

Winter 2008-2009

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USA TRADE WORLD



ILLINOIS



New Regulations for International Visitors to U.S.

VWP and ESTA

Have plans to host an international visitor next year? Beginning January 12, 2009, all **Visa Waiver Program (VWP)** travelers will be required to have an electronic travel authorization in order to board a carrier and enter the U.S. **The Electronic System for Travel Authorization (ESTA)** is a new requirement implemented by the 9/11 Act to determine the eligibility of VWP visitors to travel to the U.S. The program affects all VWP countries.

Travelers must log on to the secure, web-based ESTA system and provide basic biographical and travel information. Each application is then checked against law enforcement databases, including the terrorist watch-list, lost and stolen passport records, and visa revocation/ refusal files, to determine if the traveler poses any security risk. Applications must be submitted at least 72 hours prior to travel. For details, see http://www.cbp.gov/xp/cgov/travel/id_visa/esta/.

Seven New Visa Waiver Countries

On November 17, 2008, the Department of Homeland Security (DHS) added seven countries to the U.S. Visa Waiver Program (VWP), enabling citizens of those countries to travel to the United States for tourism or business for up to 90 days without having to obtain a visa by applying on-line using the Electronic System for Travel Authorization (ESTA).

The new VWP countries are Korea, Czech Republic, Estonia, Hungary, Latvia, Lithuania, and Slovakia bringing the total number of VWP countries to 34. DHS is also considering Bulgaria, Cyprus, Greece, Malta, Poland and Romania for eventual inclusion in the Visa Waiver Program. ♦

Flood Relief for Midwest Exporters

Commercial News USA- Ad Discounts

Reach international buyers in 176 countries for as little as \$195 - a 75 percent discount! Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is offering discounts on advertising to companies located in federally designated disaster areas in the Midwest.

Thanks to a grant from the Department of Commerce, companies located in qualifying counties will receive up to a \$700 discount on advertising. That means you can promote your products worldwide for as little as \$195.

Qualifying companies of all sizes are eligible to participate in the special Midwest Flood Relief Section. To find out if your company is eligible, visit www.thinkglobal.us/midwest and enter your zip code. To reserve your space, please call the publisher, Think Global, at 1-800-581-8533. Act now -only 50 discounts are available! ♦

Export Licensing Updates

Mandatory Electronic Filing of Export License Applications

The Bureau of Industry and Security (BIS) published its final rule in the August 21, 2008 Federal Register. Effective **October 20, 2008**, this rule requires that all export and re-export license applications, classification requests, encryption review requests, License Exception AGR notifications, and related documents must be submitted to the BIS via its Simplified Network Application Process (SNAP-R) system. For more information, see <http://edocket.access.gpo.gov/2008/pdf/E8-18852.pdf>.

BIS Outlines Five New Final Rules

The Bureau of Industry and Security (BIS) announced multiple new rules and regulations at this year's update 2008 conference. Following the conference, BIS published five new rules in the *Federal Register* regarding the following:

1. DeMinimis U.S. Content in Foreign-Made Items
2. Encryption Simplification
3. Intracompany License Exception
4. EAR Revisions Based on Review of CCL
5. Wassenaar Agreement Implementation

For summaries of each of these rules which are critical to trade compliance, please visit: <http://www.buyusa.gov/arkansas/fivenewbisnov08.pdf> ♦

Expand Exports to Europe with Quicktake Service

QuickTake (QT) is a fast, Europe-wide, coordinated counseling service for qualified American companies. For \$750, up to 28 market specialists at U.S. Embassies in Europe who monitor priority industry sectors will give you, within 15 business days, a concise

report covering your product's current demand, future demand, competition, standards, partners, next steps and more.

The QuickTake service is available for eight sectors, including Automotive, Aviation, Energy, Environment, Franchising, Healthcare, IT & Security. For more information on this service, please call your Trade Specialist or visit <https://www.buyusa.gov/quicktake/register.html> ♦

Optimize Your Global Web Presence

One look at the latest (June 2008) World Internet usage statistics (www.internetworldstats.com/stats.htm), and you'll see that having an aggressive global Web presence should be a priority. Only 17 percent of the world's Internet users live in North America. The rest are overseas, with the greatest concentrations in Asia with 39.5 percent and Europe with 26.3 percent. U.S. firms are competing in a world that is globally wired, and need to look beyond our continent when it comes to Internet marketing. Below are some simple suggestions to help:

1. List your Web site with foreign search engines. The Web site www.searchenginecolossus.com lists dozens of search engines by country, and it notes whether the search engine uses English or the native language. The site searchenginewatch.com/links is another useful resource, listing search engines by country and specialty.

2. Register your site in the countries where you plan to do business. To protect your Web address, register your site with the appropriate country extensions, as well as other extensions like .com, .net, or .org. You can find country extensions and registration contact information at www.iana.org/domains/root/db/. U.S. Commercial Service overseas offices often have specific information, written in English, regarding Web site registration requirements for their native countries.

Some governments require that companies have a presence in the country before they can register their domain names. In many cases, a company's local law firm address fulfills that requirement.

3. Localize your Web site or host the site overseas in the local language.

The Localization Industry Standards Association Web site (www.lisa.org) provides a free primer on localization and several best practice reports on subjects like "How to Improve International Customer Support Web Sites" and "Managing Global Content." ♦

Programs of the U.S. Commercial Service:

Gold Key Service

***\$700/\$2300 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

***\$550/\$1400 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

***\$600/\$900 per company**

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

**Fees listed in format: small company/large company. Small company = up to 500 employees. Further discounts offered for new-to-export SME's.*

Featured Market: Algeria

Algeria's population of 33 million, energy wealth, and growing demands for modern infrastructure have generated interest from governments and companies around the world.

Algeria's economy is expected to grow at a healthy rate of 3-5% over the next several years.

High level Algerian government officials and businessmen have outwardly expressed their desire for greater U.S. business collaboration and involvement in water resources, environmental technologies, safety & security equipment, agriculture, petrochemicals, public works projects and medical equipment.

Algeria is a non-traditional market for many U.S. exporters, and the U.S. Commercial Service there can help open doors in several new sectors such as health & nutrition, franchising, and housewares. Recent visits by U.S. officials and the placement of a Commercial Counselor at the U.S. Embassy have created added interest within the business community in American commerce.

On the other hand, some policies of the Algerian Government could potentially stunt U.S. business interest in the country. Algeria is one of the few countries not to have joined the WTO. USTR placed Algeria on the Special Watch list in 2008 for ineffective protection of pharmaceutical tests and data. Lengthy customs delays also present a serious obstacle to trade.

The Commercial Service in Algeria aims to demystify the Algerian market and will be sending out a regular newsletter on business opportunities there. To subscribe, please email Senior Commercial Officer Doug Wallace at douglas.wallace@mail.doc.gov. See pages 4 & 6 of this newsletter for info on upcoming Algeria-related events. For further details on this market, see: <http://www.buyusa.gov/algeria/en>. ♦

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.

Australia Telecommunications Market – December 2008

Summary: The US\$30 billion Australian telecommunications market is growing at four percent per annum and the U.S. has a 28% market share. Good opportunities exist for U.S. vendors of VoIP equipment and solutions and IT security. From 2005 to 2008, the number of broadband subscribers increased 250%, to over five million subscribers. The Federal Government is negotiating with carriers to roll out a national high-speed broadband network. Once the Federal Government approves the US\$3 billion project, there will be excellent opportunities for U.S. telecommunication technology companies. Report contains further info in market demand, data, entry strategies, and best prospects. 8 pages.

Hong Kong Hospitality Training Market - December 2008

Summary: The tourism sector in Hong Kong has been growing at about 11 percent per annum, and while the current economic slowdown is likely to have an impact, the demand for hospitality training over the long-term is still expected to grow. The government continues to put policies in place to stimulate growth in Hong Kong's hospitality sector. Hong Kong expects a long term need for skilled, well-trained and experienced workers to deliver quality customer service in the hospitality industry. There is a need to enhance English and Chinese Mandarin language skills. Training in culinary skills, service, supervisory and management skills, communication skills and public relations are also in demand. Report contains market data, market entry strategies, and info on Macau as well. 7 pages.

Japan: Automotive Parts Market - December 2008

Summary: Two significant trends in the automotive parts market are the increasing emphasis on environmental technologies and structural changes in outsourcing. Automakers are searching for ways to lighten parts to increase mileage and decrease overall CO₂ emissions, including through the use of recyclable materials. "Functional" components such as closed-circuit cameras, anti-theft alarms, and inter-vehicular distance sensor systems are also growing in popularity. Structural changes in the industry's business practices include the increasing use of global procurement, module ordering, and IT technologies. 7 pages.

Vietnam: Franchising Sector - December 2008

Summary: Franchising was legally recognized in Vietnam with the passing of the Commercial Law, which took effect in January 2006. The law provides for a legal and regulatory climate conducive to the development of the sector. The Vietnam franchising market has been growing at an annual rate of 30 percent, with more than 600 new franchise units being opened. This report highlights the franchising sector's potential, examines pertinent regulations, and provides guidance to help U.S. companies enter the Vietnamese market. 7pages.

Upcoming Overseas Trade Events

February 17-18, 2009: Expo Manufactura 2009 - Mexico

The U.S. Commercial Service's Manufacturing Team, along invite your firm to be part of the U.S. Pavilion at Expo Manufactura 2009. The trade show, featuring more than an estimated 250 firms representing some 500 national and international brands, will be held at Cintermex International Trade Center in Monterrey, Mexico. Considered as the most complete and important international industrial exhibition of the manufacturing sector in Mexico, Expo Manufactura 2009 will highlight the automotive, plastics, welding, aeronautic, metal-mechanic, medical devices, house appliances and capital goods sectors. For the first time the show will also feature a large plastics machinery and products pavilion as well as the traditional sectors such as manufacturing, pre-casting, cutting, plotting, laser, CNC, automation, welding, Cad Cam, quality control, metal-mechanic, maquiladora, automotive, electronic, aerospace, and the iron and steel industries. Expo Manufactura, organized by E.J. Krause de Mexico, is certified by the US Commercial Service. Visit: www.expomanufactura.com.mx . For more information on how you can exhibit or support services during this important trade event, call 312-353-4453 or contact Cindy.Biggs@mail.doc.gov.

February 24-26, 2009: Expo Comm - Mexico

The U.S. Embassy in Mexico, the U.S. Department of Commerce and E.J. Krause are pleased to announce the 6th annual USA Pavilion at EXPO COMM MEXICO 2009, February 24 – 26, 2009 in Mexico City. EXPO COMM is Mexico's largest and longest running telecommunications, wireless, networking and Internet technologies exhibition and conference. The price for U.S. companies in the USA Pavilion is US\$4,550 (plus 15% administration charge), which includes a 10 ft x 10 ft exhibit space, as well as appropriate furniture and design. Exhibit space is reserved on a first-come, first-served basis. For information on registration and selecting booth space for exhibiting in the USA Pavilion, contact: Monica.Toporkiewicz@mail.doc.gov, 312-353-8059.

February 26-28, 2009: Graphics of the Americas

Now in its 34th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc. Taking place each year in Miami Beach, Fla., GOA is the largest, annual combined exposition and education event in the U.S. with worldwide attendance and exhibitors, GOA is one of the only conferences that attracts print providers, suppliers and creative professionals. For 2009, GOA will be held February 26-28, and will be a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. For more info, see www.GOA2009.com or contact Vicki Tolefree at 312-353-3748.

March 23, 2008: Medical Equipment and Services Catalog Show - Algeria

Demand for medical equipment and supplies in Algeria is considerable and depends largely on imported goods. Construction of new public hospitals and private clinics will increase demand. U.S. technology and products are often perceived as high quality, and the strong Euro makes U.S. products price-competitive. Best Prospects for U.S. exports: diagnostics, hospital and clinic design and construction services, hospital and medical administrative software and solutions, low-intensity cosmetic surgery, material and disposable products. The U.S. Commercial Service Algeria will display U.S. company brochures and catalogs at the trade show and proactively market participating U.S. companies' products and services to prospective Algerian partners and buyers. Following the event, participating companies will receive a customized Results Report detailing the a) Algerian firms that showed interest in their firm, b) their contact information, and c) the type of business relationship they are interested in. We will also call each U.S. Catalog Event Participant to follow up on prospective Algerian partnerships. Fee: \$300. For more info, see http://www.export.gov/eac/show_detail_trade_events.asp?EventID=15781 or contact: Faiza.Gamoura@mail.doc.gov.

October 14-18, 2009: Frankfurt Book Fair 2009

The Association of Educational Publishers and the U.S. Commercial Service have partnered to offer the AEP Collective in the Educational Publishers Pavilion at this year's Frankfurt Book Fair. The collective provides educational publishers with a personalized appointment setting service with international partners or buyers, high visibility on the show floor, logistic support, priority registration and more. With the help of the Commerce Department's worldwide network of international trade specialists, participating companies will come to the fair with a full appointment schedule, matched with potential international partners for co-publishing, licensing, distribution, rights exchange, translation, printing and packaging, and more. This is the second year of this partnership, and many participating companies made sales from their participation in the Educational Publishers Pavilion last year. For more information, see <http://www.buchmesse.de/en/fbf/> or contact Dawn.Bruno@mail.doc.gov or 212-809-2647.

June 21-23, 2009: Algeria - U.S. Environmental and Water Technologies Catalog Show at Polutech

Algeria faces urgent challenges in managing its environmental and water resources and significant opportunities exist for U.S. companies in this sector. Algerian Ministers responsible for environmental and water issues have expressed great interest in more U.S. expertise and involvement in planning, construction and technical assistance. Algeria's water strategy includes desalination, medium-sized dams, and ambitious water transfer projects interconnecting Algeria's 50 dams. Waste water treatment and water reclamation technologies are also in demand. The U.S. Commercial Service Algiers office is organizing a catalog show at Polutech, and will market your company's products and services to prospective Algerian partners and buyers at the show, which is Algeria's annual environmental and waste water resources trade event. Following the event, participating U.S. firms will receive a customized Results Report detailing the a) Algerian firms that showed interest in their firm, b) their contact information, and c) the type of business relationship they are interested in. We will also call each U.S. Catalog Event participant to follow up on prospective Algerian partnerships. Fee: \$300. Contact: Douglas.Wallace@mail.doc.gov or Kamal.Achab@mail.doc.gov

Export Experts Corner

This newsletter issue continues our new column that allows readers to benefit from the expertise of local export service providers. This edition includes articles from GLO-BIS and Royal Roots. For more information on these and other export service providers, please see www.buyusa.gov/midwest/bsp.html. Export Service Providers who would like to be listed on our services provider webpage, should also see above website or contact Cindy Biggs at 312-353-4453.

Recognizing Chinese Scams

You've been communicating with a Chinese company that wants to purchase a very large volume of goods from you, has agreed to your pricing without argument, and is very eager to move forward, promising partial payment up front and a letter of credit for the rest. It seems like you've got all bases covered, but how do you know if this order is legitimate?

Review the list of red flags below:

- The Chinese company found you and contacted you via the internet.
- They have "Import/Export" in their name.
- They want to conduct a very large volume of trade.
- They insist your senior executive travel to China immediately to sign the contract with them in person.
- They request money prior to the trip to pay for a reception in your honor, and/or, once in China, they request money or goods to grease the wheels with local officials.
- They have been in business for less than one year (just because a company's legally registered doesn't mean it's legitimate!).
- They can provide no verifiable references.

Any **one** of the above is a warning sign of a Chinese scam. For just a few hundred dollars you can order a credit report, like the U.S. Commercial Service International Company Profile (ICP), on the Chinese company to check references, registration details, and other useful information that will help clarify whether the opportunity really is too good to be true.

Submitted by Louise Kern, Global Business Information Services, Inc., 773-220-400, Louise@GLO-BIS.com www.GLO-BIS.com

Strategize to Benefit from U.S.-China Business

As the Chinese economy grows, so does its purchasing power and demand for foreign products and services. For example, from April 2007 to March 2008, exports from the U.S. to China reached 1,332,000 TEU, an 11.3% increase from the previous twelve-month period.

China's newly introduced stimulus plan of RMB 4 trillion (US\$ 586 billion) includes spending on housing, infrastructure, agriculture, health care and social welfare. It offers Chinese businesses cross-border opportunities such as importing raw materials, equipment, and expertise to successfully complete many of these projects. China's other two basic national priorities – energy savings and environmental protection – demand advanced technology, processes, equipment, and services that China does not possess.

China's priorities and stimulus efforts provide a wide array of business opportunities for U.S. companies. Doing business with China usually involves the complexities of working in a multi-language, cross-cultural and cross-border setting. The required skills, experience, and scale may not be readily available in every firm that possesses the equipment and services to provide to China. However, there are ways of dealing with this, such as joining industry-specific missions organized by the government or trusted entities to explore particular business opportunities with China; going to industry shows and conferences to get useful information and China network; pooling resources with a group of companies that have complementary products and/or services that, together, meet China needs; or

finding a partner, in the U.S. or on-the-ground in China, that can help to sell your products and services.

The key is to have a clear strategy: know where the opportunity is, decide what you can offer to add value, learn how to make your value known to the potential buyer, and prepare to close the deal. China is not a hit and run market – once your targets know your brand and trust your ability, you will have a long-term relationship and many deals to close.

Submitted by James Fox, Royal Roots Global Inc.

*jfox@rroots.net
www.rroots.net
1-312-202-0389*

SBA Working Capital for Export Expansion

Are your exports growing?

Would additional working capital help expand foreign sales? Did you know that SBA's Export Working Capital Program can give you access to the needed cash?

Do you have special cash needs for issues such as translation of marketing material, developing an international web site, special certification procedures for sales to Europe?

SBA's ExportExpress might help you finance such special needs. SBA is conveniently co-located with the Commercial Service and ExIm Bank offices in the Chicago Loop. For more information, on SBA's programs for exporters, please contact:

John A. Nevell
Regional Manager, International Trade Programs
U.S. Small Business Administration
U.S. Export Assistance Center
Phone:(312) 353-8065
Email: john.nevell@sba.gov
Web Page: www.sba.gov/oit ♦

Upcoming Midwest Trade Events

January 21, 2008 @ 10:00am CST: Romania: Alternate Energy, EnviroTech and Infrastructure Opportunities - Webinar

Learn why your firm cannot afford to miss out on business opportunities awaiting you in Romania - a country often referred to as the "best kept secret in the European Union". Commercial Service offices in Chicago and Bucharest have teamed up to host this webinar. You'll hear from top trade experts including the U.S. Embassy's Senior Commercial Officer in Romania and the U.S. Embassy's in-country alternate energy expert as well as GE Power's Country Manager for Romania and Bulgaria. Topics include overview of opportunities for U.S. exporters and tips on doing business and avoiding pitfalls. Supported by National Association of Manufacturers. Fee: \$35. Registration: <http://www.buyusa.gov/midwest/241.html>. Questions: Cindy.Biggs@mail.doc.gov.

January 22, 2009: Export Trade Compliance Issues - Beloit, WI

Monthly meeting of the State Line World Trade Association. The speaker will be Mary Lynn Murtaugh, President of Global Back Office. Venue: The Beloit Inn, 500 Pleasant St., Beloit, WI. Networking 5:30 – 6:15 pm; Dinner 6:15 pm. Presentation after dinner. Fees: Member \$25, Non-member \$30, Presentation only \$15. Contact: Jennifer Bonk at info@slwta.org or 608-365-8835.

January 28 – March 18, 2009: Global Marketplace Webinar Series

All programs will run from 10:00 – 11:15AM CST. Interactive format allows you to ask questions. Participate from your office or home computer. \$40 Fee for each live event; \$200 for all 6 events. If you can't attend the live event, you have the option to order the audio/visual recording by calling Margaret Gottlieb at 314-425-3348.

January 28, 2009: Export Documentation Fundamentals

February 11, 2009: Incoterms 2000

February 18, 2009: Ensuring Payment for International Sales

March 4, 2009: Increasing Your Global Sales Using the Internet

March 18, 2009: Exporter Obligations/Export Control Update

More Information/Registration at <http://www.buyusa.gov/stlouis/exportfundamentals.html> Questions? Contact Margaret Gottlieb at 314-425-3348 or Kristi Wiggins at 314-425-3345.

January 28, 2009 @ 1:00pm CST: Mexico's Water Market: Opportunities via the Nat'l Infrastructure Program – Webinar

Learn how U.S. companies can take advantage of business opportunities in a number of upcoming water/wastewater projects. Presenters will be Engineer Jose Antonio Rodriguez Tirado, Deputy Director General of Mexico's National Water Commission, and Mr. Edward Ranger, a Mexico-based lawyer and environmental industry expert. Topics will include an overview of the Mexican economy and the water/wastewater industry; Mexico's National Infrastructure Plan (NIP); information on specific water/wastewater projects across Mexico, and tips on how to participate in the Mexican government bidding process. Opportunities for U.S. primary/subcontractors and suppliers will be highlighted. Fee: \$50. Questions: Aliza.Totayo@mail.doc.gov
Register at: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q2W>

March 30, 2009: Export Operations Workshop: Compliance, Logistics, & Marketing - Vernon Hills

Organized by the U.S. Commercial Service - Libertyville. Co-sponsored by the Illinois District Export Council, Lake County Partners, and the College of Lake County's Small Business Development Center. Ric Frantz, LR International, Inc., and member of the Illinois District Export Council, will take you through the export process, from export operations, compliance, INCOTERMS, documentation, insurance, to methods of payment. International Trade Specialist Robin Mugford will discuss U.S. Commercial Service programs and services designed to help expand their exports. Venue: College of Lake County Southlake Educational Center, 1120 S. Milwaukee Avenue, Vernon Hills, IL. Contact: Robin.Mugford@mail.doc.gov, 847-327-9082. Save The Date - more details and registration information forthcoming.

April 21-23, 2009: Complying with US Export Controls and Developing an Export Compliance Program - Kansas City, MO

The U.S. Department of Commerce Bureau of Industry Security (BIS) training seminars give you the opportunity to learn firsthand from experienced U.S. Government officials about export control policies, regulations and procedures. BIS will be in Kansas City conducting two days of training on how to comply with U.S. export control requirements on commercial goods, with an optional third day program on how to develop an export management and compliance program. Co-sponsored by the U.S. Commercial Service. Location: Sheraton Kansas City Sports Complex Hotel. Cost: TBD. For more information, contact Sally Pacheco at Sally.Pacheco@mail.doc.gov or 816-421-1876.

May 11-13, 2009: Algeria Individualized Market Assessments - Chicago

Algeria is a mostly unknown gem North Africa. With a population of 35 million, stable political conditions, and strong economic growth over the last several years, conditions are good to consider doing business here. The Algerian government has set ambitious infrastructure development goals to foster economic growth, especially in environmental and water technologies, solar power, and port/airport projects. Algeria is a proven buyer of American goods; Air Algerie maintains a majority Boeing fleet, and many US firms have a stake in its hydrocarbon market. To learn more about this growing market, Midwest exporters are invited to sign up to meet US Senior Commercial Specialist Kamel Achab. Best prospects are: electrical power generation, hydrocarbons (oil and gas), water resources equipment, environmental equipment, infrastructure and construction. In-person appointments in Chicago, or via teleconference. Sign up at <http://www.buyusa.gov/midwest/246.html> For questions: Vicki.Tolefree@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, 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 and let us help you, too!

Local Firm Expands Latin America Exports

ACS Group is a Schaumburg, Illinois-based producer of auxiliary equipment specializing in the plastics industry. The U.S. Dept. of Commerce's Commercial Service Chicago team began working with ACS Group after the company indicated an interest in expanding its overseas presence. CS Chicago Trade Specialists provided one-on-one counseling on the best market options and the products available to help them identify the most appropriate agents or representatives in those markets.

ACS Vice President of Sales and Marketing, Kevin Chudyk, opted to contract for Gold Key Services (GKS) in several Latin American countries. Less than four months later, ACS Group had selected a representative in each of the four markets in which the Gold Key Service was utilized!

Regarding the Gold Key Services, Mr. Chudyk said: "I was very, very pleased with the level of service." He went on to comment that the Gold Key Services were very well organized and that the legwork saved him "months or years" of work. Mr. Chudyk's final remark was "Everyone should know about your services"! If your firm wants to know more about how the Commercial Service Chicago can help you export overseas contact us at: 312-353-8040 or www.buyusa.gov/illinois. ♦

Architecture Firm Gains Foothold in Middle East

FitzGerald Associates Architects is a Chicago-based architectural design firm specializing in high-density residential housing and mixed-use developments. The firm has been a client of Trade Specialist Debra Rogers since April 2008, when the firm's Chief Operating Officer, Steve Wasilowski contacted her requesting information and assistance in pursuing business in the United Arab Emirates (UAE).

Since then, Ms. Rogers has sent them market research and links to internet resources on the UAE and arranged for them to meet and get briefed on the UAE market by both former UAE Senior Commercial Officer (SCO) Christian Reed and current SCO Laurie Farris during the firm's May and October 2008 visits to the UAE.

In advance of their June 2008 trip, Steve asked if we could provide information on a Dubai construction and engineering company called Middle East Engineering Consultants (MEECON), as FAA would be meeting with this company. Upon the request of TS Rogers, Minila Matthews obtained information on MEECON from the Dubai Chamber of Commerce. This information showed that MEECON was indeed an established and legitimate company, and gave FAA the assurances it needed.

Subsequently, FitzGerald Associates Architects and MEECON signed an

agreement to co-market their services and bid on projects jointly. They have already submitted several joint proposals for projects, and are hoping to win one of them soon.

Mr. Wasilowski remarked, "The Commercial Service has been instrumental in getting us established in the UAE market." ♦

Did You Know?

The U.S. Commercial Service's four Illinois offices (Chicago, Libertyville, Peoria, & Rockford) provide export counseling and advice, information on markets abroad, international partner contacts and advocacy services to Illinois firms.

During 2007- 2008, this assistance resulted in 848 export transactions for small and medium businesses, **generating nearly \$139 million dollars in export sales** for the Illinois economy. And those are just the ones we had time to document. If we've helped you succeed in exporting, please let us know –this reporting helps us demonstrate our effectiveness to Congress and other stakeholders. ♦

We hope you 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 debra.rogers@mail.doc.gov.

EXPORT ASSISTANCE PERSONNEL

TRADE SPECIALIST/AGENCY	SPECIALIZATION	TEL. NO.
Cindy Biggs <i>Cindy.biggs@mail.doc.gov</i>	Aviation, Plastics & Chemicals, General Industrial Eq. Machine Tools & Metalworking, Materials Handling Eq.	312-353-4453
Julie Carducci – Office Director <i>julie.carducci@mail.doc.gov</i>	Telecommunication Equipment and Services	312-353-8490
Jeffrey Graber <i>jeffrey.graber@mail.doc.gov</i>	Construction Materials & Equipment, Food Processing & Packaging Equipment	312-353-7711
Patrick Hope <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
Robin Mugford <i>robin.mugford@mail.doc.gov</i>	Environmental Technologies, Products & Services, Automotive Parts & Accessories, Scientific Instruments	847-327-9082
Debra Rogers <i>debra.rogers@mail.doc.gov</i>	Tourism, Architectural & Engineering Services, Education & Training Services, Franchising, Power	312-353-6988
Shari Stout <i>shari.stout@mail.doc.gov</i>	All industries in downstate Illinois (south of I-80)	309-671-7815
Vicki Tolefree <i>Vicki.tolefree@mail.doc.gov</i>	Iron, Steel & Non-Ferrous Metals, Printing & Graphic Arts, and Publishing	312-353-3748
Monica Toporkiewicz <i>Monica.toporkiewicz@mail.doc.gov</i>	Information Technology (hardware & software), Railroad Equipment, Electronics, Safety & Security Equipment	312-353-8059
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