizing an Automotive Industry Trade Mission focused on Supply Chain opportunities in both northeastern (Monterrey & Saltillo) and central (Aguascalientes & Silao) Mexico’s automotive clusters. This event offers a timely and cost-effective opportunity for U.S. firms to tap into fast growing markets for automotive equipment, technology, and services. Target sectors holding high potential for U.S. exporters include process engineering design, sub-assembly, stampings, tool and die maintenance and fabrication, plastic component parts, cutting tools and lubricants, industrial safety equipment, and process controls and testing equipment. Mission participants will benefit from country briefings, one-on-one appointments with prospective business contacts, and high-level meetings with government officials and business leaders. The participation fee is \$4,900 per company and \$330 for each additional company representative. For more information, contact Robin Mugford at 847-327-9082 or [robin.mugford@mail.doc.gov](mailto:robin.mugford@mail.doc.gov) or visit [www.buyusa.gov/auto/mexicomission.html](http://www.buyusa.gov/auto/mexicomission.html) or

### **April 30, 2007: Plastics Executive Trade Mission to Canada –Toronto, Ontario, Canada**

The U.S. Commercial Service is hosting a Plastics Executive Trade Mission to Canada on April 30, 2007. This event will be held in conjunction with Canada’s largest plastic trade show, Plast-Ex 2007. For a cost of \$1500, U.S. participants will receive: one day of customized one-on-one appointments with pre-qualified potential partners, briefings on the Canadian plastics industry, Canada-wide market exposure through a promotional brochure, entry pass to Plast-Ex 2007, and more! Contact Madellon Lopes, Trade Mission Project Manager, (416) 595-5412, ext. 227, [madellon.lopes@mail.doc.gov](mailto:madellon.lopes@mail.doc.gov), for additional information. Or, contact your local Trade Specialist for the Plastics Industry, Robin Mugford, at 847-327-9082 or [robin.mugford@mail.doc.gov](mailto:robin.mugford@mail.doc.gov).

# Studies Evaluate Ease of Trade in 175 Countries

Many international trade pros are hard at work putting together their companies' global import-export plans for 2007—and beyond. Two recently published reports can provide invaluable aid in that effort: **Doing Business 2007: How to Reform**, from the International Finance Corp., an arm of the World Bank ([www.doingbusiness.org](http://www.doingbusiness.org)), and Transparency International's most recent global **Corruption Perceptions Index (CPI)** report ([www.transparency.org](http://www.transparency.org)).

**Doing Business 2007**, the fourth in a series of annual reports, ranks nations by 10 separate categories to measure the overall ease of doing business there—including the critical category, “ease of trading across borders”. For this category, the study reports the cost associated with exporting and importing cargo in addition to the time and number of documents required. The study also cites nations that have carried out business process reforms. Tops in this category are Georgia, China, Romania, France, Ghana, and Tanzania. Other nations showing improvement in this area are Cambodia, Colombia, Hong Kong, India, Jamaica, Jordan, Kenya, Nicaragua, Nigeria, Pakistan, Serbia, Syria, and Togo.

Other categories ranked include transparency of business regulations, ability to obtain credit; ease of obtaining licenses, setting up a subsidiary, and paying taxes; and protection of property rights. The report covers 175 economies—from Afghanistan to Zimbabwe.

**Customs Clearance and Other Reforms:** Of particular interest to import-export pros are measures related to customs clearance and average costs and time of exporting a container. The report details which nations have made reforms that shorten the customs clearance process; simplify

documentation requirements; and lower container storage, port, and handling fees and costs.

**Corruption Factor:** U.S. exporting and importing companies, restrained by the 1977 U.S. Foreign and Corrupt Practices Act in ways their Asian and European competitors have typically not been, are now seeing some light at the end of the tunnel. The Organization of Economic Cooperation and Development (OECD) has adopted an anti-bribery convention that is binding on the 30 member states. Second, the United Nations Convention Against Corruption, ratified to date by 55 nations, took effect in late 2005. Until these initiatives bear fruit, U.S. international trade pros can review Transparency International's most recent Global Corruption Perceptions Index (CPI). The OECD estimates that corruption adds 10% to the overall cost of global commerce, while the World Bank projects bribery's price tag at \$1 trillion, so knowing where you're likely to face this challenge in world markets is crucial. The CPI Score measures degree of corruption as seen by businesspeople and country analysts and ranges from 10 (highly clean) to 0 (highly corrupt.) For the latest CPI rankings, see [www.transparency.org/policy\\_research/surveys\\_indices/cpi](http://www.transparency.org/policy_research/surveys_indices/cpi). *Reprinted with permission from the December 2006 issue of **Managing Imports & Exports**.* ♦

## U.S.-Oman FTA Signed into Law

President Bush signed the U.S. Oman Free Trade Agreement into law in September 2006. As soon as the agreement goes into effect, 100 percent of consumer and industrial products will enter Oman duty free. This will expand opportunities for exports of machinery, automobiles, optic and medical instruments, electrical machinery, and agricultural products such as vegetable oils, sugars, sweeteners and beverage bases. In addition, Oman will provide substantial market access across its entire services sector, provide a secure,

predictable legal framework for U.S. investors operating in Oman, provide for effective enforcement of labor and environmental laws, and protect intellectual property. This is the fifth free trade agreement in the region and builds on existing agreements with Israel, Jordan, Morocco, and Bahrain. For further details on the Oman and other FTAs, see the U.S. Trade Representative's website at <http://www.ustr.gov> ♦

## International Trade Internships Available

The U.S. Commercial Service Chicago office offers internships that allow students to gain real world international trade experience that can provide an essential edge for entering today's job market. Participants learn to answer inquiries from exporters regarding trade regulations and documentation, country-specific issues, and commodity classifications; contact exporters regarding various export opportunities and events; and utilize federal government databases, trade journals and internet-based market research to help exporting companies.

Applicants should be self-starters with excellent written and oral communication skills. They must be U.S. citizens currently enrolled at a college or university, preferably in a business-related curriculum. Please see [www.buyusa.gov/midwest/180.html](http://www.buyusa.gov/midwest/180.html) for more information, or contact our intern coordinator, Connie Green at [Connie.Green@mail.doc.gov](mailto:Connie.Green@mail.doc.gov) ♦

**We hope you have enjoyed this edition of our newsletter!**

The U.S. Government does not endorse any product, service, or company herein and assumes no responsibility for the accuracy of this data or for the outcome of any business transaction resulting from this publication.

If you would like to see a particular subject on international business covered in this publication, please contact Debra Rogers at 312-353-6988, or fax 312-353-8120, or email [debra.rogers@mail.doc.gov](mailto:debra.rogers@mail.doc.gov)

## Upcoming Illinois Trade Events

### January 18, 2007: *Strategies for Recruiting Students from Colombia & Venezuela - Webinar*

This interactive webinar will present strategies for recruiting students to U.S. educational institutions and ESL programs, the latest visa trends and guidance, and overviews of the education market in Colombia and Venezuela. The speakers will include staff from the U.S. Commercial Service offices in Bogota and Caracas as well as visa officers from the U.S. Embassy in these markets. Participant Fee: \$35.00 (to join live webinar or to receive recorded version with PowerPoints). Information and registration: <http://www.buyusa.gov/studyusa/webinars.html> For questions, contact Debra Rogers at 312-353-6988 or [debra.rogers@mail.doc.gov](mailto:debra.rogers@mail.doc.gov).

### January 18, 2007: *The World of Trade: Looking Ahead With the U.S. Customs & Border Protection Agency - Park Ridge*

An overview of U.S. Customs & Border Protection(CBP) activities to secure and facilitate trade both in the past five years, as well as looking ahead to 2007. Topics covered will include: Partnership programs & initiatives, trade resumption, trade compliance, and the new Office of Trade. Featured speaker will be Karen Lobdell, Global Trade & Supply Chain Specialist, and Licensed Customs Broker with Gardner Carton & Douglas LLP. Sponsored by the Chicago Organization of Women in International Trade (OWIT). 7:30 - 9:30 a.m. at the Tooling & Manufacturing Association, 1177 S. Dee Rd, Park Ridge, IL. Fee: \$35 for OWIT members, \$45 for non-members. Registration and payment via Paypal at [http://www.owitchicago.org/events/event\\_registration.htm](http://www.owitchicago.org/events/event_registration.htm) or email [owitchicago@yahoo.com](mailto:owitchicago@yahoo.com) and remit payment to OWIT-Chicago, P.O. Box 81802, Chicago, IL 60602.

### January 25, 2007: *Taking Your Company International and Successfully Managing International Projects – Beloit, WI*

Monthly meeting of the State Line World Trade Association (SLWTA), co-organized with the U.S. Commercial Service Rockford office. Mr. Doug Hartel, President of Letrah, Int'l will present on the basics to in-depth technical aspects of international business. Inexperienced as well as experienced exporters will learn valuable insights from his 27 years of international business experience. Topics to be covered include: Why your company should consider international business; What your company should consider before committing to international business; How to get started; Why research is important; How to successfully manage international projects; minimizing risks; & Lessons learned. Venue: Belwah Café in the Beloit Inn in downtown Beloit. Contact Carla at (715) 887-2133 or Tom at (262) 785-1981 to sign up. Cost \$25 per person. Students: \$15.00. Cancellations after Tuesday, January 23 and no shows will be charged the full amount.

### February 14, 2007: *Business Opportunities Roundtable on Working with the Multilateral Development Banks*

SAVE THE DATE. Each year, the World Bank, Inter-American Development Bank, Asian Development Bank, 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 abroad. U.S. Commercial Service Officers from each development bank will discuss the major projects, consulting, and procurement opportunities generated from the Banks' grants and lending operations. For further information contact, Ursula Wegrzynowicz, Illinois Global Partnership, 312/423-9010 or Commercial Service Chicago, Julie Carducci, 312/353-8490.

### February 21-22, 2007: *Complying with US Export Controls - Rosemont, IL*

This two-day program is led by professional counseling staff of the Bureau of Industry & Security (BIS) 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. We will focus on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or re-export without applying for a license; export clearance procedures and record keeping requirements; Export Management System (EMS) concepts; and real life examples in applying this information. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR. Technical, policy, and enforcement professionals from BIS, as well as specialists from other agencies such as the Office of Foreign Assets Control and the Bureau of Census will participate in certain programs. Venue: Sofitel in Rosemont. Contact: Artina Davis at 312/353-4453 or [artina.davis@mail.doc.gov](mailto:artina.davis@mail.doc.gov).

# Success Begins at the USEAC

*Below are examples of how we at the Chicago U.S. Export Assistance Center (the USEAC includes the U.S. Department of Commerce Commercial Service, the Export-Import Bank, and the Small Business Administration.) work together with our colleagues and partners to assist Illinois companies and organizations in maximizing their export potential. Call us today!*

## CS Facilitates VoIP Exports to Philippines

**Go2Call**, based in Evanston, Illinois, is a leading provider of high quality VoIP calling services to customers around the world. Go2Call's Global Platform is flexible and scalable enough to serve hosted VoIP solutions for service providers ranging from international carriers to telecom entrepreneurs.

The firm has been a client of Julie Carducci of the Commercial Service (CS) Chicago office since 2002, and a frequent user of Commercial Service programs. Ms. Carducci regularly counsels Go2Call on the opportunities in the Philippines and around the world, and follows up on developments related to the company's projects in that country. As a result, Go2Call established a productive relationship with Aida Miranda of the CS Manila office to proactively tap opportunities related to the liberalizing of the Philippine telecom market.

In June 2005, Go2Call's David Kleiman contracted for CS Manila's Single Company Promotion service, which was held in conjunction with COMMORLD 2005, the largest local telecommunications trade event in the Philippines. During the show, Ms. Miranda and Commercial Assistant Capatayan arranged one-on-one appointments and a half-day technical seminar with prospective clients, including internet service providers (ISPs). David Kleiman was also a guest speaker at the Telecom Summit, which helped him network with summit participants. After the

event, CS Manila provided David Kleiman a list of potential business partners that included attendees at the trade show.

Early in 2006, Go2Call reported that We Are IT, a Philippine-based VSAT provider, signed up as a distributor for the Go2Call Device to Phone and SIP Dialer-enabled calling solutions. Mr. Joseph Madattu of We Are IT also attended the Satellite 2006 trade show in Washington DC in February and met with Chad Smith, Regional Sales Manager of Go2Call, to seal the arrangement and make the firm's initial purchase of Go2Call systems. Mr. Smith said of Commercial Service assistance, "without their help in targeting telecom companies, satellite providers and ISPs in and around Manila area, We Are It would not be a customer." ♦

## SBA & Ex-Im Offering Discounts on Ex-Im Insurance

The U.S. Small Business Administration (SBA) and the Export-Import Bank of the United States (Ex-Im Bank) have teamed up to further promote small business exports. Small businesses that receive an SBA Export Working Capital Program (EWCP) loan now qualify for a 25% discount on their Ex-Im Bank credit insurance premiums.

As the official export credit agency of the United States government, Ex-Im Bank assumes the inherent payment risks that the private sector

is often unable or unwilling to cover via its insurance policies. Export credit insurance protects your company against nonpayment and also enables you to sell on competitive "open account" terms (rather than cash in advance or letters of credit). Thus, you can enter new markets and increase sales in existing markets with greater confidence. No longer do you have to forego sales because you cannot match the credit terms offered by your foreign competitors.

The Ex-Im Bank's support is extensive, with up to 95% coverage for both commercial risks (such as buyer insolvency and default) and political risks (such as war, revolution, and the cancellation of an export or import license). Now companies that borrow under the SBA's Export Working Capital Program can qualify for a 25% premium discount on Ex-Im Bank's multi-buyer insurance policies. The discount brings the cost of the insurance, in most cases, to less than a half-cent per dollar of sales. This cost of insurance can often be passed on to your buyer.

The SBA's EWCP program provides small business exporters with working capital financing to cover 100% of their pre-shipment costs associated with specific export transactions. Under the SBA EWCP program, a small business will not lose a viable export transaction due to a lack of working capital.

For additional information contact: Jack Nevell of SBA at Chicago, 312-353-8065, or Ex-Im Bank's Midwest Regional office at 312-353-8081. ♦

## EXPORT ASSISTANCE PERSONNEL

<b>TRADE SPECIALIST/AGENCY</b>	<b>SPECIALIZATION</b>	<b>TEL. NO.</b>
<b>Julie Carducci – Office Director</b> <i>Julie.carducci@mail.doc.gov</i>	Telecommunication Equipment and Services	312-353-8490
<b>Artina Davis</b> <i>Artina.davis@mail.doc.gov</i>	Aviation, Materials Handling, Machine Tools, & Metalworking Equipment, General Industrial	312-353-4453
<b>Patrick Hope</b> <i>patrick.hope@mail.doc.gov</i>	All industries in northwestern Illinois (McHenry County to the Quad Cities, north of I-80)	815-987-8123
<b>Robin Mugford</b> <i>robin.mugford@mail.doc.gov</i>	Environmental Products/Technology/Services Automotive Parts & Accessories, Scientific Instruments, Plastics & Rubber Machinery & Materials, Chemicals	847-327-9082
<b>Debra Rogers</b> <i>debra.rogers@mail.doc.gov</i>	Construction & Hardware, Tourism, Architectural & Engineering Services, Education & Training Services, Franchising, General Industrial Goods, Energy	312-353-6988
<b>Shari Stout</b> <i>shari.stout@mail.doc.gov</i>	All industries in downstate Illinois (south of I-80) Statewide coverage of consumer & sporting goods	309-671-7815
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