

Export News for Florida

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



Inside This Edition:

1. The Many Meanings of Globalization– *by Neal Asbury, Greenfield World Trade*
2. AAAE U.S./Caribbean/Latin American Airport Issues Conference- October 16, 2005
3. FFTA Export and Import Workshop- November 10 & 17, 2005
4. Ft. Lauderdale International Boat Show- October 27-October 31, 2005
5. Export to Vietnam – November 3, 2005
6. U.S. Commercial Service Opens Office in Dakar
7. Market of the Month: Japan
8. Online Resources

1. The Many Meanings of Globalization – *by Neal Asbury, Greenfield World Trade*

“As I travel around the world, it is striking to note how many different meanings of globalization are out there. It is one of the most over used and misunderstood words of the past decade. Before we can correct our shameful trade imbalance (which can be done rather quickly), we first need to understand the world is playing by entirely different rules and definitions. This sounds so basic, but it is at the heart of our global trade crisis.

In our naiveté , we have opened up our markets to the world (with the exception of agricultural subsidies which we will discuss later), expecting the world would willingly do the same for our manufacturers. To have believed in this myth wholeheartedly shows complete ignorance of history and foreign cultures.”

To read the entire text of “The Many Meanings of Globalization”, [click here](http://www.floridaexporter.com/external_news.php?id=122)
(http://www.floridaexporter.com/external_news.php?id=122).

* Mr. Asbury is a member of our Florida District Export Council. He writes opinion articles for tothepointnews.com. Please note that this article does not reflect the views and opinions of the U.S. Department of Commerce or the Florida District Export Council.

2. AAAE U.S./Caribbean/Latin American Airport Issues Conference-October 16, 2005

This meeting is the perfect opportunity to make or renew contacts with aviation executives in Latin America and the Caribbean. Hear about the most pressing airport and aviation issues affecting the region. Key airport officials from more than two dozen countries in Latin America and the Caribbean region are invited to attend this forum. Airports in these countries have many needs and concerns, and this meeting and trade show will provide valuable business information and opportunities for airports and aviation vendors, all in one venue!

The U.S./Caribbean/Latin American Aviation and Airport Issues Forum is a follow up meeting to the highly successful 2004 Latin American/Caribbean/U.S. Aviation Infrastructure, Safety, and Security Conference and Trade Show held in Costa Rica. Now, those high-level Latin American aviation and airport executives are coming to the U.S. to expand the dialogue started in Costa Rica. Aviation vendors interested in business and networking opportunities in this region are

encouraged to display their products and services in the tradeshow area and/or sponsor an event at the meeting. A special session on how the U.S. government can assist companies in selling to aviation buyers in Latin America and the Caribbean has been included. In addition, the U.S. Commercial Service staff will be available to provide assistance to vendors.

The purpose of this program is to share ideas on the best ways to handle the challenges that airports face daily and to promote the export of aviation/airport-related U.S. products and services. Equally important, the conference will offer valuable networking opportunities for U.S. and Latin American airport and aviation officials to discuss and debate challenges facing the airport management profession in Latin America, the Caribbean, and the U.S.

To register as an attendee, please click on the below link to download the registration form. Fax the completed form to AAAE at 703-820-1395.

http://www.aaae.org/fs03/meeting_documents/1015reg.pdf

3. FFTA Export and Import Workshop- November 10 & 17, 2005

The Florida Foreign Trade Association will host an Export and Import Workshop on November 10th & 17th from 6:00 – 9:00 p.m. at the Miami Free Zone. This course will cover various international trade topics that are designed to train entry-level individuals in basic skills and concepts, as well as to refresh the knowledge of experienced employees. Areas to be covered are: International terms of sale, Government export controls, Air & ocean transportation, Letters of credit, Cargo insurance, and Importing into the United States.

This course is a series consisting of two workshops, on November 10th & 17th. It will be held at the Miami Free Zone in Conference Room 2M53 (2305 N.W.107th Avenue, Doral, FL 33172). To register, please visit (<http://www.ffa.com/NewSite/EventRegistration.asp?EventID=87>) or contact the Florida Foreign Trade Association at 305-471-0737.

4. Ft. Lauderdale International Boat Show- October 27-October 31, 2005

A delegation from China, a delegation from Australia and a delegation from Guinea will be coming to the Ft. Lauderdale Boat Show to meet with interested manufacturers, joint venture partners, and others, in order to establish a pleasure boat industry in their respective countries. Don't miss this exciting opportunity!

For further information, please contact William Lawton at the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640; William.Lawton@mail.doc.gov).

5. Export to Vietnam – November 3, 2005

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 November 3rd, 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&orig_id=74) or contact William Lawton at the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640; William.Lawton@mail.doc.gov).

6. U.S. Commercial Service Opens Office in Dakar

A new U.S. Commercial Service office opened recently in Dakar, Senegal, which completes a network across Western Africa that will help U.S. companies get a foothold in 18 emerging markets. The new office includes a Senior Commercial Officer and two Commercial Service Specialists. Located in central Dakar, the office will serve as a regional hub for Cote D'Ivoire, Chad, The Gambia, Mauritania, Benin, Gabon, Mali, Niger, Burkina Faso, Guinea Conakry, Togo, Cameroon, Cape Verde, Sierra Leone, Liberia, Guinea Bissau, and Equatorial Guinea. The office will help U.S. and West African businesses forge new partnerships through business counseling, market research, help in identifying qualified buyers/distributors, and assistance in promoting U.S. products and services in West Africa. For more information on doing business in West Africa, please visit <http://www.buyusa.gov/westafrica>.

7. Market of the Month: Japan



Japan boasts the largest and most diverse economy in Asia, and is second only to the U.S. on the world's economic stage. The U.S. sends more exports to Japan than it does to any other overseas destination. Thousands of U.S. companies have established successful operations in Japan, and even more export to Japan on a regular basis.

The Japanese economy has pulled out of its economic slump of the last decade and is showing clear signs of a recovery. U.S. exports to Japan have risen steadily over the last several years, and exchange rates continue to favor U.S. exporters.

The U.S. Commercial Service has identified the following industry-sectors as “best prospects” for U.S. exports to Japan: Biotechnology, Computers/software, Education, Healthcare/medical products, Lifestyle market, Major projects, Nutritional supplements, Power generation, Telecommunications, and Travel and tourism.

For more information, please visit http://www.export.gov/comm_svc/press_room/marketofthemonth/Japan/japan.html.

8. Online Resources

[Click here](#) (http://www.floridaexporter.com/external_news.php?id=123) to view this month's online resources, including:

- Today's Front Pages
- Import Regulations of Major Countries
- BBC Languages
- AIB Trade Finance