

Trade News

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The U.S. Commercial Service (USCS) Offices Serving South Carolina:

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The Columbia, SC office services the following counties: Aiken, Allendale, Bamberg, Barnwell, Calhoun, Chester, Chesterfield, Clarendon, Darlington, Edgefield, Fairfield, Kershaw, Lancaster, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter, and York.

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The Charleston, SC office services the following counties: Beaufort, Berkeley, Charleston, Colleton, Dillon, Dorchester, Florence, Georgetown, Hampton, Horry, Jasper, Marion, Marlboro, Williamsburg and supports Columbus, Brunswick, and New Hanover counties in North Carolina.

USCS Greenville, SC

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The Greenville office services the following counties: Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, McCormick, Oconee, Pickens, Spartanburg, and Union.

TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

Attention Clients of the U.S. Commercial Service Columbia Office! - Until vacancies resulting from the recent retirements of Ann Watts and Jayne Woodward are filled, please check our website for the office now serving your county: <http://www.buyusa.gov/southcarolina>

North Carolina clients can also view the NC Export Team Newsletter at: <http://www.buyusa.gov/northcarolina/ncnewsletter.html>



FTAs Pending Congressional Approval: Colombia, Panama, South Korea

[View Commerce press release](#)

http://www.commerce.gov/NewsRoom/PressReleases_FactSheets/PROD01_005198

[View report on U.S.-Colombia flower industry](#)

http://www.commerce.gov/s/groups/public/@doc/@os/@opa/documents/content/prod01_005199.pdf

Secretary Gutierrez Urges Passage of Colombia Trade Promotion Agreement to Maintain Export Momentum

On February 14, U.S. Commerce Secretary Carlos M. Gutierrez announced that U.S. exports for 2007 reached record-breaking levels (up 12.2 percent in 2007), and stressed the need to continue export momentum by opening up new markets and passing the U.S.-Colombia Trade Promotion Agreement. Gutierrez noted that many Colombian goods such as Valentine's Day flowers come to the United States duty free, while U.S. products that support the flower industry face tariffs upon entering the Colombian market. Mr. Gutierrez stated that the U.S.'s annual trade deficit declined for the first time since 2001, adding that "U.S. exports continued to grow at record pace in 2007, more than doubling the pace of import growth."

U.S. Key to Building Prosperity and Opportunity in Latin America

On January 24, the Commerce Department's International Trade Administration (ITA) released [new data demonstrating the United States' contribution to prosperity in the Western Hemisphere](#). In conjunction with the Association of American Chambers of Commerce in Latin America (AACCLA), ITA issued fact sheets which highlight the trade, investment and social development provided by the U.S. to countries in the hemisphere from Mexico to Argentina.



President George W. Bush shakes hands with President Tabare Vazquez of Uruguay, March 10, 2007





Trade Seminars coming to *your* office.....



**Webinar on Switzerland:
A Dynamic High Tech Market in the Heart of Europe**

March 11, 2008 11 am EST

Discover Valuable Information about the Swiss Market

If your company's export strategy includes entry or expansion in Europe, consider Switzerland, the fastest growing market in Europe for U.S. exports and an epicenter for European and global competition.

- Switzerland has a strong, growing economy, and its population of 7.5 million is affluent and cosmopolitan.
- Market demand is strong for a wide range of U.S. exports, particularly for high-quality products with competitive prices.
- U.S. exporters are benefiting from the strong Swiss franc, giving U.S. products a strong competitive advantage.
- Switzerland has a highly automated manufacturing sector, a commitment to Research and Development, and one of the world's highest IT spending rates per capita.
- A strong high tech orientation makes it an ideal test market for U.S. exporters of advanced technologies.

The country's multi-lingual, multi-cultural orientation also makes it an ideal platform from which to launch products into Europe. Switzerland should not be overlooked as it can be a highly lucrative market for U.S. exporters. Registration fee is \$35, please visit the site below to register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=8Q20>

**NEW SERIES OF EXPORT FUNDAMENTALS
WEBINARS - FEBRUARY, MARCH 2008**
Coordinated by the U.S. Commercial Service in Minnesota

**Prepare your company for the Global Marketplace by
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- 11:00 a.m. - 12:15 p.m. EST
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- Interactive format allows you to ask questions
- Participate from your office or home computer
- Can't participate in the live event? Order the audio/visual recording

For Registration and Additional Information, go to <http://www.buyusa.gov/minnesota/exportwebinars.html> or call 414-297-3473.

Corporate Sponsor: United Parcel Service <http://www.ups.com> - UPS is the world's largest package delivery company and a leading global provider of specialized transportation and logistics serving over 200 countries worldwide everyday.

Associate Sponsors: Fifth Third Bank <http://www.53.com>; **Shipping Solutions** <http://www.shipsolutions.com>

Topics and Dates:

- **February 5, 2008: Incoterms 2000 -Transportation Obligations, Costs and Risks**
- **February 19, 2008: Export Documentation Fundamentals**
- **March 4, 2008: Ensuring Payment for International Sales**
- **March 18, 2008: Increasing Your Global Sales Using the Internet**

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South Carolina Food and Agri-products producers! :

**FEAST ON EXPORT SALES TO EUROPE!
SUSTA's Southern Originals Pavilion at Food & Drink
2008**

**April 6-9, 2008
Birmingham, United Kingdom**



The weak U.S. dollar makes it the perfect time to export to Europe, and the United Kingdom presents selling opportunities without a language barrier. Find your niche in the U.K.'s dynamic food and beverage market at Food and Drink, the country's largest food and beverage show. *\$2,500 gives you:*

- Furnished booth in Southern Originals pavilion
- Product shipping to show (up to 100 lbs.)
- Meeting area/lounge
- Chef demonstrating your products

SUSTA is funded by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS).

For registration / information:
http://www.susta.org/press/ukfooddrink08_email.html



South Carolina Trade Mission
 Sao Paulo & Rio de Janeiro
Brazil
 June 22 - 26, 2008



Make plans now to join a special South Carolina Trade Mission to Brazil, June 21-27, with stops in Sao Paulo (June 21-24) and Rio de Janeiro (June 25-27) - two of Latin America's most dynamic markets.

The participation fee of \$1,500 includes U.S. Commercial Service **Gold Key** appointments with prospective agents, distributors and joint venture partners along with translation, some group meals, and an evening networking reception at the U.S. Consul General's residence in Sao Paulo.

For more information, please visit <http://www.buyusa.gov/southcarolina> or contact Denis Csizmadia, Manager, Greenville U.S. Export Assistance Center at (864) 250-8429 or Amy Thomson, South Carolina Department of Commerce at (803) 737-0488. This is the opportunity you have been waiting for so please don't delay as seats are limited.

Market of the Month: Turkey

Did you know that Turkey has averaged over 7% GDP growth a year over the last five years? Did you know that Turkey has received almost \$50 billion in Foreign Direct Investment (FDI) over the last three years with over 20 percent coming from the U.S. alone? Many leading experts predict that Turkey will become part of the next generation of emerging economies to achieve BRIC (Brazil, Russia, India and China) status. With the right Turkish partner, you can succeed in the Turkish market, but also in markets in the Caucasus and Middle East. As your company looks to the Turkish market, the U.S. Commercial Service stands ready to assist you.

To learn more about your prospects in Turkey, visit:
http://export.gov/articles/Turkey_MoM.asp



Istanbul by night

Schedule of 2008 S. C. Department of Commerce Trade Missions

Date	Destination	Contact
April 21-25	Berlin, Germany and The Hannover Fair	Melissa McLeod, 803-737-2164 mmcleod@sccommerce.com
June 21-27	Sao Paulo, Brazil	Amy Thomson, 803-737-0488 athomson@sccommerce.com
July 7-11	Toronto and Montreal, Canada	Melissa McLeod, 803-737-2164 mmcleod@sccommerce.com
September 8-12	China & the China International Trade & Investment Show in Xiamen (Xiamen, Hong Kong)	Gregory Guest, 803-737-0651 gguest@sccommerce.com
October 15-18	India (New Delhi, Mumbai) & The India Aviation Fair (Hyderabad)	Amy Thomson, 803-737-0488 athomson@sccommerce.com
November 10-14	Israel (Tel Aviv & Jerusalem)	Melissa McLeod, 803-737-2164 mmcleod@sccommerce.com



Midlands International Trade Association Trade Mission Plovdiv, Bulgaria and Istanbul, Turkey May 9-17, 2008



Make plans now to join the Midlands International Trade Association (MITA) Trade Mission to Plovdiv and Istanbul! The mission is open to companies across the state. The participation fee is \$1,600, which includes coordination of the mission activities and for qualified South Carolina manufacturers, the U.S. Commercial Service's Gold Key service in Istanbul. The Gold Key matchmaking service is being underwritten by The Export Consortium and includes a market intelligence report preceding the mission. Plans call for the mission to leave on Friday, May 9 and arrive in Bulgaria on Saturday, May 10. The mission coincides with the Plovdiv Fair, which includes major exhibitions on consumer goods and technologies, boats and sports; household appliances, hotel and restaurant equipment; perfumes and cosmetics; and textile, clothing and leather goods. For more information on the fair, visit <http://www.fair.bg/en/events/2008.htm>.

Other business appointments in Plovdiv will be arranged through the Plovdiv regional development agency.

The mission will move to Istanbul midweek. MITA will be coordinating Gold Keys with the U.S. Commercial Service in Istanbul and will be arranging other meetings with Turkish business and cultural groups. The scheduled return to South Carolina is Saturday, May 17.

Mission members are responsible for their own transportation costs, including coach travel from Sofia to Plovdiv and from Plovdiv to Istanbul that will be arranged by MITA; hotels, meals and incidentals.

For more information, contact Fred Monk at 803-255-2623 or fred.monk@scchamber.net.



SAVE THE DATE!
Tuesday, April 15, 2008
9:00 a.m. - 4:30 p.m.
Reception: 5:00 - 6:30 p.m.
Columbia Metropolitan
Convention Center



Mark your calendar now and plan to attend the **2nd Annual South Carolina Global Business Forum**. Come learn more about:

- Opportunities in markets that hold great potential for South Carolina companies
- How to stay competitive in today's global market
- The impact of culture on your success
- What the experts forecast for South Carolina's involvement in international trade
- PLUS: Service providers will be on hand to discuss how they can assist your company in development and implementing strategies for the global marketplace!

Several South Carolina companies will be recognized during the luncheon for their international trade achievements and a networking reception will be held immediately following the program. You don't want to miss this event! To ensure that you receive registration information, please contact Amy Thomson, Chair, S.C. International Trade Coalition, athomson@sccommerce.com, 803-737-0488.

Presented by the South Carolina International Trade Coalition
More information coming soon!

****Interested in being a sponsor of the 2nd Annual S.C. Global Business Forum? ****

Sponsorships are available at four levels:

- Presenting Sponsorship - \$5,000 (One available)
- Gold Sponsorship - \$1,500
- Silver Sponsorship - \$750
- Bronze Sponsorship - \$450

To request more information on what each level of sponsorship includes, contact Amy Thomson, (803) 737-0488, athomson@sccommerce.com.



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