

## Expanding Trading Partnerships in the Western Hemisphere

A two-day event in Los Angeles allowed southern California companies to learn about new export opportunities and ways to use Department of Commerce resources to penetrate new markets in the Western Hemisphere.

BY MONICA MCFARLANE



Secretary of Commerce Gary Locke addresses The Americas Business Forum, held in Los Angeles, California, on May 27–28, 2009. The event was an opportunity for representatives of small and medium-sized enterprises to learn about opportunities in the Western Hemisphere. (photo © Los Angeles Area Chamber of Commerce/Rick Schmitt)

Canada and countries in the Caribbean and Latin America are some of the best trading partners for the United States. They are very familiar with U.S. brands and highly receptive to U.S. products. On May 27–28, 2009, more than 200 business-

people heard about how they can capitalize on those advantages during the Americas Business Forum, which was held in downtown Los Angeles, California, and centered on creating jobs through exports.

The forum was a collaborative effort involving the U.S. and Foreign Commercial Service, the Los Angeles Area Chamber of Commerce, the City of Los Angeles, and the Anderson School of Management at the University of California–Los Angeles.

Secretary of Commerce Gary Locke, who gave the event's keynote speech, emphasized the economic importance of trade. He told attendees that one of his highest priorities "is to help the United States expand and develop strong and fair trading partnerships in this hemisphere and around the globe. Trade can create jobs and economic growth for American workers and companies."

### Senior Commercial Officers Bring In-Depth Knowledge

The first day featured presentations by government and private-sector experts, who

continued on page 2

## INSIDE

1  
Expanding Trading Partnerships in the Western Hemisphere

4  
The Take on Tripoli

6  
Short Takes:  
News from the International Trade Administration

8  
International Trade Calendar

10  
Shanghai Expo Set to Open in May 2010



## Expanding Trade Partnerships

continued from page 1

shared their insights on the legal aspects of exporting, the best ways to protect intellectual property, new opportunities created by free trade agreements, the successful management of logistics and channels of distribution, the effective identification of new business opportunities, and ways to adapt to local business practices.

Later, during breakout sessions, forum participants explored the Canadian, Caribbean, and Latin American markets in more detail, with briefings given by senior commercial officers posted in U.S. embassies throughout the region.

“ Trade can create jobs and economic growth for American workers and companies. ”

Gary Locke,  
Secretary of Commerce

Forum participants gained valuable insights from specialists who know those markets the best. Breakout session topics included the Andean Free Trade Market, Ecuador and Venezuela, the North American Free Trade Agreement (NAFTA) area, the Central America–Dominican Republic–United States Free Trade Agreement (CAFTA–DR), and the Common Market of the South (MERCOSUR).

### Focus on Small Businesses

The second day was devoted to a series of 20-minute, one-on-one meetings between senior commercial officers and participating representatives from small and medium-sized enterprises. Trade special-

ists from the five U.S. Export Assistance Centers in southern California coordinated the meetings.

More than 280 meetings were held, which allowed participating companies to receive immediate feedback on the potential of their products and services without having to spend a lot of time and money traveling to each location. In many cases, senior commercial officers researched the potential in advance, thus allowing companies to discuss specific opportunities and market-entry strategies.

### Agreements Facilitate Trade

The United States currently has four trade agreements in those regions: two multilateral agreements—NAFTA and CAFTA–DR—and two bilateral agreements with Chile and Peru.

The trade agreements have helped open new markets for U.S. products and services, expanded opportunities for U.S. workers, and made U.S. firms more competitive.

In 2006, for example, U.S.–Chile trade was two and one-half times greater than in 2003, before the free trade agreement went into effect. And trade with Chile continues to grow. In 2008, U.S. exports to Chile grew 49.4 percent over 2007. U.S. exports to NAFTA and CAFTA–DR partners have also continued to rise—by 6.5 percent and 12.5 percent, respectively, from 2007 to 2008.

### Prosperity and New Markets

Businesses in southern California are in an ideal location to explore the tremendous export potential in the Western Hemisphere. “As a gateway to the Americas, southern California businesses have a tremendous untapped opportunity in Latin America,” noted Gary Toebben, president and chief executive officer of the Los Angeles Area Chamber of Commerce.



Attendees at The Americas Business Forum were able to view exhibits by sponsors of the event, such as City National Bank, FedEx (shown here), Los Angeles World Airports, Musick Peeler, the Port of Los Angeles, and others. (photo © Los Angeles Area Chamber of Commerce/Rick Schmitt)

Events such as the Americas Business Forum help highlight those opportunities and are part of the Department of Commerce’s strategy to lead the way for U.S. firms seeking to do business in those regions. “We are focused,” emphasized Locke, “on creating a broader foundation of prosperity that opens new markets, expands trade, and powers new growth all across the hemisphere.”

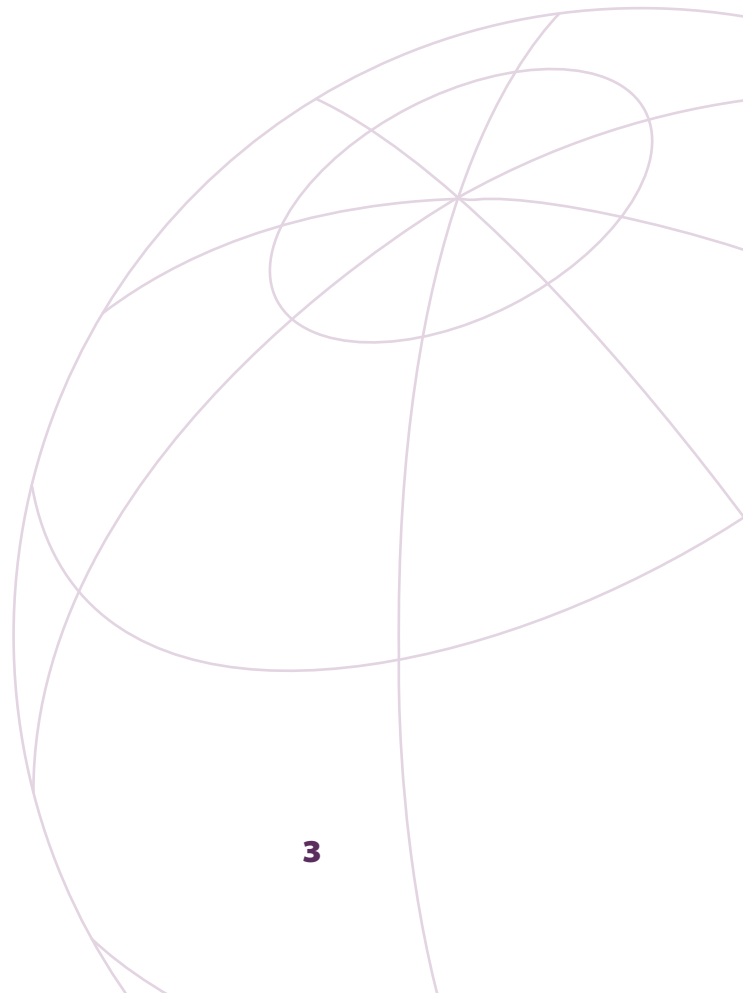
*Monica McFarlane is an international trade specialist with the U.S. and Foreign Commercial Service.*

### **For More Information**

U.S. companies wishing to learn more about opportunities in the Western Hemisphere and how to export their products and services can call on the resources of the USFCS, which is the trade promotion unit of the Department of Commerce. The USFCS includes a network of more than 100 domestic offices nationwide—the U.S. Export Assistance Centers—and a team of experts in many U.S. embassies overseas. For more information, visit [www.export.gov](http://www.export.gov) or call the Trade Information Center toll-free at 1-800-USA-TRAD(E) (1-800-872-8723).

“ We are focused on creating a broader foundation of prosperity that opens new markets, expands trade, and powers new growth all across the hemisphere. ”

Gary Locke,  
Secretary of Commerce



# The Take on Tripoli

Diane Jones, senior commercial officer in Tripoli, Libya, talks about what export opportunities are available in that country, how U.S. firms can build on past good will toward the United States, and how driving in Tripoli is like a game of Frogger.



Diane Jones, the U.S. and Foreign Commercial Service's senior commercial officer in Tripoli, Libya. (U.S. Department of Commerce photo)

After many years of frayed relations between Libya and the United States, relations took a turn for the better in 2004 with the lifting of U.S. trade sanctions. In October 2008, the U.S. and Foreign Commercial Service (USFCS) opened a new office in Tripoli, the capital, and hired a local staff. Diane Jones spoke recently with Doug Barry of the Department of Commerce's Trade Information Center about opportunities for U.S. exporters in Libya.

**Barry:** I understand that your temporary quarters in Tripoli are in a converted bar.

**Jones:** Actually, it's a converted *barn*. Libya is a dry country. There's no alcohol allowed. So definitely, we don't want to be associated with a former bar! But we expect that, in about nine months, we'll

move into a newly refurbished commercial office at the U.S. embassy compound in the Ben Ashur area.

**Barry:** So, you have this new office in Tripoli. Why are you there? What is your role?

**Jones:** The role of the USFCS is to help U.S. companies enter this new and exciting market. Two-way trade between the United States and Libya has surged since 2004, when U.S. sanctions were lifted, from \$18 million to \$3.7 billion in 2008. Primarily that's due to oil imports into the United States. But with our new office here in Tripoli, we're hoping that we can help level the trade deficit. The Libyan government budgeted more than \$123 billion for infrastructure development. The country holds potentially rich trade opportunities for U.S. companies in almost every sector.

**Barry:** What kinds of industries in the United States have been contacting you?

**Jones:** There's just a huge boom in infrastructure development in Libya. I think you can imagine that, after 30 years of sanctions, all of the roads, housing, and commercial areas are run down. With the oil wealth, the country has decided to really invest in infrastructure. Most companies that we've been working with right now from the United States are established construction, engineering, and architectural firms.

**Barry:** How about the health care industry and the information technology industry? Those are often important in developing countries. Are they important in Libya?

**Jones:** There is a strong demand for U.S. information technology. It's pretty much a government-controlled monopoly right now, but Libya has announced that it intends to spend \$10 billion on telecommunication infrastructure over the next 15 years.

continued on page 8

**Barry:** What about the visa situation? At one point, there were some difficulties reported when Americans tried to get visas for travel to Libya.

**Jones:** There are still some difficulties in obtaining visas. We're working very closely with the Libyan government to establish a mechanism whereby we can help invite our clients through the official inviting entity in Libya. I think we've worked out a system, and we're testing it right now, so we'll see how effective our solution is.

**Barry:** What are the important things for U.S. businesspeople to remember when they arrive in Libya?

**Jones:** Business in Libya is all about relationships. Deals happen on the strength of personal contacts.

**Barry:** It seems like from what you've been telling us that it's really going to be helpful—and save a lot of time and hassle—if our readers who are interested in doing business in Libya contact you first.

**Jones:** Definitely. We would encourage all U.S. companies to give us a call. We'd be very happy to give them a brief overview of the market and the specific sector they're interested in, to help lead them to the right partners through one of our services, or to help them understand who the best people within the government would be to contact for what they have to offer.



Tripoli, Libya

**Barry:** I understand that you drive your own car around Tripoli and that it is somewhat of a challenge some days.

**Jones:** Our clients might want to consider getting a car with a driver when they visit Libya. There aren't really any rules—anything goes. It's a specific style of driving that takes a while to get used to. We consider it kind of like [the arcade game] Frogger, where you're going down the road swerving around all the obstacles in your way. Drivers often go in reverse at full speed on the highways.

**Barry:** Sounds like a business opportunity for transmissions.

**Jones:** There are all kinds of opportunities here.

## November Trade Mission to Make Stop in Tripoli

To help U.S. firms leverage opportunities in North Africa, the U.S. and Foreign Commercial Service (USFCS) is organizing a trade mission to Algiers, Algeria, and Tripoli, Libya, on November 4–8, 2009. A senior Department of Commerce official will lead the mission. The mission will include face-to-face business appointments with prospective agents, distributors, and end-users; meetings with government

officials; updates on major projects; embassy briefings on doing business in the region; and networking events. Applications to participate in the trade mission must be received by August 1, 2009. For more information, visit the trade mission's Web site at [www.export.gov/northafricamission](http://www.export.gov/northafricamission), or contact Lisa Huot of the USFCS; tel.: (202) 482-2796; e-mail: [northafricamission@mail.doc.gov](mailto:northafricamission@mail.doc.gov).

## News from the International Trade Administration

### Promoting Opportunities for U.S. Firms in Mongolia's Mining and Energy Sectors

More than 150 U.S. and Mongolian business and government representatives attended the fourth U.S.-Mongolia Business Forum, which was hosted by the Department of Commerce on June 9, 2009. The forum provided valuable information on commercial opportunities in Mongolia, exposed U.S. companies to business prospects in Mongolia's mining and energy sectors, and helped to facilitate commercial partnerships between U.S. and Mongolian firms.

The International Trade Administration (ITA) organized the event with Mongolia's Ministry of Foreign Affairs and Trade, Ministry of Mineral Resources and Energy, Foreign Investment and Foreign Trade Agency, and the Trade and Development Bank, as well as the country's embassy in Washington, D.C. The forum focused on the energy sector, with highlights on coal mining and power production, renewable energy, oil, gas, and nuclear energy.

Speakers included senior U.S. and Mongolian government officials and business executives, such as Rick Wade, senior adviser to the U.S. secretary of commerce; Sukhbaatar Batbold, minister of foreign affairs and trade of Mongolia; Michelle O'Neill, acting under secretary of ITA; and Baldanjav Ariunsan, vice minister of mineral resources and energy of Mongolia.

ITA also organized site visits for the Mongolian delegation in Washington, D.C.; Baltimore, Maryland; and Denver, Colorado, to meet with private-sector mining and energy companies and U.S. government agencies.

For more information on business opportunities in Mongolia, contact Zhen Gong-Cross at *zhen.gongcross@mail.doc.gov*.



Members of the Travel and Tourism Advisory Board met with Secretary of Commerce Gary Locke (center) in Washington, D.C., on June 9, 2009, to discuss critical issues that the travel and tourism industry faces. (U.S. Department of Commerce photo)

### Travel and Tourism Board Identifies Critical Issues

At a meeting on June 9, 2009, the U.S. Travel and Tourism Advisory Board (TTAB) presented Secretary of Commerce Gary Locke with a draft policy review that outlines industry issues that the board identified as critical to the future health of the U.S. travel and tourism industry. The issues include airport congestion and infrastructure, travel facilitation, and economic sustainability.

"We need to encourage more travel within the United States as well as international travel," said Locke after the board's presentation. "It's important for people to understand the history of the United States, the culture, and the natural beauty of our country."

The travel and tourism industry is the largest services-sector export industry in the United States, and it is one of the nation's largest employers. In 48 states and the District of Columbia, the industry ranks among the top 10 largest employers, and 8.3 million U.S. jobs are related to travel and tourism.

The TTAB serves as the advisory body to the secretary of commerce on matters relating to the industry in the United States. It advises the

secretary on government policies and programs, offers counsel on current and emerging issues, and provides a forum for discussing and proposing solutions to industry-related problems.

The board was originally chartered in 2003 and was recently rechartered in 2007. It consists of up to 15 members who represent travel and tourism organizations across a broad range of products and services, company sizes, and geographic locations. For more information about the TTAB, including meeting transcripts, white papers, and its membership roster, visit its Web site at [www.tinet.ita.doc.gov/TTAB/TTAB\\_Home.html](http://www.tinet.ita.doc.gov/TTAB/TTAB_Home.html).

### **Intellectual Property Rights Protection and Enforcement Addressed in Georgia Talks**

On June 1–4, 2009, a U.S. delegation led by Department of Commerce officials visited the Republic of Georgia. Protection and enforcement of intellectual property rights (IPR) were the key focus of the series of meetings and talks. The delegation included representatives from the International Trade Administration, U.S. Patent and Trademark Office (USPTO), Department of the Treasury's Alcohol and Tobacco Tax and Trade Bureau, and National Association of Beverage Importers.

The four-day visit was part of a U.S. government initiative to promote and support the Georgian wine industry. It fulfills promises made by the United States to assist economic recovery in Georgia following the Russian invasion of 2008. (See the September–October 2008 issue of *International Trade Update*.)

Wine is Georgia's second-largest export. But in 2006, the country lost its largest wine export market when Russia imposed a trade embargo. Since then, Georgian wine producers have struggled to develop new markets elsewhere, and the industry has been bedeviled by many challenges, such as counterfeit

products and the complexities of promoting wine to international markets.

During the visit, the USPTO briefed 30 Georgian wine producers on how to acquire trademark protection in the United States. They were also given information on how to clear a trademark before using and applying for protection to better avoid future instances of trademark infringement. (Similar counseling is available to U.S. exporters: for information, go to [www.stopfakes.gov](http://www.stopfakes.gov).)

The U.S. delegation also met with officials of the Georgian Ministry of Agriculture and the Ministry of Economic Development to discuss the role of the U.S. trademark system in protecting the names and designations of wines. They also met with representatives of Sakpatenti, Georgia's National Intellectual Property Center, to discuss future cooperation between the USPTO and the organization.

---

*Contributors to this section include Zhen Gong-Cross and Ellen House of the International Trade Administration's Market Access and Compliance unit, Julie Heizer of the International Trade Administration's Manufacturing and Services unit, and John D. Rodriguez of the U.S. Patent and Trademark Office.*

## July 7-8

### Catalog Show at South Africa Green Building Conference

Johannesburg, South Africa

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29488](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29488)

This conference offers companies the opportunity to showcase their green products and services and to interact with building professionals in South Africa. U.S. companies can include their company profile in the on-site program guide, on the event Web site, and in pre-event marketing materials. For more information, contact Terri Batch of the USFCS; tel.: (310) 882-1750; e-mail: [terri.batch@mail.doc.gov](mailto:terri.batch@mail.doc.gov).

## July 8

### IC-DISC: The Last Tax Break for Exporters

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29592](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29592)

The Interest Charge-Domestic International Sales Corporation (IC-DISC) has been described as the last tax break for exporters. This Webinar, held in partnership with Chilton and Medley, a CPA firm, is designed to help exporters determine if the IC-DISC is right for their companies. Chilton and Medley will review the accounting basis of the IC-DISC in lay terms; identify which export activities, property, and assets qualify for benefits; and quantify the savings opportunities. For more information, contact Sara Moreno of the USFCS; tel.: (859) 225-7001; e-mail: [sara.moreno@mail.doc.gov](mailto:sara.moreno@mail.doc.gov).

## July 9-12

### China International Consumer Electronics Show 2009

Qingdao, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29007](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29007)

About 70,000 attendees and 450 exhibitors are expected at this leading electronics show, with major buyers from more than 30 countries. Product categories include home entertainment, online game systems, digital video recorders, home security systems, mobile communication devices, and personal digital entertainment. For more information, contact Helen Simpson-Davis of the USFCS; tel.: (202) 482-1882; e-mail: [helen.simpson-davis@mail.doc.gov](mailto:helen.simpson-davis@mail.doc.gov).

## July 15

### Your Website—Window to International Markets

Austin, Texas

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=16061](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=16061)

In this half-day seminar, speakers will discuss how companies can internationalize their Web sites and can create customer intimacy through multilingual e-commerce and Web site localization. There is a \$35 charge to attend. For more information, contact Karen Parker of the USFCS; tel.: (512) 916-5939; e-mail: [karen.parker@mail.doc.gov](mailto:karen.parker@mail.doc.gov).

## July 19-23

### American Association for Clinical Chemistry Annual Meeting and Clinical Lab Expo 2009

Chicago, Illinois

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=27706](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=27706)

This show is dedicated to in vitro diagnostic products used to identify diseases and measure health status. Although the show's focus is primarily on laboratory testing, it will also highlight near-patient testing, patient self-testing, and original equipment manufacturer products. For more information, contact Eugene Quinn of the USFCS; tel.: (202) 482-0578; e-mail: [eugene.quinn@mail.doc.gov](mailto:eugene.quinn@mail.doc.gov).

## July 19-23

### Venezuela Reverse Trade Mission

Miami, Florida

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=28967](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=28967)

The USFCS in Caracas, Venezuela, is recruiting a reverse trade mission of 10 to 15 Venezuelan companies interested in representing or purchasing from U.S. firms located in Florida from the following industries: auto parts, construction equipment, medical equipment, broadcasting equipment, and general consumer goods. The Florida Foreign Trade Association and the Miami U.S. Export Assistance Center will be helping the Venezuelan delegation. For more information, contact James Koloditch of the USFCS; tel.: +58 (212) 907-8315; e-mail: [james.koloditch@mail.doc.gov](mailto:james.koloditch@mail.doc.gov).

## July 22-23

### U.S. Tourism Road Show to South China

Guangzhou, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=16067](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=16067)

The USFCS office in Guangzhou is recruiting participants from the travel and tourism industry, including commissions from several states, U.S. destinations, airlines, and hotels, to promote the industry in Guangzhou and Shenzhen. For more information, contact Diana Liu of the USFCS; tel.: +86 (20) 8667-4011, ext. 632; e-mail: [diana.liu@mail.doc.gov](mailto:diana.liu@mail.doc.gov).

## July 29

### Medical Product and Service Opportunities in India Webinar

New York

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29540](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29540)

This Webinar will discuss the manufacturing and service sectors of the medical industry in India. Health care specialists and speakers in the private sector will offer firsthand information. Participants will learn where the opportunities are, discover how to take advantage of them, and receive tips and guidance on how to advance or build a business in India's medical sector. For more information, contact Jetta DeNend of the USFCS; tel.: (212) 809-2644; e-mail: [jetta.denend@mail.doc.gov](mailto:jetta.denend@mail.doc.gov).

## July 31-August 2

### World Shoe Association Show

Las Vegas, Nevada

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=27728](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=27728)

This event is one of the world's largest and most comprehensive footwear and accessories marketplaces. It will encompass more than 1 million square feet of exhibit space and will showcase 1,600 exhibitors and 6,000 brands. Products include footwear and related accessories, such as handbags, hosiery, and foot and shoe care products. For more information, contact Joseph English of the USFCS; tel.: (202) 482-3334; e-mail: [joseph.english@mail.doc.gov](mailto:joseph.english@mail.doc.gov).

Here is a selected list of international trade events of interest, including ITA-sponsored events, as well as a selection of upcoming international trade fairs. The U.S. and Foreign Commercial Service (USFCS) maintains a comprehensive listing of industry shows at [www.export.gov](http://www.export.gov).



# On The Horizon

## August 10-12

### Third Renewable Energy India 2009

New Delhi, India

[www.renewableenergyindiaexpo.com](http://www.renewableenergyindiaexpo.com)

This show will present excellent opportunities for U.S. exhibitors to sell their products and to learn about the latest technology trends (bioenergy, wind energy, hydro energy, and solar energy) in India. It will also be an excellent venue for cultivating business relations and preparing for the expected growth of the renewable energy market. For more information, contact Mark Wells of the USFCS, tel.: (202) 482-0904; e-mail: [mark.wells@mail.doc.gov](mailto:mark.wells@mail.doc.gov).

## August 18-20

### Concreto LatinoAmerica 2009

Mexico City

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29579](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29579)

This show will feature the latest advances in concrete and cement machinery, equipment, and technology worldwide. It will be housed in Centro Banamex, a state-of-the-art convention facility, and will offer many opportunities for exhibitors to connect with potential buyers in Mexico and elsewhere. For more information, contact Graylin Presbury of the USFCS, tel.: (202) 482-5158; e-mail: [graylin.presbury@mail.doc.gov](mailto:graylin.presbury@mail.doc.gov).

## August 27-29

### Natural Products Expo Asia 2009

Hong Kong, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29068](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29068)

This event will be an ideal platform to meet with potential buyers, distributors, agents, importers, and retailers of natural products. Specific areas include organic foods, Western and Asian herbs, bee products, vitamins and food supplements, natural fibers, natural remedies, nutraceuticals, functional foods, cosmeceuticals, and natural personal care items. For more information, contact Sam Dhir of the USFCS, tel.: (202) 482-4756; e-mail: [sam.dhir@mail.doc.gov](mailto:sam.dhir@mail.doc.gov).



## Featured Trade Event

### Bright Green

December 12-13, 2009

Copenhagen, Denmark

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29066](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29066)

Bright Green is a major international trade show about clean technology. It will take place during the United Nations Framework Climate Change Convention's 15th Conference of Parties. This conference is the culmination of a worldwide effort to develop a new global climate agreement to succeed the Kyoto Protocol, which expires in 2012.

The trade show will be an excellent opportunity for U.S. companies to exhibit their products and to show official visitors, potential clients, and the international press what the U.S. clean technology industry can do. It will take place in the Forum, central Copenhagen's historic exhibition venue, and is organized by the Confederation of Danish Industry with several cooperative partners, including the U.S. Embassy in Copenhagen.

The U.S. and Foreign Commercial Service (USFCS) has organized a special matchmaking program for U.S. exhibitors and visitors at the show, which will include on-site appointments, a reception at the U.S. ambassador's residence, cobranding opportunities with publications and marketing initiatives of the U.S. embassy and the USFCS, meetings with the official U.S. delegation at the conference, optional site visits, and a lunchtime cruise outside Copenhagen. The cost is \$1,000 per person, excluding airfare and hotel fees.

A special publication and marketing package has been arranged for U.S. companies that cannot attend. This package includes a one-page advertisement in a printed program guide, which will be distributed to hundreds of journalists at the show and at related events, and a listing in the USFCS Web site for the event. The package costs \$300.

**For exhibitors:** To register or learn more about the show, contact Bjarke Castberg Frederiksen, head of the Commercial Section, USFCS Copenhagen, tel.: +45 3341-7403; e-mail: [bjarke.frederiksen@mail.doc.gov](mailto:bjarke.frederiksen@mail.doc.gov); or Maria Norsk, commercial assistant, USFCS Copenhagen, tel.: +45 3341-7315; e-mail: [maria.norsk@mail.doc.gov](mailto:maria.norsk@mail.doc.gov).

**For visitors and non-visitors:** To learn more about the visitor and non-visitor programs and the marketing package, contact Tuula Javanainen, commercial specialist, USFCS Stockholm, tel.: +46 8 783 5396; e-mail: [tuula.javanainen@mail.doc.gov](mailto:tuula.javanainen@mail.doc.gov).



### International Trade Update

is published monthly by the Office of Public Affairs of the U.S. Department of Commerce's International Trade Administration (ITA). You can read or download the newsletter from ITA's Web site at [www.trade.gov](http://www.trade.gov). To receive notification by e-mail when new issues are published, visit [www.trade.gov](http://www.trade.gov), click on International Trade Update, and then click on the "Subscribe" link.

For more information and news, visit ITA's Web site at [www.trade.gov](http://www.trade.gov) or contact the Office of Public Affairs, International Trade Administration, 1401 Constitution Avenue NW, Washington, DC 20230; tel.: (202) 482-3809.

### Michelle O'Neill

*Acting Under Secretary of Commerce for International Trade*

### Tu-Trang Phan

*Acting Director, Office of Public Affairs*

### John Ward

*Editor*

### Web edition and electronic dissemination:

*Jeremy Caplan*

### Copyediting:

*Publications Professionals LLC*

### Calendar editor:

*Lorri Crowley*

### Production assistance:

*Michele Robinson*

### Design and composition:

*U.S. Government Printing Office, Creative Services Division*

Material in this newsletter may be reproduced unless otherwise noted. When reprinting, please credit the U.S. Department of Commerce, International Trade Administration.

# Shanghai Expo Set to Open in May 2010

From May to October 2010, Shanghai will be hosting Shanghai Expo 2010, China's first-ever World's Fair. The U.S. pavilion will allow U.S. companies to show their products to a large market in East Asia.

BY JOHN WARD



The U.S. pavilion at Shanghai Expo 2010, shown here in an artist's conception, will display four themes: sustainability, teamwork, health, and the Chinese community in the United States. (photo courtesy USA Pavilion)

## For More Information

For more information about Shanghai Expo 2010, visit the official Web site at <http://en.expo2010.cn>. For more information about the U.S. pavilion, and how to participate, visit the official site at [www.usapavilion2010.com](http://www.usapavilion2010.com) or contact USA Pavilion's representatives: Nick Winslow, tel.: (626) 584-1660, e-mail: [nick.scott@earthlink.net](mailto:nick.scott@earthlink.net); or Ellen Eliasoph, tel.: (202) 662-5777, e-mail: [eeliasoph@cov.com](mailto:eeliasoph@cov.com).

Shanghai, China, will be the site of the Shanghai Expo 2010, a World's Fair that will be held from May to October 2010. The event's theme—"Better City, Better Life"—will focus on improving the quality of life in the world's cities.

"The expo offers an outstanding opportunity to U.S. companies and organizations to participate in a World's Fair in one of the most important centers of global commerce and cultural exchange," said Secretary of Commerce Gary Locke in a message sent to U.S. trade associations on June 16, 2009. "I believe it is crucial for the United States to be present along with the other 180 nations participating in this major global event."

Approximately 70 million visitors are expected to attend the expo, including about 60 million from China. It will be the first time that China has hosted a World's Fair.

## A 150-Year Tradition of Expos

A World's Fair or exposition is a public event that highlights the culture and industry of individual countries. The fairs are held about once every five years, under the auspices of the International

Exhibitions Bureau. The first such international exposition was the Crystal Palace Exhibition in 1851 in London, England. The United States has hosted 17 World's Fairs, with the most recent one in 1984 in New Orleans.

## Four Themes of U.S. Pavilion

Each participating country in an exposition usually builds a national pavilion to represent its people, culture, and businesses to foreign visitors. More than 175 countries and 37 international organizations will have a presence at the Shanghai Expo.

In March 2008, the Department of State authorized USA Pavilion, a private organization, to raise funds to design and build a U.S. pavilion at the fair. The proposed pavilion will display four themes: sustainability, teamwork, health, and the Chinese community in the United States.

A number of major U.S. companies have already signed up as sponsors for the pavilion, including Cargill, Dell, General Electric, 3M, and Yum! Brands. Smaller firms are also receiving special outreach.

According to the pavilion's organizers, the Shanghai Expo will offer an outstanding venue for U.S. companies to showcase their businesses, culture, and values in one of China's most dynamic cities and to foster an even stronger friendship between the American and Chinese peoples. It will also demonstrate the commitment of the United States to the Asia-Pacific region and to a positive relationship with China.

*John Ward is a writer in the International Trade Administration's Office of Public Affairs.*

# U.S. Export Assistance Centers

**U.S. Export Assistance Centers (USEACs) are located in more than 100 cities throughout the United States. They are supported by five federal agencies, and serve as one-stop shops that provide small and medium-sized businesses with hands-on export marketing and trade finance support. For more information, visit the U.S. government's export portal, [www.export.gov](http://www.export.gov).**

## ALABAMA

Birmingham: (205) 731-1331

## ALASKA

Anchorage: (907) 271-6237

## ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

## ARKANSAS

Little Rock: (501) 324-5794

## CALIFORNIA

Bakersfield: (661) 637-0136

Fresno: (559) 227-6582

Indio/Cabazon: (760) 772-3898

Ontario: (909) 466-4134

Los Angeles (Downtown): (213) 894-4231

Los Angeles (West): (310) 235-7104

Monterey: (831) 641-9850

Newport Beach: (949) 660-1688

Oakland: (510) 273-7350

San Rafael (North Bay): (415) 485-6200

Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

San Jose (Silicon Valley): (408) 351-3390

Ventura County: (805) 488-4844

## COLORADO

Denver: (303) 844-6001

## CONNECTICUT

Middletown: (860) 638-6950

## DELAWARE

Served by the Philadelphia, Pennsylvania, U.S. Export Assistance Center

## DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

## FLORIDA

Clearwater: (727) 893-3738

FT. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

Miami: (305) 526-7425 ext. 27

Orlando: (407) 968-8122

Tallahassee: (850) 942-9635

## GEORGIA

Atlanta: (404) 897-6090

Savannah: (912) 652-4204

## HAWAII/PACIFIC ISLANDS

Honolulu: (808) 522-8040

## IDAHO

Boise: (208) 364-7791

## ILLINOIS

Chicago: (312) 353-8040

Libertyville: (847) 327-9082

Peoria: (309) 671-7815

Rockford: (815) 316-2380

## INDIANA

Indianapolis: (317) 582-2300

## IOWA

Des Moines: (515) 288-8614

## KANSAS

Wichita: (316) 263-4067

## KENTUCKY

Lexington: (859) 225-7001

Louisville: (502) 582-5066

## LOUISIANA

New Orleans: (504) 589-6546

Shreveport: (318) 676-3064

## MAINE

Portland: (207) 541-7430

## MARYLAND

Baltimore: (410) 962-4539

## MASSACHUSETTS

Boston: (617) 424-5990

## MICHIGAN

Detroit: (313) 226-3650

Grand Rapids: (616) 458-3564

Pontiac: (248) 975-9600

Ypsilanti: (734) 487-0259

## MINNESOTA

Minneapolis: (612) 348-1638

## MISSISSIPPI

Mississippi: (601) 965-4130

## MISSOURI

St. Louis: (314) 425-3302

Kansas City: (816) 421-1876

## MONTANA

Missoula: (406) 542-6656

## NEBRASKA

Omaha: (402) 597-0193

## NEVADA

Las Vegas: (702) 388-6694

Reno: (775) 784-5203

## NEW HAMPSHIRE

Portsmouth: (603) 334-6074

## NEW JERSEY

Newark: (973) 645-4682

Trenton: (609) 989-2100

## NEW MEXICO

Santa Fe: (505) 231-0075

## NEW YORK

Buffalo: (716) 551-4191

Harlem: (212) 860-6200

Long Island: Harlem Export Assistance Center

New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

## NORTH CAROLINA

Charlotte: (704) 333-4886

Greensboro: (336) 333-5345

Raleigh: (919) 281-2750

## NORTH DAKOTA

Fargo: (701) 239-5080

## OHIO

Akron: (330) 237-1264

Cincinnati: (513) 684-2944

Cleveland: (216) 522-4750

Columbus: (614) 365-9510

Toledo: (419) 241-0683

## OKLAHOMA

Oklahoma City: (405) 608-5302

Tulsa: (918) 581-7650

## OREGON

Portland: (503) 326-3001

## PENNSYLVANIA

Harrisburg: (717) 872-4386

Philadelphia: (215) 597-6101

Pittsburgh: (412) 644-2800

## PUERTO RICO

San Juan (Guaynabo): (787) 775-1992/1974

## RHODE ISLAND

Providence: (401) 528-5104

## SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 738-1400

Greenville (Upstate): (864) 250-8429

## SOUTH DAKOTA

Sioux Falls: (605) 330-4264

## TENNESSEE

Knoxville: (865) 545-4637

Memphis: (901) 544-0930

Nashville: (615) 259-6060

## TEXAS

Austin: (512) 916-5939

Fort Worth: (817) 392-2673

Houston: (281) 449-9402

Grapevine: (817) 310-3744

San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

## UTAH

Salt Lake City: (801) 255-1871

## VERMONT

Montpelier: (802) 828-4508

## VIRGINIA

Arlington: (703) 235-0331

Richmond: (804) 771-2246

## WASHINGTON

Seattle: (206) 553-5615

Spokane: (509) 353-2625

## WEST VIRGINIA

Charleston: (304) 347-5123

Wheeling: (304) 243-5493

## WISCONSIN

Milwaukee: (414) 297-3473

## WYOMING

Served by the Denver, Colorado, Export Assistance Center

### Recent Posts to the ITA Blog

**Paris Air Show:** Daniel Harris, senior commercial officer in Paris, France, wrote, "A highlight for me was the opening of the U.S. pavilion, where I had the honor to introduce several distinguished Americans, especially Senator Daniel Inouye of Hawaii, the president's representative to the Paris Air Show." (June 19)

**Waste Expo 2009:** Vidya Kori, project officer in the U.S. and Foreign Commercial Service, noted, "I am writing from the bustling International Business Center located at Waste Expo 2009, North America's largest trade show serving the solid waste and recycling industries. Here in Las Vegas, Nevada, more than 500 exhibitors are showcasing the latest equipment and technologies the industry has to offer." (June 18)

**Trade Mission to Chile and Peru:** Walter Bastian, deputy assistant secretary for the Western Hemisphere, wrote, "While mission members were busy developing new clients and pursuing commercial opportunities, I met with government officials to pursue issues that would further enhance the competitiveness of U.S. firms in these markets. (June 10)

To read the full text of these and other postings, visit the ITA Blog at <http://blog.trade.gov>.

# International Trade UPDATE

available on the Web at [www.trade.gov](http://www.trade.gov)

