

# USA TRADE WORLD



## ILLINOIS



Fall 2007

### Inside this Issue

- 1 Promoting Illinois Education Exports
- 2 New China Export Controls
- 3 Featured Market: Singapore
- 4 Upcoming International Trade Shows & Missions
- 5 CAFTA-DR Generates Export Growth
- 6 Upcoming Illinois Trade Events
- 7 Export Success Stories
- 8 Personnel Notes

U.S. Department of Commerce  
U.S. Commercial Service  
200 West Adams, Suite 2450  
Chicago, IL 60606  
Tel: 312-353-8040  
[www.buyusa.gov/illinois](http://www.buyusa.gov/illinois)

Director, Julie Carducci  
Newsletter Editor, Debra H. Rogers

## Promoting Illinois Education Exports

The U.S. Commercial Service actively seeks to increase U.S. exports, not just of manufactured goods, but also of services. Education is our nation's 5<sup>th</sup> largest services export. CS Chicago Trade Specialist Debra Rogers works closely with Illinois colleges and universities to help them market their programs and recruit students internationally.

This past May, Ms. Rogers helped organize a series of events to raise the profile of Illinois as a premier study destination and source of quality education. Key partners in these events were the Study Illinois international education consortium, the U.S. State Department's Education and Cultural Affairs Bureau, the Illinois Office of Trade & Investment, and the Int'l Trade Association of Greater Chicago.

Study Illinois hosted overseas education advisors and a Commercial Specialist from Bolivia, China, Dominica, Hong Kong, the Philippines, Poland, and Russia for a week-long tour of Illinois campuses. 19 Illinois educational institutions were able to show off their campuses to the international visitors. These advisors are the first point of contact for international students interested in studying in the U.S. They provide invaluable, unbiased counseling on the U.S. educational system, application procedures, college/university selection, and visa interview preparation. Therefore, it is very beneficial to have the opportunity to familiarize them with the educational

opportunities Illinois has to offer. Ms. Rogers coordinated with the State Department Bureau of Cultural and Educational Affairs (ECA) to plan the program for the advisors, who were already traveling to the U.S. for the annual NAFSA (international education) conference.

During the week in Chicago, Ms. Rogers also organized the fourth annual "Conference on Attracting International Students to Illinois", on May 21, which featured the advisors and Commercial Specialist. The guests gave presentations on the demand for U.S. education in their home countries, their educational systems as compared to that of the U.S., and the factors and barriers that influence international students' decisions to study abroad. The conference was sponsored by the International Trade Association of Greater Chicago.

The following week, at the national NAFSA conference, Study Illinois hosted a luncheon that was attended by overseas education advisors and Commercial Service education specialists from 75 countries around the world, and Study Illinois and the Illinois educational institutions present had another excellent opportunity to promote Illinois education. The luncheon was generously sponsored by the Illinois Office of Trade and Investment.

It is hoped that these events and activities will result in more international students and professionals coming to study in Illinois and further globalizing our campuses. ♦

## FUSE Web Marketing Expanded

U.S. Commercial Service Posts in Vietnam and Honduras offices have joined the FUSE Program (Featured U.S. Exporters). FUSE is a directory of U.S. products and services featured on U.S. Commercial Service websites around the world. It gives US companies an opportunity to target specific markets in the local language of business. Currently, listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. The U.S. Commercial Service posts in Vietnam and Honduras recently announced that they have launched the FUSE program on their respective websites. The fee for one full year with full Vietnamese translation is \$35 USD for Vietnam. The fee for one full year with full Spanish translation is \$45 USD for Honduras.

To learn more about this program and to register, go to:  
<http://www.buyusa.gov/home/fuse.html>.

## CS Teams Up With UPS & Google

The U.S. Commercial Service recently announced a new initiative to work with Google to boost international sales from small and medium-sized U.S. businesses. The agreement with Google will help educate exporters on how to best optimize their web-based international marketing strategies, and increase their ability to source and sell internationally.

For more information, please visit:  
[http://www.export.gov/articles/pr\\_google.asp](http://www.export.gov/articles/pr_google.asp).

The U.S. Commercial Service also announced a new initiative with UPS to grow exports from U.S.-based small- and medium-sized enterprises. The agreement is designed to provide firms an array of both public- and private-

sector resources to make exporting even simpler. By linking with the U.S. Commercial Service, UPS can provide additional resources to its small- and medium-sized exporting clients, beyond its broad portfolio of shipping services.

For more information, please visit:  
[http://www.export.gov/articles/usps\\_pr.asp](http://www.export.gov/articles/usps_pr.asp) ♦

## U.S. Update on Dual Use Export Control Policy for China

On June 19, a *Federal Register* announcement updated U.S. export licensing policy for dual-use exports to China, removing licensing requirements for “trusted customers” while imposing new restrictions on a targeted list of items that could enhance China’s military capability.

One key element of the announcement was the launching of a Validated End User (VEU) program. Under the VEU, certain “trusted customers” in China, companies that qualify, with a track record of responsible civilian use of U.S.-controlled technology will be able to receive certain items without individual export licenses. Customers in China may apply directly for the VEU program or exporters may initiate the application process on behalf of their customers. An initial list of approved VEU’s in China is expected to be published shortly.

Another key element of the policy imposes new controls on a focused list of items if they are destined for military end-uses in China. The list covers some 20 distinct products and associated technologies and software. Licenses will be required for these items if the exporter knows that they are destined for a military end-use.

Additionally, to facilitate U.S. government end-use checks for certain controlled items, an End-User Statement from China’s Ministry of Commerce

(MOFCOM) will be required. A broader list of items will require the End-User statement, however, the dollar threshold for obtaining such statements has been raised from \$5,000 to \$50,000.

For further details on these significant changes, please see <http://www.bis.doc.gov/usChinaExportRule.htm>. ♦

### 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: Singapore

Singapore is the easiest place to do business in Asia. It is the market most similar to that of the United States, corruption free, with the legacy of the British commercial code, and English as a first language making it a natural entry point into the region. Prominent worldwide surveys rank Singapore as one of the best places in the world to conduct business and one of the most conducive environments for investment. With a per capita GDP of nearly US \$30,000, Singapore is an excellent market for a wide variety of U.S. products and services.

The U.S. -Singapore Free Trade Agreement that came into effect on January 1, 2004, expanded U.S. market access in goods, services, investment, and government procurement. Singapore was the United States' ninth largest export market for manufactured goods in 2006 (\$24.7 billion), and it remained our fifteenth largest trading partner during the same period. Two-way trade increased 19 percent to \$42.5 billion in 2006, the second highest rate of growth among major trading partners after China. Primary U.S. exports consisted of machinery, electrical machinery, aircraft/aircraft parts and optical/medical instruments.

In the last year, the Commercial Service in Singapore generated more than 200 export successes for U.S. companies, valued at over US\$100 million.

Best prospects for U.S. companies include aircraft and parts, laboratory and scientific equipment, oil and gas equipment, medical devices, telecommunications equipment and many more.

Learn more about opportunities in Singapore today:  
[http://www.export.gov/articles/mom\\_sing.asp](http://www.export.gov/articles/mom_sing.asp) ♦

## 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.

### **United Arab Emirates: Pharmaceuticals and Drugs Market - July 2007**

The pharmaceutical market in the UAE is set to grow by more than 12 percent each year due to growing domestic demand, increased privatization, increasing population and simplification of regulations governing the industry as well as high standards of living, according to statistics. The government is a major buyer of pharmaceutical products; the Ministry of Health (MOH) alone has an annual budget of more than US\$55 million for drugs and medications. 10 pages.

### **Egypt: Solid Waste Management and Recycling- July 2007**

Successful solid waste management (SWM) is a vital component of Egypt's sustainable development strategy. In Cairo, less than 70% of municipal waste is managed by a public or private sector collection, disposal, or recycling operation, and near 30% remains untouched and uncollected. The daily management of the waste remains inefficient and inadequate for the amount generated daily. U.S. firms may find opportunities in areas related to SWM and disposal, specifically, water treatment, sewage treatment, garbage collection, and recycling. U.S. suppliers of SWM technologies, systems, and services have a strong presence in this growing market; the U.S. holds 45% of the current market share. 6 pages.

### **Jordan: Health and Medical Services- July 2007**

Through 42 public hospitals and 56 private hospitals, Jordan provides health care services for its citizens and over 100,000 patients from neighboring countries annually. Imports of medical equipment and pharmaceuticals exceeded \$260 million in the year 2005, and with ongoing and planned investments in the health care facilities, the demand is expected to increase even more. 8 pages

### **Australia: Construction Machinery – June 2007**

The construction machinery market, which is dominated by imports, is tied to the state of the construction industry in Australia. Engineering construction prospects are good, and sustained demand is expected in non-residential building, particularly in the health and aged care sector. Equipment that is consistently in demand includes off-highway dumpers, graders and levelers, self-propelled track laying bulldozers and angledozers, front-end shovel loaders, and scrapers. 7 pages

### **Czech Republic: IT & Telecommunications – July 2007**

Information technologies and telecommunications are two of the Czech Republic's most dynamic sectors. In 2006, IT spending rose by almost 11 percent, and is expected to expand by 9.8 percent annually over the next 5 years. Strong competition and lower Czech purchasing power mean that companies must keep prices low to win business. U.S. companies with niche products and services will continue to find good opportunities and openness to U.S. technologies. 6 pages.

### **Portugal: Trends in Tourism to the U.S.- July 2007**

This report covers Portuguese travel and tourism trends, specifically travel from Portugal to the USA, and includes specific descriptions of the travel behavior and preferences of Portuguese travelers when traveling inside and outside the country. In 2006 the entry of Portuguese visitors into the U.S. increased from 68,111 to approximately 71,406, a jump of 4.85% compared to 2005. As an effort to further promote the USA as a tourism destination, CS Portugal is creating a Visit USA Committee in 2008. 13 pages.

# Upcoming International Trade Shows and Missions

## SHOWS

### September 24-27, 2007: *ASIS Safety & Security Show* – Las Vegas

Exhibitors and attendees at the upcoming ASIS show, have the opportunity to participate in the following free program organized by the U.S. Department of Commerce. The SHOWTIME Program provides an opportunity to meet with 14 U.S. Department of Commerce Safety & Security Industry Specialists from around the world. Specialists from Argentina, Austria, China, Greece, Italy, Jordan, Mexico, Morocco, Qatar, Romania, Russia, Sweden, Turkey and Ukraine will be available to help your company make the most of its valuable time during the ASIS show. They are eager to discuss the current market situations, export issues important to your firm, and export opportunities in their respective markets. One-on-one appointments will be available **September 25-26, from 10:00 am to 4:30 pm**. Advance registration required at <http://www.buyusa.gov/eme/asis2007.html> Deadline to register is Thursday, September 13. For questions, contact [Monica.Toporkiewicz@mail.doc.gov](mailto:Monica.Toporkiewicz@mail.doc.gov)

### October 15 – 17, 2007: *PACK EXPO 2007* - Las Vegas, NV

More than 25,000 customers/buyers, including 2,000+ international visitors from more than 75 countries, will participate in PACK EXPO Las Vegas. PACK EXPO Las Vegas 2007 will focus on the latest developments in packaging technology and will showcase exhibitors' state-of-the-art advances in packaging machinery, converting machinery, materials, packages and containers, and components. PROCESS EXPO will be co-located with PACK EXPO Las Vegas 2007. The focus of the PROCESS EXPO will be on the newest developments in processing technology to meet the challenges faced by the industry's food and beverage manufacturers. Chicago International Trade Specialist Jeff Graber will be attending the exhibition and working at the International Business Center to host several international buyers and delegations. Please make Jeff Graber aware of your presence at the exhibition ahead of time or stop by the International Business Center so that you can take advantage of the international opportunities available at the exhibition. Jeff can be reached at 312-353-7711, email [jeffrey.graber@mail.doc.gov](mailto:jeffrey.graber@mail.doc.gov).

### October 24-27, 2007: *Worldwide Food Expo 2007* – Chicago, IL

The Worldwide Food Expo is the largest and fastest-growing food-manufacturing event in the Western Hemisphere; it attracts well over 30,000 key decision-makers from today's thriving food industry. Attracted by a professional education program unequalled in the industry, visitors travel from all 50 states, plus 105 nations around the globe, to make Worldwide Food Expo a truly international event. The event will showcase the latest innovations in food processing and packaging machinery, sanitation, storage, refrigeration & freezing, lab testing, instrumentation, safety equipment, engineering & construction, and ingredients for all sectors of the food industry including beverage. The International Business Center will be staffed with translators fluent in eight languages and representatives from the U.S. Department of Commerce. Interpreters, meeting rooms, and an international lounge will also be among the services provided. For a list of participating international buyer delegations, Chicagoland area companies can contact Jeffrey Graber- [Jeffrey.graber@mail.doc.gov](mailto:Jeffrey.graber@mail.doc.gov). Additional information regarding Worldwide Food Expo can be accessed at [www.worldwidefood.com](http://www.worldwidefood.com).

### October 24-31, 2007: *K'2007 Plastics Trade Show* - Dusseldorf

The triennial K' is the world's largest showcase for plastics and rubber materials and machinery. 200,000 international visitors and 3,000 exhibitors (120 from U.S.) participated in the last K'show in 2004. The U.S. Commercial Service in Germany is offering a number of programs to raise the profile of U.S. exhibitors at K'2007. For details, please see <http://www.buyusa.gov/germany/en/k.html> or contact CS Germany's trade specialist for plastics materials and machinery, Kirsten Hentschel at tel: 011-49-211-737-7676-30; fax: 011-49-211-737-7676-67 or e-mail: [Kirsten.Hentschel@mail.doc.gov](mailto:Kirsten.Hentschel@mail.doc.gov). Information on the show itself is at <http://www.k-online.de1>.

### January 17-19, 2008: *Made in the USA 2008* – Cairo, Egypt

U.S. companies who want to increase their sales to both Middle Eastern and North Africa should not miss out on Made in the USA 2008 taking place in Cairo, Egypt. Made in the USA will showcase the latest American technology and products, and help U.S. businesses take advantage of the expanding commercial relations between the U.S. and Middle East/North African countries. The exhibition will be held in Cairo January 17-19, 2008 and will feature goods and services of U.S. companies active in a wide variety of industry sectors including information and communication technology, environmental technology, healthcare, construction, household appliances, security, transportation, and the energy sector. More information at <http://www.madeintheusa-cairo.com/>

***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 contribute an article or suggest a particular international business topic to be covered in this publication, please contact the editor, Debra Rogers at 312-353-6988, or fax 312-353-8120, or email [debra.rogers@mail.doc.gov](mailto:debra.rogers@mail.doc.gov)

## CS Illinois Staff News

### Shari Stout Named as one of Peoria's "25 Women in Leadership"

Shari Stout, Manager of the U.S. Commercial Service office in Peoria, has been voted one of the 25 Women in Leadership by the Peoria Area Chamber of Commerce, The Marketeer Magazine, and WEEK 25. The prestigious 25 Women in Leadership Award is designed to recognize women who have demonstrated unswerving dedication to the betterment of themselves, their family, their company, and their community at large. A committee of community and business leaders was organized to judge all nominees.

Shari runs the U.S. Commercial Service Export Assistance Center at Bradley University, and counsels over 500 small to medium size businesses in 85 downstate Illinois counties. She is one of 10 members of the U.S. Commerce Department to become a Certified Global Business Professional. ♦

### CAFTA-DR Generates Export Growth

The Central America-Dominican Republic United States Free Trade Agreement (CAFTA-DR) entered into force 10-14 months ago with 5 of the 6 signatory countries. The countries for which the Agreement is now in force are the Dominican Republic, El Salvador, Guatemala, Honduras, and Nicaragua. Costa Rica is the only signatory-partner to not implement the Agreement. Although only in force for a short time, the Agreement is showing results.

The CAFTA-DR entered into force for each signatory-partner on a rolling basis. During this time, U.S. exports to El Salvador increased 17 percent, to Honduras 15 percent, and to Nicaragua 14 percent, in comparison to the year prior to the Agreement entering into force. Although the Agreement only went into effect nine months ago

between the United States and Guatemala, it is already proving to be a success, with U.S. exports to Guatemala increasing 7 percent. As the Agreement matures, expect to see further growth in U.S. export sales throughout Central America and the Dominican Republic. ♦

### Free Market Research & Regional Business Information on USDOC Websites

The U.S. Department of Commerce offers U.S. companies free access to their Market Research Library (MRL) containing a wide variety of country and industry sector information from around the world. U.S. Commercial Service and State Department experts stationed at diplomatic posts worldwide compile the reports, which can vary in length from just a few pages to comprehensive Country Commercial Guides of 100 pages or more. Access is free, but a brief one-time registration is requested. Market research can be searched by country, industry, keyword, type of report, and date. Go to <http://www.export.gov/mrktresearch/index.asp> to access the MRL.

Other Commerce Department websites offer specialized information on major trading areas such as Russia and the Newly Independent States, China, and the Middle East and North Africa. To view these sites, go to <http://www.bisnis.doc.gov> (Russia / NIS), <http://www.export.gov/china/> (China), and <http://www.export.gov/middleeast/> (Middle East / North Africa).

Most of the Commercial Service's foreign offices also maintain their own sites in English and the local language. These sites offer country-specific information and can usually be found using the following format: <http://www.buyusa.gov/NAMEOFFCOUNTRYHERE/>. For example, <http://www.buyusa.gov/china>. If you have any questions, please contact your

local U.S. Commercial Service Office (See page 8 for contact information.) ♦

### UCP 600 Effective July 1

The Uniform Customs and Practices for Documentary Credits 2007 Revision UCP 600 covers rules for the use of letters of credit. Changes include "New articles on "Definitions" and "Interpretations" to provide more clarity and precision in the rules"; and "The replacement of the phrase "reasonable time" for acceptance or refusal of documents by a firm period of five banking days".

To obtain a copy, see <http://www.iccbooks.com/Home/Home.aspx>. ♦

### Commercial News USA Advertising 50% Off

U.S. Exporters who advertise in the November/December issue of Commercial News USA can earn a 50% discount on an ad in the January/February issue and qualify for a free ad in January's special Arabic language edition.

The deadline for advertising in the November/December 2007 edition of Commercial News USA is September 14<sup>th</sup>. Please consider promoting your products and services in the next issue. For more questions please call 1-800-581-8533.

A pdf version of the September/October edition of Commercial News USA is now available online at <http://thinkglobal.us/>. The latest issue of the magazine features 135 US exporters. An online reader service form makes it easy for prospective business partners around the world to contact those U.S. companies. ♦

# Upcoming Midwest Trade Events

**September 18, 2007: Global RoHS Seminar – Milwaukee, WI**

Half-day seminar on Global RoHS regulations (Reduction of Hazardous Substances). Learn how to simplify the steps for global compliance, eliminate compliance pitfalls, understand mitigation of risk and potential revenue loss, and speed verification. 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.

**September 28, 2007: Hong Kong, Your Partner for Success in China - Chicago**

The pace of change in China is unprecedented in world markets. Its size and complexity require a heightened level of commitment and a focused business entry strategy - particularly for small and mid-sized companies. This seminar examines the most practical entry point for most Small to Medium-sized companies: the economic powerhouse of Southern China. Learn how Hong Kong can facilitate and expedite your learning curve in the multi-region Chinese marketplace. Spend a valuable afternoon with China market experts from Hong Kong and the Midwest. Business owners reveal their success stories in the Chinese Mainland via Hong Kong and the Pearl River Delta (PRD) region of Southern China. Time: 2:30pm - 4:30pm (seminar); 4:30pm - 6:00pm (cocktail reception). Venue: The University of Chicago Gleacher Center & The Midway Club, 450 North Cityfront Plaza Drive, Chicago 60601. Fee: Complimentary with pre-registration for member organizations(including clients of the U.S. Commercial Service - Chicago); US\$20 for non-members and on-site registration. To register, call 312-726-4515 or e-mail [chicago.office@tdc.org.hk](mailto:chicago.office@tdc.org.hk). Seminar organized by the Hong Kong Trade Development Council, with support from the U.S. Commercial Service Chicago office.

**October 10, 2007: Go Global: New Business Opportunities Workshop- Vernon Hills, IL**

There has never been a better time to grow international sales. Finding overseas markets, dealing with the initial complexities of exporting, and financing export transactions are some of the challenges facing smaller firms looking to export for the first time or expand into new markets. To help you meet these challenges, the College of Lake County's Small Business Development Center (SBDC) is sponsoring the "Go Global: New Business Opportunities" Workshop on Wednesday, October 10, 2007 from 8:00 AM - Noon at the Southlake Educational Center, 1120 S. Milwaukee Avenue, Room V338, Vernon Hills, IL. Guest speakers will include Robin Mugford, Libertyville U.S. Export Assistance Center, Michael Howard, Export-Import Bank of the U.S., John Nevell, U.S. Small Business Administration, and David Joseffer, Teledyne Monitor Labs, Inc. The fee is \$70.00. Registration is through the College of Lake County - call 847-223-1111 or go to [www.clcillinois.edu/selfserv.htm](http://www.clcillinois.edu/selfserv.htm) (returning students) or [www.clcillinois.edu/appluconted.asp](http://www.clcillinois.edu/appluconted.asp) (students new to CLC).

**October 23-27, 2007: Third Annual Food and Technology Business Forum, Chicago**

For the third Annual Food and Technology Business Forum, the U.S. Embassy in Cameroon will bring a delegation of 40 African business executives and entrepreneurs on a trade mission to Chicago on October 23 – 27, 2007. Organs of the U.S. government that support international trade will present information about their services during the forum, along with investment firms, banks that provide trade loans and representatives from freight related companies. The visiting executives will also have the opportunity to attend the World Wide Food Expo that takes place in Chicago from October 24 to 27. The forum will provide a unique opportunity for U.S. companies that want to reach new markets. Contact: Eric Tande at Chicago Midwest at [eric@chicagomidwest.com](mailto:eric@chicagomidwest.com).

**April 16 - 17, 2008: Complying with U.S. Export Controls - Chicagoland**

This two-day program is led by professional counseling staff of the Bureau of Industry and 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. They 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 case studies with "hands-on" exercises. Following successful programs the past two years, this program is well suited for those who need comprehensive understanding of their obligations under the EAR. In addition to BIS, specialists from other agencies such as the Office of Foreign Assets Control and the Bureau of Census will present as well. Exact Location and Cost TBD. Contact: Jeff Graber at 312-353-7711 or [jeffrey.graber@mail.doc.gov](mailto:jeffrey.graber@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!*

## Rockford Firm Finds Success in Nordic Region

MCJ, Inc. of Rockford, Illinois was presented with an Export Achievement Certificate in Chicago on April 18, 2007. The award was presented by the US Ambassador to Sweden Michael Wood; Senior Commercial Officer Catharina Kronstrom, US Commercial Service – Stockholm; U.S. Department of Commerce's Office of the Director General of the US & Foreign Commercial Service, Commercial Service Rockford's Patrick Hope.

MCJ manufactures a product that is a non-invasive method to test individuals for fatigue and/or drug use. It can also be used to replace any test that would previously have required the withdrawal of blood from a person. The product is currently in use by law enforcement and medical facilities in more than ten countries. The firm's exports have grown from zero in 2004 to more than \$7 million dollars in 2007.

Last year, the firm worked with the U.S. Department of Commerce to locate a distributor for them in the Nordic Region. The firm was provided with numerous examples of industry market research, Gold Key opportunities, trade event, trade advocacy and trade lead assistance. Commerce offices in Sweden and Denmark combined efforts to assist the firm and identified the right firm that has now signed a major agreement to represent MCJ in the Nordic marketplace.

For more information, please contact the U.S. Dept. of Commerce Export Assistance Center and speak with Patrick Hope at (815) 316-2380 or (815) 621-1535.

## Cardinal Health Receives Export Achievement Certificate

Cardinal Health of Waukegan is a manufacturer and distributor of numerous medical products and supplies who also provides services to the pharmaceuticals industry, biotechnology developers and hospital/clinical laboratories. Mr. Vivek Bhargava, Regional General Manager of Cardinal's Latin American Division received an Export Achievement Certificate from Director General Israel Hernandez of The Commercial Service during a seminar entitled 'Business Opportunities for Northern Illinois: Expansion through Trade to New Markets' held in Schaumburg. The event organized by the U.S. Chamber of Commerce in cooperation with Trade Roots, the Schaumburg Business Association and the Hoffman Estates Chamber of Commerce. Congresswoman Melissa Bean of the 8th Congressional District was the keynote speaker.

International Trade Specialist Thelma Young of The Commercial Service Chicago has worked closely with Cardinal's international division by assisting them in identifying new export markets, increase its presence in existing markets and conduct due

diligence on current and potential distributors. Over the last ten years, Cardinal Health has been able to make decisions on hiring new distributors, maintaining current distributors, and profiling potential partners from the programs and services offered by the Chicago office.

In 2005 Cardinal Health used the Gold Key Service in Mexico to find a distributor to represent their respiratory products line that covered oxygen delivery (cannulas, oxygen masks, oxygen tubing and asthma (medication nebulizers, aerosol delivery devices) and a wide variety of single patient use items for the mechanically ventilated patient. This helped them in making decisions regarding their distributor network in Mexico. As a result of this exercise, they have expanded their relationship with their current distributor and have increased their sales to the Mexican market.

Cardinal Health requested the International Company Profile in the fall of 2003 to perform due diligence on a potential distributor a medical equipment wholesaler that specialized in the cardiology sector in Mexico. The information in the report allowed them to appoint this firm as a distributor and to date export sales total \$40,000.00 as a result of this business relationship.

Export Assistant Specialist Constance Green continues to support Cardinal Health in their endeavors to screen current and potential distributors through the utilization of the International Company Profile. ♦

## EXPORT ASSISTANCE PERSONNEL

TRADE SPECIALIST/AGENCY	SPECIALIZATION	TEL. NO.
<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, Machine Tools & Metalworking Equipment Materials Handling & General Industrial Equipment Plastics & Chemicals	312-353-4453
<b>Jeffrey Graber</b> <i>jeffrey.graber@mail.doc.gov</i>	Construction Materials & Equipment, Food Processing & Packaging Equipment	312-353-7711
<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)	815-316-2380
<b>Robin Mugford</b> <i>robin.mugford@mail.doc.gov</i>	Environmental Technologies Products & Services, Automotive Parts & Accessories, Scientific Instruments	847-327-9082
<b>Debra Rogers</b> <i>debra.rogers@mail.doc.gov</i>	Tourism, Architectural & Engineering Services, Education & Training Services, Franchising	312-353-6988
<b>Shari Stout</b> <i>shari.stout@mail.doc.gov</i>	All industries in downstate Illinois (south of I-80)	309-671-7815
<b>Vicki Tolefree</b> <i>Vicki.tolefree@mail.doc.gov</i>	Iron, Steel & Non-Ferrous Metals, Printing & Graphic Arts and Publications	312-353-3748
<b>Monica Toporkiewicz</b> <i>Monica.toporkiewicz@mail.doc.gov</i>	Information Technology (hardware & software), Railroad Equipment, Electronics, Safety & Security Equipment	312-353-8059
<b>Thelma Young</b> <i>thelma.young@mail.doc.gov</i>	Medical and Dental Equipment & Supplies Pharmaceuticals and Drugs, Cosmetics, Consumer Goods	312-353-5097
-----		
<b>U.S. Export-Import Bank</b>	Export Credit Insurance, Trade Finance Solutions	312-353-8081
<b>Small Business Administration</b>	Export Working Capital, Export Express Loans	312-353-8065
<b>Midwest Network Director</b>	Mary Joyce	312-353-8040

**U.S. Department of Commerce**  
**Export Assistance Center**  
 200 West Adams, Suite 2450  
 Chicago, IL 60606

First Class Mail  
 Postage and Fees Paid  
 ITA/DOC  
 Permit No. G54

Official Business  
 Penalty for Private Use, \$300

ADDRESS SERVICE REQUESTED

FIRST CLASS MAIL