

Export News for Florida

From the Florida U.S. Export Assistance Centers
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1. Israel Hernandez Sworn in as Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service

Israel Hernandez was sworn as Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service at the U.S. Department of Commerce by Secretary Carlos Gutierrez. The Commercial Service is the federal government’s key export promotion agency. Its mission is to help small and medium-sized business interests abroad.

“I will be a staunch advocate for small and medium-size U.S. businesses that operate in the global market,” Hernandez said. “I will promote an agenda to help companies succeed in exporting, create jobs, and strengthen our economy at home.”

Prior to joining the Department of Commerce, Israel Hernandez served as Deputy Assistant to President George W. Bush and as a deputy to Senior Advisor Karl Rove. He assisted Mr. Rove in overseeing the strategic planning, political affairs, public liaison, and intergovernmental affairs efforts of the White House during the President’s first term.

2. The Fallen Angel of the Philippines- *by Neal Asbury, Greenfield World Trade*

There is shocked disbelief amongst many concerning the recent events in the Philippines that has once again pitted the forces of good against evil. The recent failed impeachment of President Gloria Arroyo is the latest manifestation of how far some Filipinos will go to tear their country apart for personal power and wealth.

What makes this so stunning is the saintly and widely admired former Philippine President Cory Aquino has openly and completely joined the dark forces desperately trying to usurp the Constitution for their own exploitive purposes. Just when there was good reason to be optimistic about peace, stability and economic recovery, the country has been thrown into chaos.

To read the entire text of “The Fallen Angel of the Philippines”, [click here](http://www.floridaexporter.com/external_news.php?id=126) (http://www.floridaexporter.com/external_news.php?id=126).

* 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.

3. Arab Health 2006- UAE- January 22-25, 2006

Are you missing out on a GREAT market for U.S. medical products? The United States is a key source for medical equipment in the Middle East. Trends continue to point toward market growth. The healthcare industry in the Middle East is estimated to be over U.S. \$81.4 billion per year, and the U.S. sells over \$500 million in medical, dental, and ophthalmic equipment to the region. With increasing oil revenues, this region has the means to source the high-quality U.S. products they demand.

Arab Health 2006 will take place in Dubai, United Arab Emirates from January 22-25, 2006. Arab Health is the most important healthcare exhibition in the Middle East. Exhibitors utilize this show as a launch platform for new products and services as well as showcasing new developments.

For further information on visiting, exhibiting, or showcasing your company literature at Arab Health, please contact Kathryn Dye at the Ft. Lauderdale U.S. Export Assistance Center (954-356-6640; Kathryn.Dye@mail.doc.gov) or Linda Santucci at the Miami U.S. Export Assistance Center (305-526-7425; Linda.Santucci@mail.doc.gov)

4. Rebuild Iraq 2006- Jordan- April 3-6, 2006

Rebuild Iraq will bring together buyers, manufacturers, suppliers, and contractors, giving them direct access to project directors, government bodies and a variety of decision-makers involved in the economic rebirth of Iraq.

No country in the region has more business-generating potential than Iraq. Almost two-and-a half thousand projects are creating massive demand for material and equipment.

U.S. manufacturers supplying all phases of the following industries will find a ready market as these sectors seek to regain normal operating conditions: construction, oil and gas, water treatment and delivery, power generation and distribution, communication, agriculture, food and beverage, educational materials and computer equipment, hospital supplies, equipment and fixtures. Home furnishings and appliances are equally in demand as the economy improves and stability returns to the war-torn country.

For further information, please [click here](http://www.rebuild-iraq-expo.com) to visit the show website (<http://www.rebuild-iraq-expo.com>) or contact your local trade specialist in Ft. Lauderdale at 954-356-6640 or in Miami at 305-526-7425.

5. Bureau of Industry and Security Denial Check Lists and 23 Proposed Revisions to the BIS List of “Red Flags”

It is critical to check the parties to your transaction (including freight forwarders, intermediate consignees, and the ultimate consignee) against the most recent Denied Persons List, Unverified List, Entity List, Specially Designated Nationals List, and the Debarred List. Although you are only required to make this check for export or re-export transactions, it may also be useful to do so for domestic transactions as well.

Please go to www.bis.doc.gov/complianceandenforcement/liststocheck.htm for further information.

There are 23 proposed revisions to the BIS list of “Red Flags”. These changes will go hand-in-hand with the Enhanced Proliferation Control Initiative (EPCI). The proposed rule increases from 12 to 23 the number of circumstances expressly identified as presenting a red flag. This will raise the exporter’s level of suspicion regarding potential foreign customers as well as dealing with freight forwarders or other manufacturers.

To view a current list of BIS “red flag” indicators please visit www.bis.doc.gov/complianceandenfoecement/redflagindicators.htm

6. Majority of Visa Waiver Program (VWP) Countries Met Digital Photo Deadline

The department of Homeland Security (DHS) recently announced that the majority of the VWP countries met the October 26th deadline requirements to produce passports with digital photographs. Based on a Congressional mandate, the requirement for digital photographs is part of a multi-layered approach to increasing the security of our citizens and visitors by helping to ensure the integrity of their travel documents.

Twenty-five of the 27 VWP countries achieved full compliance with the requirements. Most of the VWP countries have done so by producing passports with digital photos integrated into the data page of the passport. Beginning October 26, 2005, transportation carriers will be fined up to \$3,300 per violation for transporting any visitor traveling under the VWP to the U.S. who does not meet these requirements. Similarly, visitors traveling under VWP arriving in the U.S. without the proper passport will not be granted entry into the country.

For more information, go to <http://www.travel.state.gov/visa/>

7. American Trading Centers in China- A New Resource for U.S. Business

The Commercial Service’s American Trade Centers (ATC) initiative is now up and running. The ATC initiative is a formal collaboration between the U.S. Department of Commerce’s International Trade Administration (the parent organization of the U.S. Commercial Service) and the China Council for the Promotion of International Trade (CCPIT). The ATC initiative enables the U.S. Commercial Service to offer U.S. companies greater access to more regions throughout China including Dalian, Chongqing, Hangzhou, Harbin, Kunming, Nanjing/Jiangsu Province, Ningbo, Qingdao, Shenzhen, Tianjin, Wuhan, Xiamen, Xi’an/Shaanxi Province and Zhuhai. The ATC fosters new relationships between U.S. and Chinese small and medium-size companies in these 14 key Chinese business centers in order to generate new opportunities for U.S. SMEs in the China market. Specific examples of this collaboration are:

- Shared and Jointly prepared targeted Chinese market research and trade lead information;
- High-quality business matchmaking services for American exporters in 14 major business centers across China;
- Mutually beneficial trade exhibitions and trade missions in the 14 Chinese business centers; and
- Representatives to facilitate U.S.-China trade.

For more information on the ATC initiative, visit <http://www.export.gov/china>

8. Market of the Month- The Netherlands



The Netherlands is a prosperous and open economy that is heavily dependent on foreign trade. The economy is noted for stable industrial relations, moderate inflation, a sizable account surplus, and an important role as a European transportation hub. Industrial activity is predominantly in food processing (e.g. Unilever and Heineken), chemicals (e.g. DSM), petroleum refining (e.g. Shell), and electrical machinery (e.g. Philips). A highly mechanized agricultural sector employs no more than 4% of the labor force, but provides large surpluses for the food-processing industry and for exports. The Dutch rank third worldwide in value of agricultural exports, behind the US and France. Other important parts of the economy include international trade, banking and transport. The United States is the largest foreign investor in the Netherlands and has its largest bilateral trade surplus in the world with this country.

The Netherlands' strategic location, the relative ease of doing business, the high level of proficiency in English, and its world-class and user-friendly transportation and distribution infrastructure make the Netherlands an ideal market and European operations location for U.S. companies. The Netherlands has capitalized on its location and advanced economy to become one of the top dozen trading countries in the world. The Netherlands is a geographically small, densely populated (16.4 million people) country occupying a highly strategic commercial location that makes it the "Gateway to Europe". Over 160 million consumers (roughly one third of the population of the expanded European Union of 25 Member States) reside within a 300-mile radius of Rotterdam.

BEST U.S. EXPORT PROSPECTS:

- Automotive Parts and Accessories
- Construction Equipment (Bathroom Equipment)
- Computer Services
- Computer Software
- Environmental Products
- Medical Equipment
- Safety and Security Equipment and Systems
- Telecommunications Equipment
- Telecommunication Services
- Transport and Distribution Services

For more information please visit

http://www.export.gov/comm_svc/press_room/marketofthemonth/netherlands/netherlands.html

9. Online Resources

[Click here](http://floridaexporter.com/external_news.php?id=127) (http://floridaexporter.com/external_news.php?id=127) to view this month's online resources, including:

- WEBEX Seminars
- Video Presentation on Selling to the Canadian Government
- ISO Standards Glossary
- Free Trade of the Americas

