

Export News for Florida

From the Florida U.S. Export Assistance Centers

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

June 2005 Edition

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1. President Announces Top U.S. Trade Priorities

In his May 17th remarks at the ceremonial swearing in of U.S. Trade Representative Robert Portman, President Bush stated that passing the Central American and Dominican Republic Free Trade Agreement (CAFTA-DR), completing the WTO Doha Development Agenda negotiations, and enforcing trade agreements (specifically citing agreements with China) are the U.S.'s top trade priorities. Regarding CAFTA-DR, the President said the agreement provides an historic opportunity to advance the common goals of prosperity and peace in Central America. He said that the WTO Doha Development Agenda framework would reduce and eliminate tariffs in key industry sectors, eliminate unfair agricultural subsidies, and open the global market in services. The President cited a number of issues, including piracy of U.S. intellectual property and barriers to goods and services, where China still must meet existing WTO commitments. The full text of President Bush's remarks is available at

<http://www.whitehouse.gov/news/releases/2005/05/20050517-3.html>.

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

In his article "The Great Wall of Japan", Neal Asbury offers insight for U.S. companies seeking to do business in Japan. He provides a view into various aspects of Japanese culture that impact business today, and signals changes that may be on the horizon for Japan. To read the article, [click here](http://www.floridaexporter.com/external_news.php?id=89). (http://www.floridaexporter.com/external_news.php?id=89)

3. Europe & The CE Mark – A Marketing Strategy, June 17th

The U.S. Commercial Service, in conjunction with The Florida District Export Council, CITRA, and Enterprise Florida, present "**Europe & The CE Mark - A Marketing Strategy**" on Friday, June 17, 2005 at 8:30 a.m. in the Miami Free Zone. If you are currently, or considering, exporting to Europe, **don't miss this important opportunity to learn more about the uniform set of product requirements that gives your firm access to 28 European countries.** Topics to be covered include an overview of the EU and its potential for U.S. products, an introduction to assistance available to you from the U.S. Commercial Service, and guidance on obtaining a CE Mark for your product(s).

CE Marking, similar to a UL mark, on a product is a manufacturer's declaration that the product complies with the essential requirements of the relevant European health, safety, and environmental protection legislation. This legislation covers a broad range of products including machinery, electronics, medical devices, telecommunications equipment, toys, personal protective equipment, recreational craft, marine equipment, and construction equipment.

For more information, please visit

<http://www.floridaexporter.com/events.html?todo=item&id=48>. You may also contact Stephanie Heckel (954-356-6640; Stephanie.Heckel@mail.doc.gov). For a basic list of products that fall within CE Mark legislation, [click here](#).

(http://www.floridaexporter.com/external_news.php?id=90)

4. Enterprise Florida Trade Missions to Brazil and Mexico

Enterprise Florida will be conducting a trade mission to Sao Paulo, Brazil on September 11-15, 2005. Brazil is Florida's largest export market and the 15th-largest export market for the nation as a whole. Last year, even with the Brazilian economy in recession, Brazil imported more than \$11 billion worth of goods and services from the U.S., and more than half of all U.S. exports were from Florida. For more information and best trade opportunities, [click here](#) (http://www.floridaexporter.com/external_news.php?id=91). To learn more about this trade mission, please contact William Cronin at Enterprise Florida (904-359-6600; wcronin@eflorida.com), or Luis Cuervo at Enterprise Florida (305-569-2650; lucervo@eflorida.com).

Enterprise Florida will conduct its trade mission to Monterrey and Mexico City, Mexico on September 25-29, 2005. Since the implementation of NAFTA, Mexico has become the United States' 2nd largest trading partner. Mexican imports from the U.S. have increased exponentially, totaling over \$111 billion in 2004. Last year, Florida origin exports to Mexico alone totaled over \$1.5 billion, making Mexico our state's 3rd largest export market. For more information and best trade opportunities, [click here](#) (http://www.floridaexporter.com/external_news.php?id=92). To learn more about this trade mission, please contact Julie Balzano at Enterprise Florida (305-569-2650; jbaltano@eflorida.com).

5. Commercial News USA is Helping U.S. Companies Do Business in China

The upcoming September/October issue of Commercial News USA will be translated into Chinese and distributed in China. The magazine's English language version is distributed directly to 400,000 overseas buyers, representatives, distributors, government sourcing and purchasing agencies, government officials, and potential joint venture partners in 145 countries. This is a great opportunity for Chinese businesses to learn more about your company in their native language. More information about advertising in this special issue can be found online at <http://www.export.gov/cnusa> or by calling 1-800-581-8533. Hurry – deadline is July 8, 2005.

6. District Export Council Member Spotlight: Mario Suarez, Trans-Express International

South Florida Firm Facilitates U.S. Suppliers, Latin American Buyers

Trans-Express (<http://usa.transexpress.com>), a Miami-based logistics company that manages a group of 180,000 buyers, says it is “looking for a few good U.S. companies who are interested in selling their products to the Latin American market.”

One of South Florida's hidden jewels in the legendary trade and logistics facilitation market, Trans-Express serves as a gateway for buyers in Latin America who seek a variety of U.S. products.

The firm provides a service to those seeking to sell products to Latin American customers and, conversely, provides a U.S. "ship to" address to thousands of foreign individuals and companies across the region. Once buyers have access to a U.S. "ship-to" address, they are free to shop from U.S. retailers and manufacturers alike. The customer pays Trans-Express directly for international shipping / handling and the U.S. retailer or manufacturer is only responsible to deliver the goods to a Miami address. That means that U.S. suppliers can export FOB Miami, equivalent to making a domestic sale.

For more information, [click here](http://www.floridaexporter.com/external_news.php?id=97) (http://www.floridaexporter.com/external_news.php?id=97)

7. Global Credit Reports Available

The U.S. Commercial Service assists exporters with the help of many partners. Foremost among these is the District Export Council (DEC) network whose private-sector members are appointed by the U.S. Secretary of Commerce and who work in tandem with the Commercial Service in organizing seminars, trade missions, and one-on-one mentoring. The Florida DEC, one of 56 nationally, offers a web site full of resources for both overseas buyers looking to source Florida information, products, and services, as well as resources to assist Florida companies who are active internationally.

The Florida District Export Council's web site, <http://www.floridaexporter.com/resources.html>, features a wide range of resources found to be useful to Florida's trade community. The resource spotlighted in this edition of the newsletter is **Global Credit Reports**.

One of the most elusive and potentially dangerous areas of doing business internationally is in not knowing who you are dealing with ... U.S. companies sometimes forego legitimate business opportunities because of this, or worse, act on what looks like a lucrative order without first determining the potential risk.

Please click here [Global Credit Reports](http://www.floridaexporter.com/resources.html) (http://www.floridaexporter.com/resources.html) to learn more about the firms who provide cost effective current background information to assist you in your international sales effort.

8. Market of the Month: Korea



The Republic of Korea (South Korea) is a market of many opportunities for experienced American companies of all sizes. In 2003, South Korea was the 11th largest economy in the world, 3rd largest economy in East Asia, and 7th largest U.S. trading partner. There are many options for entering the Korean market. For most companies just coming into the market, securing local representation is the best way to sell to consumers, aside from being a good business practice. Best prospects for U.S. exports to Korea include wireless broadband equipment and services; security services and products; cosmetics; health care products; and defense/aerospace.

To learn more about this market, please visit:
<http://www.buyusa.gov/korea/en/marketofthemonth.html>

9. Online Resources

Hot Trade Leads Database

http://www.citd.org/trade_info/sections.cfm?sid=23

This site is provided by the Centers for International Trade Development. Once on this page, you can access links to many trade lead databases on the Internet. Another feature to check out is the “Trade Information Database”, which connects you to a wealth of information such as statistics, market research, international standards, trade documentation, logistics, etc.

e-Market Express

<http://www.buyusa.gov/eme>

The U.S. Commercial Service’s e-Market Express offers valuable information to U.S. exporters in the following industries: Aerospace and Defense, Agribusiness, Automotive, Architecture/Engineering Services & Building/Construction Projects, Cosmetics and Toiletries, Energy, Environmental, Health Care, ICT, Safety and Security, Textiles and Apparel, and Travel & Tourism. Please click on the above link to access the latest market research, trade events, trade leads, and best market reports for your industry! All information on the site is free of charge.

OECD Country Web Sites

http://www.oecd.org/countrieslist/0_3025_en_33873108_33844430_1_1_1_1_1.00.htm

Please click on the above link to access a wealth of information about OECD member and non-member countries, including statistical profiles of each country.

APEC Tariff Database

<http://www.apectariff.org>

This is a web site of the Asia Pacific Economic Cooperation that contains tariff information for 21 countries, covering a wide variety of products. Registration is free.