

# Export News for Florida

From the Florida U.S. Export Assistance Centers  
U.S. Commercial Service, U.S. Department of Commerce  
September 2005 Edition



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## 1. Price Increases on Products and Services Offered by the U.S. Commercial Service – Effective October 1, 2005

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The U.S. Commercial Service offers an array of assistance to U.S. exporters. To compliment the counseling provided by its domestic and overseas Trade Specialists, the U.S. Commercial Service offers a variety of fee-based products and services. These products and services include custom research, pre-screened appointments, background checks on prospective partners, and other marketing initiatives undertaken on behalf of and tailored to individual clients. Due to U.S. Government directives to bring the cost of providing these custom services into alignment with the fees charged to our clients, the prices will increase to recover full cost on October 1, 2005.

For each product or service offered, user fees will be organized according to four country groups or bands. These bands reflect four cost categories, which have been determined to be the best avenue for simplifying and standardizing fees paid. Depending upon which country group a client's target market falls under, they will pay a fee based on that grouping or band. These groupings reflect the varying labor rates in various parts of the world.

The U.S. Commercial Service's most popular services include the International Company Profile, the International Partner Search, and the Gold Key Service. A description of each service is below:

**International Company Profile:** The International Company Profile is a quick, low-cost due diligence report on international companies. It provides the background information needed to evaluate a company.

**International Partner Search:** The International Partner Search helps you to find qualified international buyers, partners, or agents without traveling overseas. U.S. Commercial Service Specialists will deliver detailed company information on up to five pre-screened international companies that have expressed an interest in your company's products and services.

**Gold Key Service:** The Gold Key Service provides you with one-on-one appointments with pre-screened potential agents, distributors, sales representatives, associations and government contacts, licensing and joint venture partners, and other strategic business partners in your targeted export market.

To review the new pricing information for these services according to each of the four bands referenced above, [click here](http://www.floridaexporter.com/external_news.php?id=71) (http://www.floridaexporter.com/external\_news.php?id=71). To find out more about these product and services price increases, please contact your local U.S. Export Assistance Center (<http://www.export.gov/eac/index.asp>).

We welcome your comments on these price increases and how you feel they will affect your future use of these services and your ongoing export expansion efforts. Please send any comments to: [Office.Miami@mail.doc.gov](mailto:Office.Miami@mail.doc.gov)

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## **2. The Great Wall of Korea – by Neal Asbury, Greenfield World Trade**

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The article, “The Great Wall of Korea” by Neal Asbury, is a continuation of his insights into the Asian markets of China, Japan, and Korea, and the different “walls” that make them difficult markets for U.S. companies to penetrate. In “The Great Wall of Korea”, Neal Asbury explores the wall that has been built by many years of isolation of the Korean market, and he compares and contrasts the walls for North and South Korea. To read the article [click here](http://www.floridaexporter.com/external_news.php?id=114) (http://www.floridaexporter.com/external\_news.php?id=114).

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## **3. Business Visa Update**

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The U.S. Department of State has announced that its U.S.-China Business Initiative, a pilot program begun in January, has been expanded to a Worldwide Business Visa Center, effective July 15. The Business Visa Center Program is intended to assist businesses in the United States and their partners, customers, and colleagues around the world. The Center will provide information to U.S. companies about the application process for business (B-1) visitor visas, for those seeking to come to the U.S. for business purposes such as invited employees or current or prospective business clients and partners. The Business Visa Center will work with both the companies and the consular officers, when needed, to communicate information effectively between U.S. businesses and the embassies and consulates worldwide. The contact information for the Business Visa Center is as follows:

### **Business Visa Center**

Phone: 202-663-3198

Email: [BusinessVisa@state.gov](mailto:BusinessVisa@state.gov)

Press Release: <http://www.state.gov/r/pa/prs/ps/2005/49644.htm>

For more information [click here](http://www.floridaexporter.com/external_news.php?id=116) (http://www.floridaexporter.com/external\_news.php?id=116).

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## **4. Think Australia! – Tuesday, September 20, 2005**

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*“Australia purchases more goods from the United States than they do from any other country, and the United States enjoys a bilateral goods and services trade surplus of \$9 billion with Australia. Each of the 50 U.S. states exports to Australia, and Australia is among the top 25 export destinations for 48 of the 50 states. The State of Florida is among the leading states exporting to Australia”.*

On Tuesday, September 20, 2005, The Jay Malina International Trade Consortium of Miami-Dade County, in conjunction with the U.S. Commercial Service and the Australian Embassy, will

host “Think Australia!” at the Miami Free Zone (2305 N.W. 107<sup>th</sup> Avenue, Doral, FL 33172). This seminar will take place from 10:30 a.m. until 2:00 p.m. It will educate its participants on the U.S.-Australia Free Trade Agreement and the benefits it presents to U.S. exporters.

For more information, [click here](#)

(<http://www.floridaexporter.com/events.html?todo=item&id=70>) or contact Ana Gonzalez at the Jay Malina International Trade Consortium of Miami-Dade County (305-375-5805; [Ascanio@miamidade.gov](mailto:Ascanio@miamidade.gov)). To register, please send an email to [itc@miamidade.gov](mailto:itc@miamidade.gov).

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#### **5. Export to Vietnam – Thursday, September 22, 2005**

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Are you interested in the Vietnamese market and want to discuss your industry-specific questions and market entry strategies with the U.S. Commercial Service in Ho Chi Minh City, Vietnam? If so, then don't miss out on this great opportunity to discover what Vietnam has to offer you!

The U.S. Commercial Service in South Florida invites you to participate in a live video market briefing from the U.S. Commercial Service in Vietnam on September 22, 2005 at 8:30 a.m. at the Ft. Lauderdale U.S. Export Assistance Center (200 E. Las Olas Blvd., Suite 1600, Ft. Lauderdale, FL 33301). This video market briefing will be a unique opportunity for you to meet with U.S. Commercial Service Specialists in Vietnam, receive an in-depth briefing of the Vietnamese market, and learn about the potential for your product or service in Vietnam! This seminar will be beneficial for anyone considering exporting to Vietnam.

For more information, or to register, [click here](#)

(<http://www.floridaexporter.com/events.html?todo=item&id=71>) or contact William Lawton at the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640; [William.Lawton@mail.doc.gov](mailto:William.Lawton@mail.doc.gov)).

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#### **6. Broward County Business Mission to the EU – October 1-9, 2005**

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Broward County will be taking a Business Mission oriented towards biotechnology to Madrid, Spain and Munich, Germany from October 1-9, 2005. This Mission will be a wonderful opportunity for anyone involved in the bioscience/biotechnology industry to learn more about these markets in Spain and Germany, and to interact first-hand with the key contacts and decision-makers in country.

For more information, [click here](#)

(<http://www.floridaexporter.com/events.html?todo=item&id=66>) or contact Edgar Tapia at the Broward County Office of Economic Development (954-357-6148; [etapia@broward.org](mailto:etapia@broward.org)).

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#### **7. China Implements Mandatory Standards on Home Appliances**

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Beginning August 1, 2005, China started enforcing mandatory standards on allowable noise derived from home appliances and similar electrical devices. In May 2005, China started enforcing another mandatory national standard on the energy efficiency of washing machines regarding the cleanness ratio, power consumption, water consumption, and noise drive.

The China National Home Appliance Technology Standardization Committee developed the mandatory standards, with participation from many manufacturers. The mandatory standard is imposed on six categories of home appliances. The maximum permissible noise derived from washing machines is required to be less than 62 db.

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#### **8. Know Your Customer Requirements – by Bob Schmitt, Cribis Corp.**

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“All companies must ensure their exports are conducted legally. Compliance not only involves controlled goods and technologies, it also involves restrictions on shipping to certain countries, companies, organizations, and/or individuals. It is critical that exporters adhere to any and all export regulations, while contributing to U.S. National Security.”

These statements are from the U.S. Department of Commerce’s Bureau of Industry and Security web site, and are good watchwords for all export transactions.

One of the principal compliance tasks is to check your customer/potential customer against a series of lists compiled by the U.S. Department of Defense, the U.S. Department of Commerce, and the Treasury Department. Should there be a possible match, further actions may be required, including reporting to the appropriate authorities.

While many of the entities are post-9/11 and directed at combating terrorism, others have been around for quite a while and include drug traffickers, countries (such as Cuba), as well as other individuals/entities that are barred for a variety of reasons.

The penalties for non-compliance are stiff and include fines up to \$5,000,000 and imprisonment.

There are five lists of individuals and entities that should be checked. The lists and the URLs where they can be found are as follows:

- Denied Persons list (BIS-DOC) - <http://www.bxa.doc.gov/DPL/thedeniallist.asp>
- Unverified list (BIS-DOC) - [http://www.bxa.doc.gov/Enforcement/UnverifiedList/unverified\\_parties.html](http://www.bxa.doc.gov/Enforcement/UnverifiedList/unverified_parties.html)
- Entity List (BIS-DOC) - <http://www.bxa.doc.gov/Entities/Default.htm>
- Specially Designated Nationals (OFAC) - <http://www.ustreas.gov/offices/enforcement/ofac/sdn/index.html>
- Debarred list (DOD) - <http://pmdtc.org/debar059.htm>

While checking these lists is not difficult, it can be tedious.

As a result, SkyMinder, a Florida District Export Council partner, will conduct these checks on any company (and its principals) **for free** when an on-demand company credit report is delivered. No other provider offers such a service.

These reports are very current, complete, and are an exceptional value. A SkyMinder account can be established for free on the Florida District Export Council’s web site (<http://www.floridaexporter.com/resources.html>). Search for free and buy only the reports that you need.

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## **9. Market of the Month: The Nordic Region**

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The Nordic region (Denmark, Finland, Norway, and Sweden) is an attractive and lucrative market for U.S. companies, as well as an important trading partner to the United States. Its 24 million consumers are looking for high-quality and reputable products from abroad, and are receptive to U.S. products and services. The region effectively serves as a gateway to the Baltic countries and northwest Russia, which increases the number of potential consumers to over 80 million.

The U.S. Commercial Service has identified the following sectors as “best prospects” for export to the Nordic Region: Automotive parts and accessories (Sweden); Computer hardware and software; Distribution and warehousing services (Denmark); Environmental technologies; Franchising; Medical equipment, biotechnology, drugs and pharmaceuticals; Oil and gas equipment and services (Denmark and Norway); Renewable energy; Safety and security equipment; Telecommunications equipment and services; and Travel and tourism.

For more information, please visit

[http://www.export.gov/comm\\_svc/press\\_room/marketofthemonth/nordic/nordic.html](http://www.export.gov/comm_svc/press_room/marketofthemonth/nordic/nordic.html).

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## **10. Online Resources**

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[Click here](http://www.floridaexporter.com/external_news.php?id=117) ([http://www.floridaexporter.com/external\\_news.php?id=117](http://www.floridaexporter.com/external_news.php?id=117)) to view this month’s online resources, including:

- Webcasts Available from U.S. Commercial Service!
- Europages
- Tariff and Tax Information
- WEBEC’s International Trade Page