



PA GLOBAL COMPASS

A newsletter for the global business community, serving all of Pennsylvania

Spring 2008

GROWING OVERSEAS MARKETS MAKE PA. EXPORTERS SUCCESSFUL

Pa. Exports Booming Through Third Quarter of 2007

Pennsylvania's exports increased dramatically in the first nine months of 2007 due to the relatively weak dollar as well as to recently signed free trade agreements (FTAs). FTAs are like super-highways that connect the United States to major economies and new markets. They help U.S. exporters enter a level international playing field and encourage foreign governments to adopt open and transparent rule-making procedures, as well as nondiscriminatory laws and regulations. FTAs help strengthen business climates by eliminating or reducing tariff rates, improving intellectual property regulations, opening government procurement opportunities, easing investment rules, and much more. 

Pa. Exports to Free Trade Agreement Markets

	2006 (\$000)	Growth from 2005	September 2007 (\$000)	% Growth from September 2006
Australia	\$513,406	13%	\$457,635	19%
Bahrain	\$5,761	9%	\$8,812	98%
Chile	\$155,449	27%	\$225,262	96%
Israel	\$157,263	(10%)	\$142,085	28%
Jordan	\$16,529	70%	\$12,783	36%
Morocco	\$2,145	7%	\$3,577	142%
Oman	\$6,203	69%	\$8,981	62%
Peru	\$49,370	11%	\$48,962	41%
Singapore	\$420,344	(2%)	\$359,672	5%
NAFTA ¹	\$10,881,722	19%	\$8,399,214	4%
CAFTA-DR ²	\$448,835	5%	\$339,302	6%

Source: TradeStats Express presented by the Office of Trade and Industry Information, Manufacturing and Services, International Trade Administration, U.S. Department of Commerce

¹NAFTA (North American Free Trade Agreement) countries are Canada, Mexico, and the United States.

²CAFTA-DR (Central America-Dominican Republic-United States Free Trade Agreement) includes the United States, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, and Nicaragua.



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Pa. Export Success Story: Audubon Expands Sales to Seven FTA Countries

The Internet makes it easy for overseas customers to find a small manufacturing plant in Pennsylvania—and here is when exporters' headaches can begin if they do not know the basics of exporting. That is the journey that Audubon (www.meshbelt.com), a leading manufacturer of metal conveyer belts used in numerous manufacturing processes, recently embarked upon.

Founded in 1884 and located outside Philadelphia, Audubon produces wire

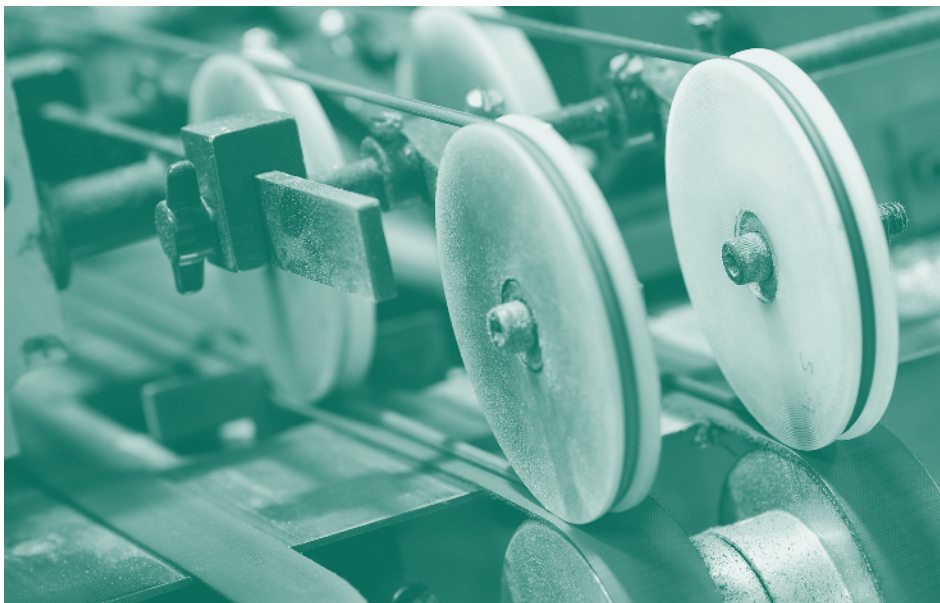
process. For example, our product would be delayed at customs due to incorrect or insufficient paperwork, or we did not charge enough to sufficiently cover our costs.”

Realizing that the company lacked the expertise to sell abroad, McGrory contacted Janice Barlow, international trade specialist, of the Philadelphia office of the U.S. Commercial Service, who in turn called on the resources of Nicole DeSilvis at the Temple University Small

standard international sales charges, which simplifies the customer's purchase process. Correct documentation has eased delays in clearing customs, leading to faster receipt dates for our customers. We no longer encounter surprises or delays when our product is shipped.”

Audubon was so successful that export sales in 2007 grew 39% to roughly \$351,000. The company now exports worldwide, including markets with U.S. free trade agreements such as Australia, Canada, Costa Rica, Dominican Republic, Israel, Peru, and Chile, as well as to Colombia and the United Kingdom. To recognize the company's success, in February, the U.S. Commercial Service honored Audubon with the Export Achievement Certificate. “We're no longer just dealing with New Jersey and Ohio,” McGrory says. She adds that the company has moved from being reactive to overseas customers' requests to being proactive. Audubon is now working to identify attractive new foreign markets to serve.

“Export sales have really helped our business overall—not only by increasing sales, but by improving cash flow. Our exports are secured at the time of shipment by wire-transferred funds or letters of credit, so we no longer have to wait up to 90 days for payment,” McGrory says. “We've added staff in the office and the plant, and we know that we've given more business to local vendors who provide Audubon with materials used to manufacture our product. The business came to us; now we're actively going after it, too. The business counseling provided by the U.S. Commercial Service and the rest of our advisory team directly increased our export sales, which resulted in more manufacturing positions in our plant as well as name recognition worldwide. With just a few meetings, they helped us connect the dots to expand our global export markets.” 🌐



mesh conveyer belts and chain-driven conveyer belts that are used worldwide in industries such as heat treating, forging, foundry, food processing, snack food, ceramics, glass, automotive, and more. The company had a small export business based on the needs of the overseas offices or plants of its existing U.S. customers. But in mid- to late 2005, export sales began to grow. “Our customers began to find us through the Internet,” Sales Manager MaryEllen McGrory explains. “Singapore is no longer a world away; it's right in front of my computer. But, due to lack of expertise, we sometimes did not respond to inquiries because we did not understand them, or we began to fill the order and ran into roadblocks with the export

Business Development Center and local freight forwarder Jade International, Inc. “Representatives from these three entities sat down and educated us on many different levels,” McGrory says. “Knowing that we had a knowledgeable professional team available to answer any question that might arise put us at ease. It alleviated the anxieties we had surrounding the export quoting process and, in doing so, greatly increased our confidence in closing a sale. Our customers responded tremendously to this. It took the guesswork out of surprise export charges showing up at the time of shipment or en route to a foreign country. Now, I can put a quote package together within 24 hours, including product pricing, export packaging, and

Clean Coal Technology Is Hot Export Product

As the second largest coal-producing and coal-consuming country in the world (with China as the world's top coal producer and consumer), the United States is recognized internationally for its clean coal technology (CCT) and market leadership in the (1) precombustion, (2) combustion, (3) postcombustion, and (4) gasification stages. Specifically, U.S. clean coal technology companies are internationally recognized for their crushers, screeners, cleaners, boilers, generators, turbines, emissions abatement equipment, and air pollution control equipment.


The potential for U.S. exports of clean coal technology to the rapidly growing markets of Australia, Brazil, China, India, Mexico, New Zealand, South Africa, South Korea, and the European Union could amount to \$36 billion between now and 2030, according to estimates from the U.S. Department of Commerce's International Trade Administration. The United States is a world leader in technology that allows coal to be burned for electricity production without excessive emissions of sulfur dioxide, nitrogen oxide, mercury, and particulate matter. The nation's technological pre-eminence in this field presents an opportunity to export CCT equipment, license that technology, and provide a broad range of services relative to its installation, operation, and maintenance.

"In China and India alone, for example, electricity consumption is expected to more than triple by 2030," says Shannon Fraser, international trade specialist with the Department of Commerce. "China currently consumes 1,671 billion kilowatt hours of energy, which is anticipated to increase to 5,971 billion kilowatt hours by 2030. Overall electricity consumption in India will grow from 519 billion kilowatt hours in 2003 to 1,730 billion kilowatt hours by 2030."

In 2007, China witnessed two significant coal-related events: First, for the first time ever, China began to import coal, as domestic supply did not meet domestic demands. Moreover, China emerged as the world's top greenhouse-gas-emitting country, surpassing the United States by mid-2007.

Both U.S. clean coal technology companies as well as competing international clean coal technology companies have voiced concern over intellectual property rights and technology transfer issues in China. Although China currently provides the greatest opportunity for U.S. and international clean coal technology

firms, many companies are concerned that their technological knowledge and patents will be partially relinquished should they commence operations in China.

This rapid growth in demand will create opportunities for Pennsylvania companies to export either specialized products or to license the necessary technology, particularly in the areas of electronic control systems; instrumentation to measure flows of air, water, and coal; specialty metals; and other control technologies and related performance maintenance services. 

Check Out These Important Coal and CCT Events

May 5, 2008: Seminar, "Exporting U.S. Power Technologies and Equipment: Electric Power 2008," Baltimore Convention Center, Baltimore, Md.

The seminar will address regional opportunities for U.S. power technologies, strategies for entering new markets and financing and ensuring payment, and information on protecting intellectual property and technology. There are opportunities for one-on-one meetings with international trade specialists. For more information visit www.electricpowerexpo.com, or e-mail Shannon.Fraser@mail.doc.gov.

September 22–24, 2008: ITA International Buyer Program at MINExpo, Las Vegas, Nev.

Note that our Foreign Commercial Service officers will be leading delegations of foreign buyers to this MINExpo event.

Fall 2008: Third ITA Clean Energy Trade Mission to China and India
The first International Trade Administration (ITA) Clean Energy Trade Mission to China and India took place in April 2007, the second in January 2008. Join international trade specialists and U.S. coal and CCT producers in this exciting and profitable visit to these important markets. For more information contact Justin Rathke at 202-482-7916.



Expand Your Access to Dynamic E.U. Markets and Some Former Soviet Bloc Countries Through Trade Winds Europe

U.S. exports are growing four times faster than the economy as a whole. There are more than 500 million consumers in the European Union's 27 member states, and Europe presents a market filled with opportunities for Pennsylvania exporters. If you are already doing business in one, two, or several European countries, expansion throughout Europe and Central Asia is the next logical step.


Gain access to export opportunities in more than 26 countries by attending Trade Winds Europe, a three-day conference held April 14–16, 2008,

in Istanbul, Turkey, strategically positioned at the crossroads of Europe, Asia, and the Middle East.

Pennsylvania companies can arrange private meetings with senior commercial officers from the European Union and 26 European and Central Asian countries, as well as customized business appointments with Turkish firms.

Companies can work with their U.S. Commercial Service offices to customize Gold Key business appointments before or after the conference to maximize their marketing opportunities in the

following countries: Austria, Belgium, Bulgaria, Croatia, Czech Republic, France, Finland, Germany, Greece, Hungary, Ireland, Italy, Kazakhstan, Netherlands, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Spain, Sweden, Switzerland, Turkey, Ukraine, and the United Kingdom, as well as representatives from the entire European Union.

For more information, contact your local U.S. Commercial Service representative, or visit www.buyusa.gov/northcarolina/tradewindseurope.html. 


U.S.-Peru Trade Promotion Act of 2007 Expands Access to Attractive Market

On December 14, 2007, President George W. Bush signed the United States-Peru Trade Promotion Agreement Implementation Act. The agreement will enter into force once Peru has taken the necessary steps to ensure implementation of its obligations. Upon implementation of this agreement, 80% of consumer and industrial products and more than two-thirds of current U.S. farm exports to Peru will become duty free immediately. Over the coming years, Peru will continue to provide substantial market access to U.S. goods, services, and agricultural products by gradually eliminating all tariffs on U.S. exports to Peru.

After several years of inconsistent economic performance, the Peruvian economy grew by more than 4% per year during the period 2002–06, coupled with a stable exchange rate and low inflation. Growth jumped to 7.5% in 2007, driven by higher world prices for minerals and metals. Risk premiums on Peruvian bonds on secondary markets have been at low levels since 2004, reflecting investor optimism regarding the government's prudent fiscal policies and openness

to trade and investment. Despite the strong macroeconomic performance, underemployment and poverty have stayed persistently high. Growth prospects depend on exports of minerals, textiles, and agricultural products, and by expectations for the Camisea natural gas megaproject and for other promising energy projects.

Mining, public infrastructure development, and housing are driving the growth in Peru's economy. There are significant opportunities for U.S. exporters in the areas of mining machinery and transportation equipment, construction machinery, equipment and parts, and oil and gas exploration equipment. As its economy improves, Peru is becoming an increasingly attractive market for other U.S. goods and services such as machinery, and electrical machinery and plastics, along with meats and poultry, grains, oilseeds, dairy products, horticulture, processed products, and other agricultural products.

For more information, visit www.buyusa.gov/peru/en, or contact your local U.S. Commercial Service office. 

Need a Quick Credit Check on an Overseas Partner or Distributor?

One place to start is with the international company profile program offered by the U.S. Commercial Service. The service investigates the financial strength of a company and provides useful information gleaned from the local press, industry contacts, a credit reporting agency, and other sources. Services include:

- A detailed credit report on a prospective overseas sales representative or partner in 15 days or less.
- A listing of the company's key officers and senior management.
- Banking and other financial information about the company.
- Market information, including sales and profit figures, and potential liabilities.

The U.S. Commercial Service also will provide you with an opinion on the viability and reliability of the company or individual you have selected as well as an opinion on the relative strength of that company's industry sector in your target market.

Ask the DEC Corner

Do you have questions about exporting? Want to know more about a specific topic? Here is the PA Global Compass' "Ask the DEC" section—an opportunity for readers to raise questions and get answers. Each "Ask the DEC" highlights the expertise of a featured member of the Western or Mid-Atlantic Pennsylvania District Export Councils (DECs). What are your most pressing export issues or concerns? E-mail us at editor@PAGlobalCompass.org.

Question: What kind of due diligence—credit or otherwise—is necessary when considering an agent, distributor, or any type of business relationship overseas?

“Once your dollars are out the door, they are very difficult to get back,” says Bill News, director of investigative resources with NFC Global, LLC, and a recently elected member of the Mid-Atlantic DEC. Located in Horsham, Pa., NFC Global (www.nfcglobal.com) has been a leading worldwide provider of due diligence, investigation, and risk consulting services for more than 20 years and has performed services in more than 150 countries.

News stresses that whether a company is exporting, importing, making a foreign direct investment, or setting up a distributorship or partnership, conducting due diligence in the financial and legal backgrounds of the parties involved is critical to financial success.

“For example, checking out what other companies your distributor represents is a really good tip,” News says. “Sometimes you can find that they are anxious to represent you so that no one else can market your products, yet they might push your competitor’s products more heavily. In other words, they are controlling the market to their advantage rather than offering you the distribution that you sought.”

But proper due diligence does not just affect a company’s potential sales and profits; it is required by law. “Conducting proper due diligence is

essential to minimizing fraud, managing risk, and maintaining compliance with regulations such as the USA PATRIOT Act, the Foreign Corrupt Practices Act, and the Bank Secrecy Act, as well as various securities exchange regulations,” News says. “While globalization has made performing a thorough due diligence process more important than ever, it has also made it more difficult. The lack of easy access to reliable information in many developing countries makes this a daunting task. Recent events of terrorism highlight the lack of information available to determine whether an individual or company is indeed who or what they claim to be. This problem is exacerbated with the increased ease of travel, communications, and commerce.”

The signing of the USA PATRIOT Act on October 26, 2001, placed new guidelines on financial institutions and expanded upon previously enacted legislation designed to prevent the financing of terrorist activity and money laundering by domestic and foreign criminals. As a result, financial institutions—including those that facilitate import/export transactions—must implement procedures to (1) verify the identity of any person opening an account, (2) maintain records of the information used to verify the person’s identity, and (3) determine whether the person appears on any list of known or suspected terrorists or terrorist organizations.

“Complying with the Patriot Act involves checking that the individuals and companies that you do business with—or even the ships that transport your goods—do not appear on the list maintained by the Office of Foreign Assets Control, an agency of the U.S. Department of Treasury that enforces economic and trade sanctions based on U.S. foreign policy and national security goals against targeted foreign countries, terrorists, international narcotics traffickers, and money launderers,” News says.

“The obvious reasons for doing your due diligence are to conform to regula-

tory requirements and to protect your return on investment, your assets, and your shareholder value,” News says. “Less obvious but equally important reasons include protecting company integrity, preserving customer confidence, and avoiding adverse publicity. Perform a thorough credit investigation up front and periodically through the life of your interaction with the other parties.”

Tips for Success in Performing Overseas Due Diligence

- Engage in face-to-face meetings with prospective partners, distributors, or customers.
- Create a paper trail; do not rely entirely on phone conversations when making foreign sales or investments.
- Follow up on all references, investigate other partners in a limited partnership, and engage in unannounced site visits.
- Repeat your due diligence investigation periodically; don’t let your information get stale.

Red Flags in Engaging in Overseas Commerce

- Change in ownership of a company or partnership: Make sure you are dealing with the same parties you first investigated.
- Lack of documentation: Don’t accept any assurance that “the documents are being prepared.”
- Use of P.O. boxes or shipping addresses that are similar to already-verified addresses: For example, an address with a slightly different street number, suggesting that the goods might be delivered to an empty lot or different warehouse than the one you expect.
- Use of shell companies, tax havens, offshore entities, or off-the-books partnerships.
- Use of multiple credit cards to fund a transaction rather than a wire transfer through a reputable correspondent bank. 🌐

Upcoming Trade Events Around the Commonwealth

Wednesday, April 9, 2008

Getting Paid: Trade Finance Tools That Will Expand Your Market

Conference from 8 a.m. to noon at the Sheraton Station Square in Pittsburgh, Pa. For more information visit www.buyusa.gov/pittsburgh.

April 15–June 24, 2008

Breaking into the Trade Game

The Philadelphia U.S. Export Assistance Center is offering a six-week course for business leaders dedicated to maximizing their companies' sales overseas, from 9 a.m. to 3:30 p.m. at the Bucks County campus of Philadelphia University. For more information visit www.buyusa.gov/philadelphia/events.html.

Thursday, April 17, 2008

East Asia Business Symposium on Taiwan and Hong Kong

Philadelphia University in East Falls, Pa., and the U.S. Commercial Service present in-country experts on Hong Kong and Taiwan as well as trade finance, legal, and logistics specialists. For more information visit www.buyusa.gov/philadelphia.

Wednesday, May 7, 2008

International Trade Seminar

The Philadelphia U.S. Export Assistance Center, in conjunction with the Widener University Small Business Development Center and the Delaware Chamber of Commerce, will present a seminar covering the basics of getting started in

international trade. For more information visit www.widenersbdc.org.


Friday, May 9, 2008

New Partners, New Markets: Peru and Chile

The Pittsburgh U.S. Export Assistance Center offers a business briefing on export opportunities in these dynamic markets. For details visit www.buyusa.gov/pittsburgh.

Tuesday, August 12, 2008

Business Development Conference

Congressman Phil English's Sixth Annual Business Development Conference and Expo, Erie, Pa. Visit www.buyusa.gov/pittsburgh/english.html for more information. 

Selling Electrical and Electronic Equipment to the E.U.?

You Must Comply with WEEE and RoHS Directives


Companies selling a broad range of electrical goods in Europe are now required to comply with the Waste Electrical and Electronic Equipment (WEEE) Directive and the Restriction of the Use of Certain Hazardous Substances (RoHS) Directive of the European Union. The WEEE directive aims to reduce the amount of electrical and electronic equipment waste entering landfills for final disposal. The RoHS directive, which bans the use of lead, mercury, cadmium, hexavalent chromium, and some polybrominated flame retardants in electrical and electronic equipment, aims to limit the amount of potentially hazardous substances contained in such equipment. The directives represent a shift in E.U. environmental legislation from a sole focus on the environmental impacts of production processes to an additional focus on reducing the environmental impacts of the disposal of the products themselves. They are also among the first to implement the producer responsibility principle.

Producers must meet the legislative requirements of the E.U. member states

they operate in. Member states have the power to go beyond the scope and requirements of the E.U. directive. As a result, WEEE implementation varies across the European Union. Individual member states are currently free to impose their own RoHS compliance standards. It is therefore essential for companies to be aware of national WEEE and RoHS legislation in the member states in which they intend to do business, as well as the E.U. directive.

Under the WEEE directive, producers are financially responsible for the collection and treatment of waste electric and electronic equipment. "For example, suppose a Pennsylvanian manufacturer of MP3 players exports to the European Union," says Chris Sherwood, commercial specialist with the Foreign Commercial Service, United States Mission to the European Union. "For example, E.U. member state X defines 'producer' in its law, for the purposes of applying legal obligations, as a locally based economic operator, such as an importer or distributor. So, while the manufacturer is a Pennsylvanian

company, the local legal obligations relating to WEEE and RoHS are assigned to the importer or retailer or wholesale distributor of the product on the local national market. We have talked to U.S. companies that find this a relief (someone else bears the direct liability), and others who find it problematic (they want to protect brand image by ensuring proper compliance, or they have problems with their commercial relationships with local partners). The 'producer responsibility' requirement frequently results in the European distributor charging the manufacturer—whether U.S. or foreign European—for WEEE compliance costs."

The WEEE/RoHS directives affect Pennsylvania exporters of, for example, household appliances, toys, lighting equipment, medical equipment, and information technology and telecommunications equipment. For more information visit www.buyusa.gov/europeanunion/weee.html, or contact your U.S. Commercial Service office. 

European Union's REACH Reform Will Have Far-reaching Effects on Some Pa. Exporters

On June 1, 2008, some Pennsylvania manufacturers and chemical producers who export to the European Union must begin a preregistration process for the chemicals they use in production. The Registration, Evaluation, and Authorization of Chemicals (REACH) regulation was enacted on June 1, 2007, and it is important that all manufacturers, importers, and downstream users of chemicals are prepared and fully aware of the impact this new E.U. legislation has on their business. This regulation will affect approximately 30,000 chemicals being exported to Europe.


The objective of REACH is to improve the protection of human health and the environment through better and earlier identification of the intrinsic properties of chemical substances. The REACH regulation imposes greater responsibility on industry to manage the risks deriving from chemicals and provide safety information on the substances. Manufacturers and importers will be required to gather information on the properties of their chemical substances, which will allow their safe handling, and to register the information in a central database in Helsinki, Finland.

"Let's suppose that you are a Pennsylvania rug manufacturer, for example," says Don Wright, interna-

tional trade specialist. "One of your dyes contains a chemical manufactured and processed in Japan. You will need to obtain information on the origin and processing of this chemical, and register the chemical in order to ship your rugs to the European Union. And if you use that same chemical in another product—for example, furniture fabric—it will have to be registered again."

Wright observes that while the REACH regulations are due to go into effect beginning this June, there remain many unanswered questions about how the monitoring process will work. He adds that the regulations will affect only those manufacturers who sell more than one ton of any given chemical to the European Union per year, except for those items that actively release chemicals into the air upon use, such as printer cartridges.

"There's a lot of uncertainty surrounding this legislation," Wright adds. "Specialty chemicals manufacturers, or companies that are heavy downstream users of chemicals, should follow developments closely."

More information on REACH is available at www.buyusa.gov/europeanunion/reach.html, or contact your local U.S. Commercial Service office. 



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Western Pa. District Export Council and MidAtlantic District Export Council



The Western Pennsylvania District Export Council and MidAtlantic District Export Council are two of the 56 DECs that have been established across the United States. Members are appointed by the secretary of commerce and all work under the same national mission of the DECs. This mission is to contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.

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



The U.S. Commercial Service has more than 250 offices around the world—100 Export Assistance Centers in the United States and more than 150 overseas in the U.S. embassies or consulates. The agency is in existence for the sole purpose of helping U.S. companies export their goods and services.

It provides export assistance in many ways, but its core services consist of counseling and advocacy, international contacts, international market research, and product/service promotion.

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International Business Center (IBC)

The center was launched in January 1990 as a joint venture of the Joseph M. Katz Graduate School of Business and the University Center for International Studies. The University of Pittsburgh was one of the first five original centers in the United States and the first in Pennsylvania to receive the grant. Since then, the IBC has been funded continuously under Title VI-B. This section of the Educate America Bill is dedicated to improving and increasing international education throughout the United States. The goal of the IBC is to serve the region's business and academic communities.



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