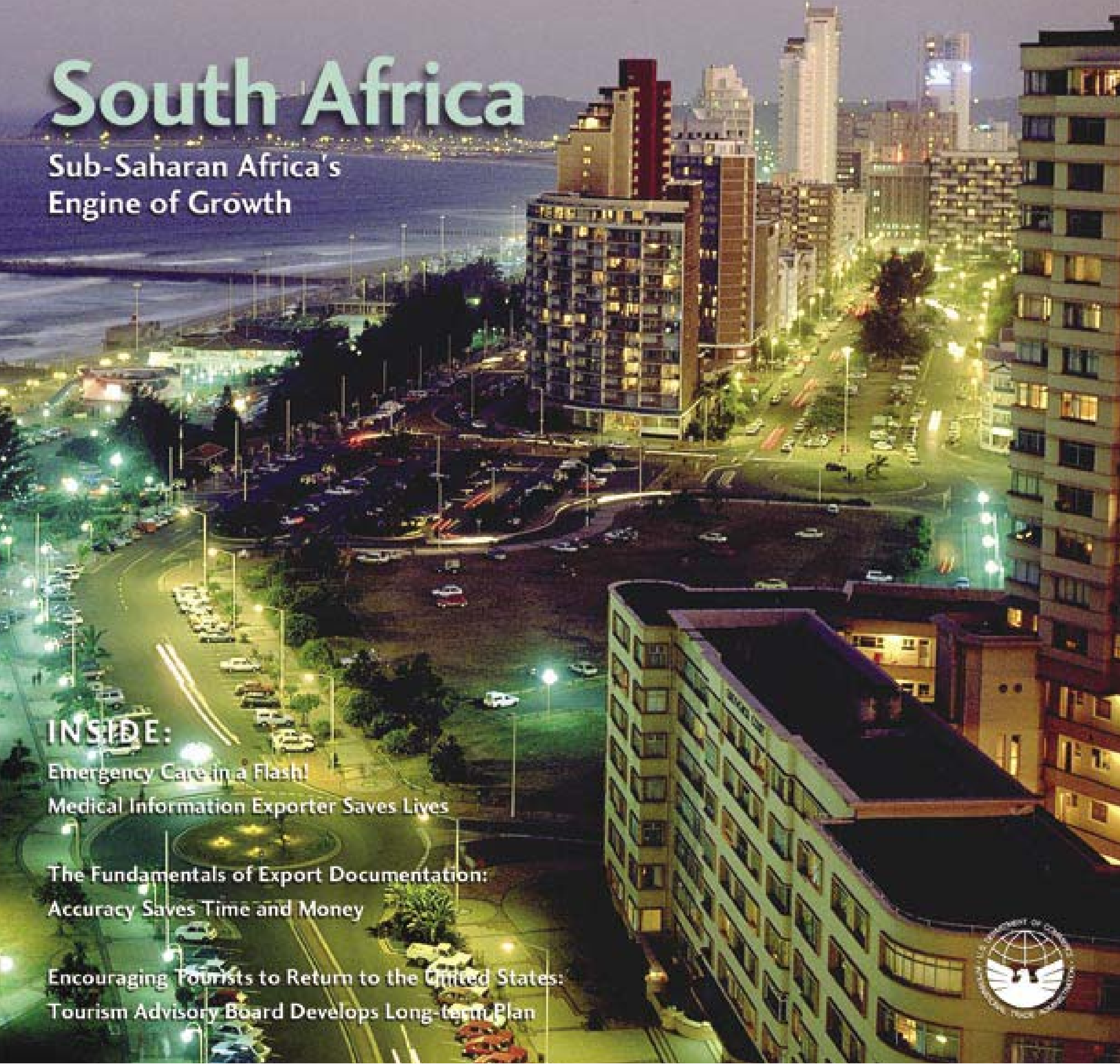
EXPORT America®

October 2003
Volume 4 Number 10
http://exportamerica.doc.gov

THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS



South Africa

Sub-Saharan Africa's Engine of Growth

INSIDE:

Emergency Care in a Flash!
Medical Information Exporter Saves Lives

The Fundamentals of Export Documentation:
Accuracy Saves Time and Money

Encouraging Tourists to Return to the United States:
Tourism Advisory Board Develops Long-term Plan

CONTENTS

EXPORT America
THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS
October 2003 Volume 4 Number 9 http://exportamerica.doc.gov

NEW OPPORTUNITIES

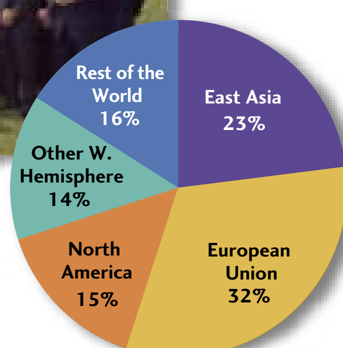
GLOBAL NEWS LINE

SUCCESS STORIES

NEWS FROM COMMERCE

8


10



29

U.S. DEPARTMENT OF COMMERCE
International Trade Administration

Donald L. Evans
Secretary of Commerce

Grant Aldonas
Under Secretary
for International Trade

Cory Churches
Editor

William Corley
Associate Editor/Writer

Frank Deasel
Printing Specialist

Published monthly by the U.S. Department of Commerce, Washington, D.C.

Annual subscription rate is $58.
All subscription inquiries should be sent to the Government Printing Office, Superintendent of Documents, Mail Stop: SSOM, Washington, DC 20401.
Tel: (202) 512-1800
Toll-free: (866) 512-1800
http://bookstore.gpo.gov

Other inquiries should be sent to the U.S. Department of Commerce, Room 3414, 1401 Constitution Ave., NW Washington, DC 20230.
E-mail: export_america@ita.doc.gov

First-class postage paid at Washington, D.C.

EDITOR'S MEMO

Africa covers 23 percent of the world's total land area and is home to 13 percent of the world's population.

Africa is a land of great diversity. If you were to trek across the continent, you would pass through lush, green forests and wander vast, grassy plains. You would cross barren deserts, climb tall mountains, and ford some of the mightiest rivers on Earth. You would meet diverse people with a wide range of cultures and backgrounds and hear hundreds of different languages. You would pass through small villages where daily life remains largely the same as it has been for hundreds of years, as well as sprawling cities with skyscrapers, modern economies, and a mix of international cultural influences. All too often, Africa is referred to as a unified continent with common characteristics; nothing could be further from the truth.

There are 53 different African countries, including the 47 nations of the mainland and the 6 surrounding island nations. The continent is commonly divided along the lines of the Sahara, the world's largest desert, which cuts a huge swath through the northern half of the continent. The countries north of the Sahara make up the region of North Africa, while the region south of the desert is known as sub-Saharan Africa. One of the most vital and thriving countries in sub-Saharan Africa is South Africa.

Apartheid governed the country until the early 1990s, but South Africa is still recovering from the racial inequalities in political power, opportunity, and lifestyle. The end of apartheid led to the lifting of trade sanctions against South Africa imposed by the international community. It also led to a total reorganization of the government, which since 1994 has been a nonracial democracy based on majority rule. South Africa has a diverse and dramatic landscape. Most of the interior is covered by high plateaus, which are separated from the country's long coastline by chains of tall mountains. South Africa is rich in natural resources, and its industrial base is established on the mining industry.

Of the countries of Africa, trade opportunities in South Africa are some of the most attractive on the continent. Our feature this month focuses on doing business in the gem of Southern Africa, the African Growth and Opportunity Act, and the progression of negotiations for a free trade area between the United States and the Southern African Customs Union. Also in this issue is a success story about a medical information company that found a suitable business partner in South Africa and guidance on export documentation. Next month, we will examine commercial opportunities in Mexico and take a look at doing business in Austria. Until then, please drop us a line with any feedback or comments at export_america@ita.doc.gov

Cory Churches

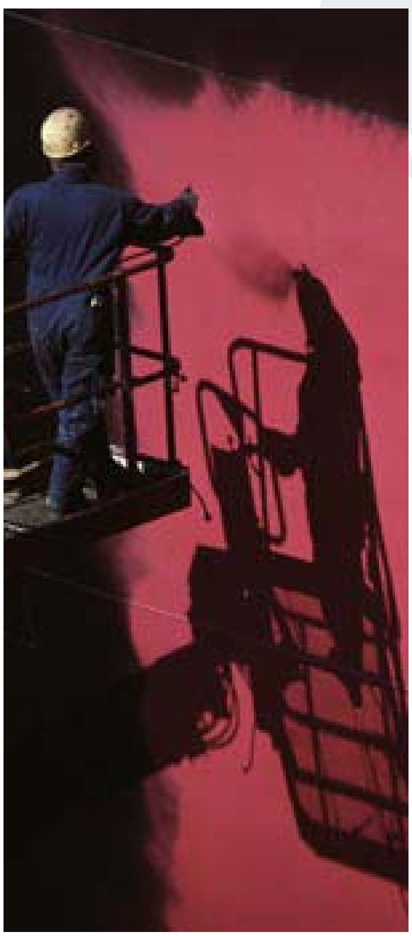
Cory Churches
Editor

GLOBAL NEWS LINE

POLAND

Shipbuilding, including ship repairs, plays a significant role in the Polish economy. The industry was the third major Polish export in 2001, and it accounts for 5.2 percent of total export sales of industrial products. Until 2001–2002, Polish shipbuilding was one of the most widely recognized Polish commercial activities—formerly representing 4 percent of the world's total shipbuilding industry. Between 1996 and 2000, Polish shipyard production was stable, at the level of approximately 500,000 compensated gross tons.

Polish shipyards have always maintained good portfolios of orders. They built a reputation for quality and timely execution of orders. However, the industry faces enormous competition from shipyards in South Korea, Japan, China, and Germany.



Over the past few years, internal and external factors have pushed the Szczecin Shipyard into bankruptcy. The problems at the Szczecin Shipyard resulted in problems in arranging financing from Polish and foreign banks—not just for this shipyard but also for the whole shipbuilding industry in Poland.

TAIWAN

Watching TV, outdoor activities, and exercise are the top three leisure pastimes for people in Taiwan. In 2002 the total number of people participating in fitness centers and gyms has exceeded 450,000 and is expected to increase to about 1.34 million over the next five years. This increase has stimulated the market for gyms and fitness centers. The local industry estimates that the expansion of fitness centers and gyms will require purchases of professional fitness equipment in the near future.

Taiwan has limited indigenous energy sources. In 2002, Taiwan imported 98 percent of its energy resources, including crude oil and natural gas, to meet its energy demands. Taiwan's energy needs grew at an average annual rate of 6.6 percent from 1981 to 2002. Increased energy consumption has also led to environmental issues, including fossil fuel emissions. In line with the global trend of reducing fuel emissions, Taiwan's Energy Commission has actively promoted policies to reduce emissions and conserve energy.

The Energy Commission is responsible for the study, development, and application of energy efficiency in Taiwan. Programs and plans formulated include the Plan for the Conservation of Energy and the Promotion of Energy Efficiency, proposed in 1999, to combine the efforts of the government and the private sector to achieve a target of 28 percent in total energy savings by the year 2020. To achieve this target, industry was asked to invest in energy-efficient equipment and technology. Moreover, Taiwanese authorities promulgated tax laws and offered tax credits to companies that purchase energy-efficient equipment or use energy conservation technologies. These incentives increase the use of energy-efficient applications and create export opportunities for U.S. companies able to supply energy-efficient products and technologies, such as electric power systems, low-polluting air-conditioning, exhaust heat recovery, monitoring management, solar cells, lighting, and industrial furnaces.

INDIA

The Indian renewable energy industry is diversified and offers strong business prospects to U.S. companies. The market in India for renewable energy business is estimated at $500 million and is growing at an annual rate of 15 percent. The major areas of investment are solar energy, wind energy, small hydropower projects, waste-to-energy projects, biomass co-generation systems, and alternative fuel. The new renewable energy policy of the government of India aimed at generating 10,000 MW through renewable and a non-conventional sources by 2012 is expected to further boost the growth rate of the renewable energy industry.

Investment in renewable energy is estimated at $3 billion in India. Of the estimated potential of 100,000 MW from renewable energy, only about 3,500 MW has been exploited to date. The federal government has set a medium-scale goal of electrification of 18,000 remote villages and meeting 10 percent of the country's power supply through renewable energy by 2012.

The use of cosmetics by Indian consumers has increased significantly in the last five to six years, with more and more women and men taking greater interest in personal grooming, increasing disposable incomes, changing lifestyles, the influence of satellite television, and greater product choice and availability. With the demand for cosmetics on the rise and the opening up of the market to foreign companies, many of the world's popular cosmetics brands entered the Indian market in the early and mid-nineties and some more have set their sights on India.

This cosmetics and personal care industry has been growing at an average rate of 20 percent for the last few years. The growing Indian cosmetics market offers promising prospects for international brands. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Perfumes and fragrances, skin care products, and hair care products are some of the major segments with promising prospects for U.S. companies.

In India, consumption of many cosmetics and toiletries is well below that of many countries in Asia. The low market penetration of many cosmetics and personal care products offers room for growth. The Indian toiletries market is well developed and dominated by major multinational companies and a few large Indian players.

The urban population with increasing purchasing power is the major force driving demand for cosmetics and toiletries. India is a very price-sensitive market, and mass-market products constitute the major part of the cosmetics and toiletries market.

India's import of cosmetics and toiletries and intermediate raw materials is around $120 million, of which the United States has a share of approximately 10 percent.

SOUTH KOREA

The South Korean government puts an emphasis on a stand-alone, balanced defense capability and continues to maximize indigenous production, diversify defense suppliers, and acquire as much technology as possible. As South Korea's air defense capability is considered to be weaker than that of North Korea, the Ministry of National Defense (MND) is making efforts to gradually strengthen air and space power to successively achieve its national defense goals. The ministry aims to raise its defense spending steadily to 3.5 percent of GDP, from the current 2.7 percent, in the next few years given North Korea's ongoing military threats, an uncertain regional security environment, and preparation for the evolving Republic of Korea–U.S. Security Alliance.

According to the *Global Competitiveness Report* of the World Economic Forum, South Korea ranked 58th for the proportion of defense spending versus gross national income in 2002. South Korea is the world's 11th-largest defense spender, at $14.17 billion in 2003. South Korea also ranked 11th in aerospace manufacturing capacity in the world, and it aims to be the sixth in the future through the government's strong support of aerospace development. South Korea has attracted the attention of all major players in the global aerospace industry through major military aerospace projects such as the T-50, the next generation fighter project, KoreaSat, and the Korea Multipurpose Helicopter.

Despite the historic 98 percent U.S. import market share for defense aerospace equipment, price, technology transfer, and offsets are increasingly important in procurement decisions. Though Ministry of National Defense is increasingly considering third-country alternatives for offshore procurement, compatibility of military aerospace equipment between the U.S. and South Korean militaries remains a significant factor in decision-making. The Ministry of National Defense has relied heavily on U.S. military aerospace equipment since the 1950s, and this has resulted in great opportunities for the U.S. military aerospace industry. This close-knit relationship has benefited the U.S. industry, which continues to be the dominant foreign supplier of military aerospace products and services in South Korea. It is expected that the South Korean military aerospace market will continue to be an outstanding sector for U.S. firms over the next decade, but U.S. companies must be prepared to encounter increasingly aggressive foreign competition, especially in the area of helicopters.

AUSTRALIA

Sporting activity is a prime leisure pursuit of Australians. All types of sports are popular, with 33 percent of the population participating in a sporting activity for competition or recreation each week. The total annual value of the sporting industry in Australia, which includes all physical leisure activities, is estimated at $51 billion, or 2.3 percent of the Australian economy. The sporting goods market is expected to increase by 2 percent annually from 2003 to 2005. The ball sports sector, which covers golf, basketball, soccer, squash, racquetball, and baseball, boasts over 1.3 million players, with the golfing sector maintaining a lion's share with more than 450,000 players

The Australian sporting industry, employing 95,000 people, consists of more than 7,000 businesses and organizations. Almost half of the people employed by the industry are employed full-time. In addition, more than 1.5 million Australians provide volunteer services as managers, administrators, coaches, and referees. Sports clubs in Australia, managed by and for their members, total at least 30,000.

Future growth is predicted for the import of all types of ball sports equipment, and in particular golf equipment. The reputation of American sporting equipment in Australia has assured U.S. firms a position at the higher end of the market, with Asian and local brands meeting the needs of budget-conscious novices. As a result, there are good prospects for affordable, quality ball sports equipment.

NEED MORE DETAIL?

Ask a commercial officer at one of the Department of Commerce posts located around the globe. Contact information, including phone, fax and e-mail, is available by calling the Trade Information Center at (800) USA-TRAD(E).

University in Philadelphia Does Homework

Singapore Students Find Attractive Alternatives

by Doug Barry
U.S. Commercial Service

American universities are competing with each other and with other universities in English-speaking countries such, as the United Kingdom, Australia, and Canada, for talented high school graduates from Asian countries. These students in many cases pay full tuition and enrich the learning environment by bringing with them different cultural perspectives.

According to a recent report released by the U.S. Census Bureau, receipts for educational services increased 11 percent in 2001, to $11.5 billion, following an 8-percent increase in 2000. The number of foreign students studying in the United States increased 6.4 percent, the largest increase since 1980, to nearly 550,000. More than half of the foreign students attending American universities were undergraduate students, and more than half were from Asian countries.

A desire for more diversity is largely why St. Joseph's University in Philadelphia was attracted to Singapore to attempt to recruit the best and brightest from this island city-state. But as Sundar Kumarasamy, St. Joseph's assistant vice president for enrollment management, recalls, it's tough to set-up shop 12 times zones away in a place your university is unknown and no student has ever been recruited.

Undeterred, Kumarasamy immediately accepted U.S. Commercial

Service specialist Weng Hee Ho's offer to help in March 2002 under a Platinum Key Service package. Almost instantly St. Joseph's became visible and recruited its first MBA student from an information session held at the U.S. embassy two months later. "It would have taken us ages to establish a face in this market," says Kumarasamy, "but in very short order we were in front of qualified students and their parents."

Soon after this first MBA student enrolled in the fall of 2002, Ho, assisted by his colleague Fazielah Ali, both based at the U.S. embassy in Singapore, went on to organize and execute a marketing campaign under the banner "Discover SJU." Subsequently, four students signed up for a familiarization tour to the campus. Ho accompanied the students on this trip, which also featured a conference on international management presented by SJU faculty and visits to New York City and Washington, D.C.

Were the Singaporean students sold on SJU? Susan Kassab, director for graduate and undergraduate admissions, was very pleased that two of the four students selected SJU to begin in the fall of 2003. One of the students—and her parents—selected St. Joseph's over the prestigious brand name of Cambridge University in United Kingdom.

OPENING DOORS FOR U.S. HIGHER EDUCATION

St. Joseph's success was made possible by the Platinum Key Service (PKS), which is available in markets

Photo courtesy of U.S. Commercial Service

Students from Singapore tour the International Trade Center in Washington, D.C.

throughout the world and consists of long-term tailored help to enter a new market or expand in existing markets. No surprise, St. Joseph's University recently signed up for a regional PKS service to use Singapore as a springboard to tap other markets in Asia. "Asia offers a big market for U.S. universities recruiting undergraduate and graduate students," Ho of the Commercial Service explains. "U.S. higher education enjoys a big competitive advantage, and there is an insatiable demand here." Adds Kassab, "We're tremendously impressed with what the U.S. Commercial Service has done and continues to do for our overseas student recruitment."

The Study USA Tour 2004

The Study USA Asian Tour in 2004 will feature at least six events in four countries. Register now at www.buyusa.gov/studyusa. Manila, Jakarta, Bangkok, New Delhi, Mumbai, and Chennai will once again host Study USA fairs. Mix and match, according to your priorities, or choose them all.

How Do We Do It?

Prior to the events in each country, Commercial Service Officers in the designated country disseminate information about American schools participating in Study USA to thousands of potential students through pre-show seminars, trade events, the Internet, and media resources. Expanded Web advertising on major sites in different countries will result in thousands of hits at the www.buyusa.gov/studyusa site prior to the events, as students seek updated information about participating schools and programs in each country. The site remains active year-round to provide content and links of interest found on the campus browser resource. Information for students is featured in Korean, Japanese, and Thai.

At the events, American educators and students receive current information on the market and U.S. visas as a result of cooperation between the U.S. Commercial Service, local binational educational commissions, and the public affairs and consular sections of the U.S. embassy in each country.

The U.S. Commercial Service works with schools on a year-round basis to assist in marketing activities worldwide. Study USA is your annual meeting forum with decision-makers at the individual, corporate, and government levels. We also offer other marketing services such as Gold Keys and single school promotions to follow up and expand upon your contacts after the events in your priority markets.

Whether your accredited school or organization is new to Asia or expanding its presence in Asian markets, post-organized or certified, privately managed fairs on the Study USA 2004 Asian Tour offer the best option for your marketing dollar.

Schedule

Manila, Philippines
February 8–9, 2004
Jakarta, Indonesia
February 11–12, 2004

Bangkok, Thailand
February 14–15, 2004

India
February 17–18, 2004
Oberoi Towers Hotel, Mumbai

February 20–21, 2004
Inter-Continental Hotel, New Delhi

February 23–24, 2004
Taj Coromandel Hotel, Chennai

Emergency Care in a Flash!

Medical Information Exporter Saves Lives

by Curt Cultice
ITA Office of Public Affairs

For most business people, time is money. But for Global MED-NET customers, time is often the difference between life and death—surviving a heart attack, seizure, accident, or other medical emergency. Last year, there were more than 100 million emergency room visits in the United States, and millions more around the world.

"We're working to save lives," says Patricia Schneider, president and CEO of the Naperville, Ill.-based firm. "Our medical storage and forwarding service enables emergency health care providers to quickly access a confidential database of detailed medical information on individual subscribers 24 hours a day, seven days a week, anywhere in the world."

A Global MED-NET member in Victoria, B.C., Canada, is driving her car. Suddenly a wasp appears! Stung, she pulls over and phones for emergency medical assistance. Upon the arrival of emergency medical personnel, she indicates that she is a member of Global MED-NET. Quickly, the "on-scene" emergency medical personnel phone Global MED-NET's 24-hour operations center and speak with an emergency response operator. The Global MED-NET operator within minutes provides the woman's medical profile, which indicates that she is allergic to wasp and bee stings. This information is forwarded to the hospital where her treatment is provided. In fact, the woman's medical profile is at the hospital before she is transported there. She is treated and released.

A woman in Yardley, Pa., is lying on her back, unconscious. Police find the medical Global MED-NET identification on her license. Paramedics on the scene call Global MED-NET for personal information. Without this information, the paramedic would not have known that she was an insulin-dependent diabetic who was taking no fewer than six medications and was allergic to more than one medication. With this information, her treatment is quickly coordinated between paramedics and the hospital.

These people, like all members of Global MED-NET, had previously provided a medical profile that is stored in a confidential computer database. The comprehensive medical profiles can include each member's medical history, treatments, allergies, insurance information, emergency contact numbers, and even treatment preferences. If a member is unable to communicate during an emergency, the Global MED-NET identifier alerts medical professionals of his membership in the service. The identifier can be located on the member's key chain, company decals, or a specially patented driver's license attachment.

Schneider estimates there are about 600,000 Global MED-NET members in the United States, but that even more potential exists in global markets for this lifesaving service.

"In an emergency, you are typically being treated by a doctor other than your own," explains Schneider. "Therefore your medical history will not be known or readily available at the time it is most needed. Your life may depend on the ability of the emergency doctor to get this information quickly. The need for quick access to medical information is a universal problem shared by all health care systems. Accordingly, we see great need and potential for our service throughout the world."

SOUTH AFRICA GETS A LIFELINE

Schneider had always been fascinated by the potential for doing business abroad. Then one day, she received a call from the U.S. Commerce Department's Chicago U.S. Export Assistance Center.

"We were providing export counseling to Global MED-NET and recommended that Ms. Schneider meet with a reverse trade mission of South African companies that were going to be in Chicago," says Thelma Young, a U.S. Commercial Service trade specialist. "She was then introduced to potential business partners, including a representative of Trauma Link, a South African company."

One thing led to another, and Schneider soon found herself participating in a Commerce Department trade mission in February 2002, led by Maria Cino, then assistant secretary of commerce and director general of the U.S. Commercial Service. The mission explored new export opportunities in South Africa. During the mission, Schneider met once again with Trauma Link, with assistance from U.S. Commercial Service trade specialist Bheki Ndimande.

The eventual result? A $1 million business contract with Trauma Link to provide faster and more immediate access to their members' medical information, globally. Global MED-NET's service is being packaged as part of Trauma Link's Netcare 911 service, under the name of Global ID. Netcare 911 is Africa's largest provider of world-class, fully integrated pre-hospital emergency assistance services. It provides emergency medical rescue assistance via ambulances and rapid-response vehicles. It is expected that Global ID will help the effectiveness of these emergency assistance services, and save lives.

"This is a vitally important service in South Africa, where emergency health care is in high demand," Schneider says. "It is estimated that every 47 minutes a person is killed in a vehicle accident in South Africa, according to Trauma Link."

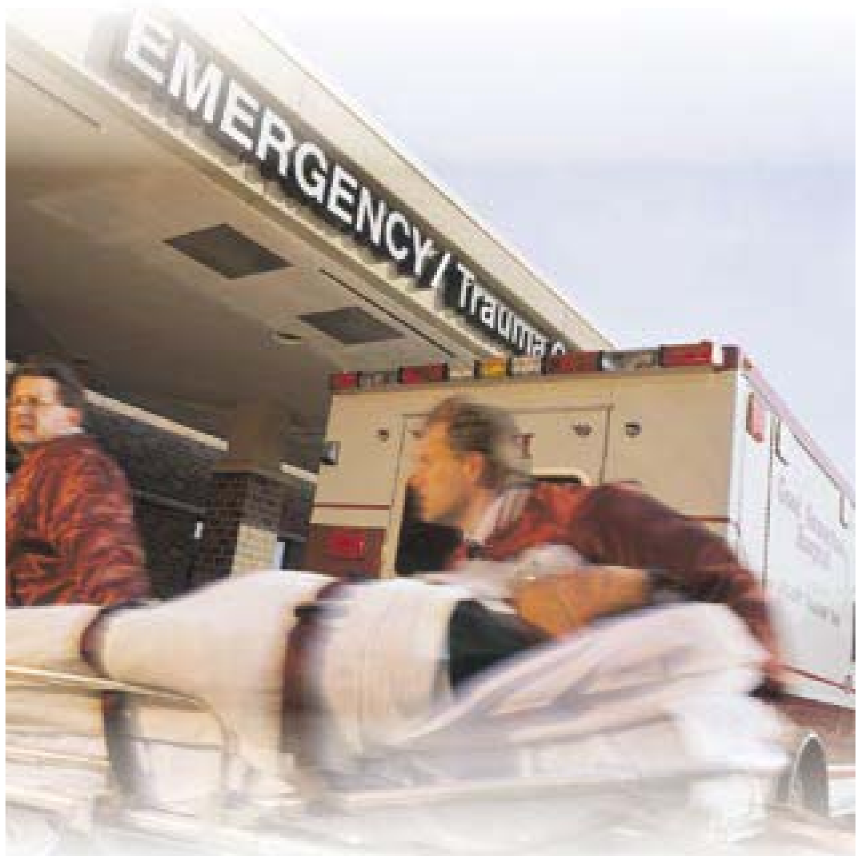


Photo courtesy of Global MED–NET.

Schneider says the company's strategic goal is to have 16 million subscribers in South Africa. Global MED-NET has even received publicity from the highly rated South African television show, *Red Alert*, which features real-life stories of people who have been saved by medical technology.

Now that the firm has made its first export sale, Schneider is looking for more. Global MED-NET has participated in U.S. Commerce Department trade missions to Italy and Spain, Egypt and Morocco, and Peru and Chile.

"We have doctors and medical professionals on an international delegate advisory board that consists of 50 physicians from 38 countries who provide guidance and advice on medical information and facilities," Schneider says. "They represent more than 80 percent of the world's population, so we stay well connected to medical developments in these markets."

In June, Phillip Bond, under secretary of commerce for technology, presented Global MED-NET International with the U.S. Commerce Department's Export Achievement Certificate. The certificate recognizes companies that have benefited from the export services of the U.S. Commercial Service to make their first export sale or open new foreign markets.

"That trade mission was a high-result, low-cost avenue to finding the best partner in South Africa," Schneider adds. "I look forward to my continued relationship with the Commerce Department."

Encouraging Tourists to Return to the United States

Tourism Advisory Board Develops Long-term Plan

by Ginny Ward
Office of the Assistant Secretary for Trade Development

U.S. Secretary of Commerce Donald L. Evans recently announced the creation of the United States Travel and Tourism Promotion Advisory Board, which met for the first time on Ellis Island, N.Y., on September 8, 2003. The board will advise Secretary Evans on how best to expand the number of international visitors to the United States and ensure that spending by internationals visitors continues to increase.

"President Bush is committed to reviving international travel to the United States, because of the number of Americans who rely on this industry for jobs and because travel and tourism go far toward strengthening and enhancing our relationships with our friends and allies around the world," said Evans. "With the talented and visionary U.S. travel and tourism industry experts represented on this board, I am confident we will meet our goal of attracting more visitors to the United States."

The advisory board will design a campaign that will include market and evaluation research, consumer and trade advertising, and promotional efforts focused on earned and unearned media. There also will be a matching grants program to support regional promotion efforts.

During the first meeting of the board, Secretary Evans announced that Canada, Mexico, the United Kingdom, Japan, and Germany are the five countries on which the Bush administration will focus its international tourism promotional campaign efforts.

These five markets were chosen because these countries have historically sent the most travelers to the United States. They represent 75 percent of the international travelers hosted in the United States in 2002 and 46 percent of the receipts generated in 2001. In addition, these five countries contributed more than $9 billion to the travel trade surplus.

"The travel and tourism industry greatly suffered economically from the 9/11 terrorist attacks," Evans said. "On the eve of the second anniversary of 9/11, we want to send a global message that America is a safe place to visit and that we live in a vast and wonderful country with a diverse population and a proud history. As the campaign gets under way, I look forward to seeing an increase in visitors from these key markets and other countries."

The advisory board is comprised of 15 travel and tourism industry executives from across the Unites States. Nearly 130 candidates applied to be members of the board through a competitive process after a *Federal Register* notice was published. The selected members represent a bipartisan cross-section of the industry.

"We've come a long way since September 11, but much still needs to be done," Evans continued. "This industry is a key economic generator, so it is important that we continue to be aggressive in restoring international travel to the United States."

The U.S. travel and tourism industry is responsible for approximately 17 million direct and indirect travel-related jobs in the United States, and it is the fourth-largest export of the U.S. economy. In 2002, travel and tourism to the United States generated $84 billion in exports.

Q. How was the U.S. Travel and Tourism Promotion Advisory Board created?

A. On February 20, 2003, President Bush signed the Omnibus Appropriation Act, which appropriated $50 million for an international advertising and promotional campaign to encourage

Photo courtesy of U.S. Department of Commerce.

Secretary Evans (center) and the members of the Travel and Tourism Promotion Advisory Board gather in New York for the first meeting on September 8, 2003.

individuals to travel to the United States. The secretary of commerce appointed the advisory board, which will recommend appropriate coordinated activities for funding.

Q. Why is the focus of the promotional campaign just on key markets?

A. The campaign will focus on countries that have historically sent the most travelers to the United States. We believe it is imperative to focus on just a few markets in order to maximize the limited funds.

Q. How long will the campaign last?

A. Congress intended for the funds to be a one-time appropriation. We hope to be able to make the campaign last 12 months and will work with the advisory board to increase these funds through partnerships and matching grants.

Q. What are the new passport requirements for international travelers to the United States?

A. All Visa Waiver Program travelers will be required to present a valid machine-readable passport for visa-free entry into the United States. The new requirement takes effect on October 1, 2003. This is acceleration by four years of the official requirements for this segment of travelers.

Q. What are the Transit Without Visa (TWOV) and International-to-International (ITI) programs and why have they been suspended?

A. As steps to make air travel even safer, the U.S. Department of Homeland Security and the U.S. Department of State suspended these programs on August 2, 2003. The two programs allowed certain international air passengers to travel through the United States for transit purposes without first obtaining visas. Both agencies intend to reinstate the TWOV and ITI programs as soon as additional security measures can be implemented to safeguard the programs.

Q. What are the new biometrics requirements and when will they go into effect?

A. By October 26, 2004, Visa Waiver countries and the United States will be required to have biometrics on their passports. This will require a minimum of two biometric identifiers (fingerprints and photographs initially). A consortium of countries will determine the exact biometrics at a special OECD-ICAO conference. Passports issued prior to the October date will be grandfathered and will require biometrics at the next issuance.

TRADE INFORMATION CENTER

Ask the TIC

Exporting to Jordan

Taking Advantage of the Jordan Free Trade Agreement

by Kristie Fitzwater Mikus

Trade Information Center, Trade Development

The United States and Jordan signed a free trade agreement (FTA) in October 2000. The FTA makes it easier for U.S. businesses to take advantage of commercial opportunities in Jordan, a growing market where the United States enjoys a trade surplus. The agreement provides for the systematic lowering of tariffs and elimination of tariffs on nearly all trade between the two countries by 2010. Jordan has the potential to be a hub of international trade in the Middle East and a unique and profitable export market for U.S. goods and services.

WHAT DUTIES AND TAXES WILL BE LEVIED ON GOODS EXPORTED TO JORDAN?

Many products can be exported to Jordan duty-free. Without FTA preference, the maximum tariff rate is 30 percent for most goods and 10 percent for raw materials (with the exception of alcohol and tobacco products, which face duties of 50 to 180 percent). Goods that meet U.S.-Jordan FTA standards, however, will qualify for preferential duty rates, allowing U.S. firms to enjoy reduced or no duties.

For most goods, Jordan applies a fixed sales tax at the border of 17 percent based on the cost, insurance, and freight (CIF) value. Goods such as pharmaceutical products, foodstuffs, agricultural goods, and some petroleum products are exempt from the sales tax. Certain goods, including electrical appliances and passenger vehicles, are subject to an additional tax, a qualitative tax, which can range from 7 to 45 percent.

HOW DO I KNOW IF MY PRODUCT QUALIFIES FOR PREFERENTIAL TREATMENT UNDER THE FTA WITH JORDAN?

To qualify for preferential tariffs for export to Jordan, goods from the United States must meet three requirements:

(1) The good must be produced entirely in the United States. If foreign materials are included, the good may qualify provided that the foreign materials are "substantially transformed" by manufacturing or processing into a U.S. good; and

(2) The good must contain at least 35 percent U.S. content. Jordanian content, up to 15 percent of the customs value, can count toward the 35 percent U.S. domestic content requirement; and

(3) Goods must be shipped to Jordan directly from the United States.

WHAT DOCUMENTS DO I NEED TO EXPORT TO JORDAN?

As is the case of exports to other countries, the U.S. government requires submission of a form called a shipper's export declaration, or SED, if the value of the shipment is greater than $2,500. Exporters can file an SED using the free, online system at www.aesdirect.gov.

For shipments to Jordan, exporters are required to provide, in original form, a commercial invoice, a certificate of origin, an ocean bill of lading or air waybill, and a packing list. A customs declaration is also required, but only an authorized forwarding agent in Jordan can process the declaration, which must be filed electronically. A general certificate of origin is acceptable and can be obtained from most freight forwarders or downloaded from the Trade Information Center's Web site, www.export.gov/tic. Refer to the "Ask the TIC" article, "Certificates of Origin: Information and Requirements," which can be viewed by selecting "Answers to Your Export Questions" at www.export.gov/tic.

Both the commercial invoice and the certificate of origin must be certified by the National U.S.–Arab Chamber of

Commerce, and then legalized by the Jordanian embassy or a Jordanian consulate. To locate an office of the National U.S.–Arab Chamber of Commerce, visit www.nusacc.org. The fee for certification is $15 per page/copy of the original. A list of the Jordanian consulates in the United States can be accessed at www.jordanembassyus.org/new/consular/consulates.shtml. The legalization fee for the commercial invoice and the certificate of origin is $84 per document.

Invoices do not have to be written in Arabic, but if an invoice is written in English or another language, the importer is required to provide an Arabic translation. Typically, this is done in handwriting on the actual invoice. The U.S. Commercial Service at the U.S. embassy in Amman can provide translation services.

Exporters should be aware that commercial invoices for all shipments from the United States must bear a notarized affidavit:

> I, (name, title, and name of company), hereby swear that the prices stated in this invoice are the current export market prices for the merchandise described, that the products being shipped are of U.S. origin, and that they have been manufactured in the United States. I accept full responsibility for any inaccuracies therein. (Signature)

If the products being shipped contain any foreign components, the country of origin and percentage of foreign content in the goods must be indicated on the invoice.

Q&A ARE THERE ANY NON-TARIFF CONTROLS THAT AFFECT THE IMPORTATION OF MY PRODUCT FROM THE UNITED STATES?

Yes, U.S. companies exporting to Jordan should be aware of non-tariff controls that require the importer to have an importer's card and import license. The importer must obtain these. Only a municipal authority in Jordan issues importer's cards, and importers must be registered with the Jordanian Ministry of Industry and Trade and the local chamber of commerce in Jordan. Import licenses, valid for one year, are required for (1) non-commercial shipments exceeding 2,000 Jordanian dinars (approximately $2,820); (2) biscuits of all types; (3) mineral water; (4) dried milk for industry use; (5) used tires; and (6) items that require prior clearance from the respective authorities. Items that do not need an import license may require prior authorization by the appropriate government ministry.

Q&A ARE THERE ANY GOODS THAT I CANNOT EXPORT TO JORDAN?

Goods that cannot be imported into Jordan include plastic waste, the narcotic plant "qat," and diesel-fueled passenger vehicles.

Exporters should always note that U.S. export licenses, though not required for many shipments, are required in certain situations involving national security, foreign policy, short supply, nuclear nonproliferation, missile technology, chemical and biological weapons, regional stability, crime control, or terrorist concerns. For more information on export licenses, refer to the Web site of the Bureau of Industry and Security, www.bis.doc.gov, as well as the "Ask the TIC" article on export controls, which can be viewed at www.export.gov/tic (click on "Answers to your Export Questions").

More FTA Information

To obtain additional information on how to take advantage of the U.S.-Jordan FTA, contact the Trade Information Center's Near East team, view the U.S. Commercial Service's *U.S. Exporter's Guide to the U.S.-Jordan Free Trade Agreement* (on-line at www.buyusa.gov/jordan), or e-mail the U.S. Commercial Service in Jordan (ammanoffice.box@mail.doc.gov). More information on the FTA's rules of origin is available at www.usembassy-amman.org.jo/fta/fta.html.

The Fundamentals of Export Documentation

Accuracy Saves Time and Money

by Eric W. Petersen

The basics of U.S. export documentation include but are not limited to a commercial invoice, packing list, certificate of origin, shipper's letter of instructions, shipper's export declaration, and ocean bill of lading or air waybill. Depending upon the ultimate destination, further documentation may be required in order to fulfill the terms of sale as well as to adhere to the particular customs regulations of a given nation. Generally speaking, nations of both Latin America and the Middle East may not be as lenient as European or Pacific Rim nations when assessing compliance with their individual documentation requirements, assessments that could result in customs penalties and fines, temporary seizure of goods, or the forfeiture of goods.

Absolute adherence to export documentation requirements need not be viewed as simply the task of complying with U.S. and foreign customs regulations. On the contrary, documentary compliance is an important task when completing any export transaction and in some cases can help to avoid any negative financial repercussions associated with errors in documentation.

In most cases, a freight forwarder, airline, or steamship line will prepare the air waybill or ocean bill of lading on behalf of an exporter. Both of these documents are essential to their respective mode of transportation; each clearly defines the terms and conditions of the export transaction and should also be consistent with any and all additional information provided on the remaining export documents. The waybill and the bill of lading each confirm receipt of the cargo to be shipped, contain a description of the cargo, and set forth the contract of carriage between the owner/shipper and the carrier.

COMMERCIAL INVOICE

Obviously, a seller issues a commercial invoice to a buyer in an export transaction. Along with an ocean bill of lading or an air waybill, the commercial invoice needs to present the principal information of the export transaction and includes the following:

- Name of the seller of the goods (shipper/exporter)
- Name of the buyer of the goods (consignee/importer)
- Commercial value in U.S. dollars (unit price/total value)
- General description of the goods
- Date of the transaction
- Any applicable reference numbers (e.g., invoice numbers, purchase order numbers, letter or credit number, etc.)
- Original signature (not required for every destination)
- Diversion clause
- Terms of sale
- Terms of payment

PACKING LIST

In addition to clearly identifying the seller and buyer of the goods (in accordance with the commercial invoice), the packing list, prepared by the seller/shipper, should also clearly indicate the specifics of each package. As with other export documents, the information on a packing list must be consistent with each export document presented to U.S. Customs. Any discrepancies between a packing list and an air waybill or ocean bill of lading regarding the exact number of packages and weight will generally result in customs clearance delays at destination. A basic packing list contains the following information:

- Name of the seller of the goods
- Name of the buyer of the goods
- Date of the transaction
- Any applicable reference numbers
- The quantity and type of packages shipped (e.g., cardboard cartons, wooden crates, skids, etc.)
- The net weight and gross weight of each package
- The dimensions of each package

CERTIFICATE OF ORIGIN

A certificate of origin is not required for every destination, although it is should be considered an important export document for several reasons. Some nations may require a certificate of origin to compile statistical trade data, while other nations may use a certificate of origin for financial reasons (e.g., to assess the eligibility of goods for preferential duty rates or duty-free importation). Most nations use and accept many formats of a certificate of origin provided they contain the necessary information. However, some nations, Israel in particular, will only accept one distinct type of certificate or origin. A standard certificate of origin, prepared by the shipper or the forwarder, contains the following information:

- Name of the seller of the goods
- Name of the buyer of the goods
- General description of the goods
- Date of the transaction
- Any applicable reference numbers
- Original signature
- Diversion clause
- Named origin of goods
- In many cases, the certificate of origin will need to be notarized by a local chamber of commerce

SLI/SED

A shipper's letter of instructions (SLI) is used to clarify the exporter's intended transportation and payment terms to the respective freight forwarder, airline, or steamship line.

A shipper's export declaration (SED) is required for export from the United States, and it provides necessary export information to several U.S. government agencies. The U.S. principal party of interest (USPPI) must complete the SED. The USPPI is defined as the exporter for export control purposes. However, there are instances in which a foreign party may act as the principal party of interest (PPI), in which case it is necessary for the U.S. exporter is to provide a foreign power of attorney. The SED must also clearly identify the ultimate end user of the export shipment. Generally, when the value of each exported commodity (Schedule B number) is less than $2,500 and is not licensable, an export declaration is not submitted to U.S. Customs; however, U.S. Customs must be notified of this exemption on the bill of lading or air waybill. (An SED is not required for most shipments to most countries if the value of each commodity/Schedule B number is less than $2,500. Nevertheless, an SED is required for shipments to certain countries and for shipments subject to export licenses regardless of value. See the resource list for more information.)

Although the SLI and SED are available separately, they are now commonly merged into one document. Also, a signature on the SED (or the merged SLI and SED) acts as a one-time limited power of attorney for any involved third parties such as freight forwarders. The SLI and SED generally contain the following information:

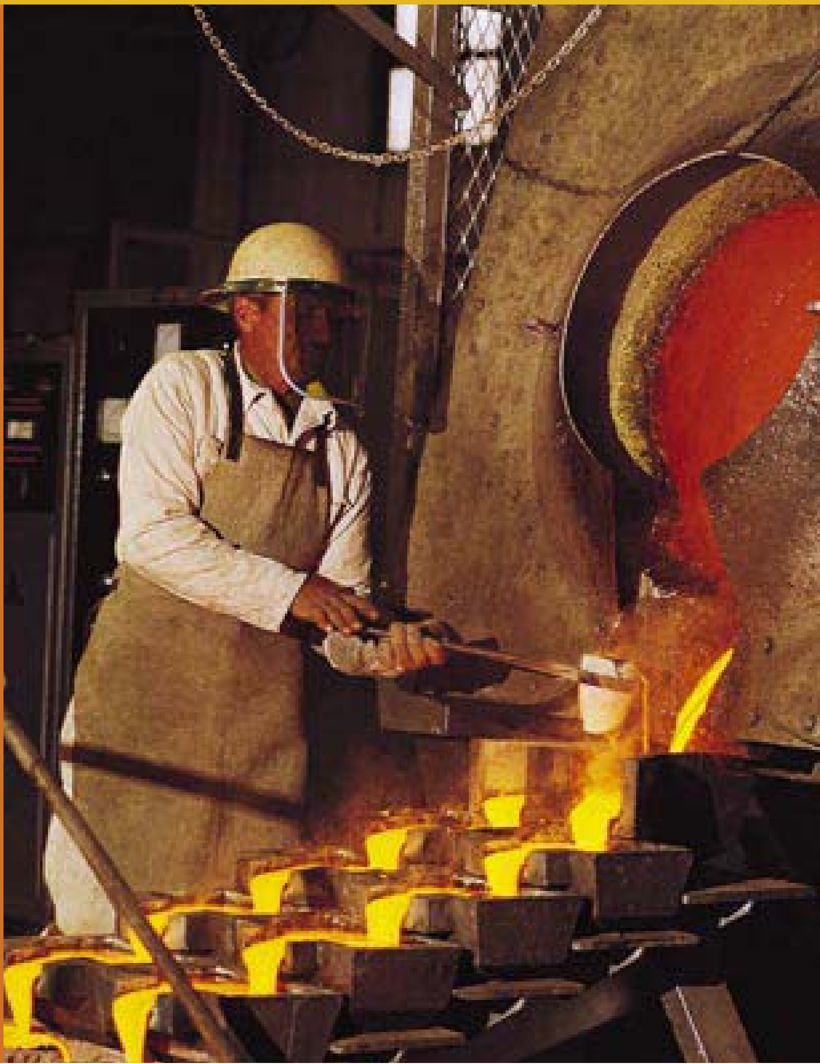
- Name of the USPPI or foreign PPI
- Name of the ultimate consignee of the goods
- Intermediate consignee, if applicable
- General description of the goods
- Date of exportation
- Any applicable reference numbers
- Original signature by a duly authorized officer or employee of the USPPI
- Diversion clause
- U.S. state of origin
- Mode of transportation
- Port of loading and unloading
- Temporary import number and or import entry number, if applicable
- Request for insurance coverage (or denial)
- Return or abandon instructions should a consignment be undeliverable
- Country of ultimate destination
- Schedule B number and value of each commodity tendered for export
- Export license number or license exemption
- Export Control Classification Number (ECCN), if applicable
- Origin of production (domestic, foreign, or items produced for the Foreign Military Sales program)

Export documentation may vary on a shipment-by-shipment basis; as such, clear instructions should be obtained for each export transaction. Financial documents, such as a sight draft or a letter of credit, may stipulate that additional export documents be provided in order to fulfill the terms of a given contract. Some destination countries may also require that their respective consulates in the United States legalize certain documents prior to export from the United States. Other documentation, such as inspection certification, export licensing, or an insurance certificate, may be required depending on the commodity, the destination, and/or the transaction. The importer of U.S. goods may be responsible for other documentation (e.g., an import license) that affects the export shipment. A freight forwarder or any other third-party transportation company assisting an exporter can provide specific documentation requirements on a shipment-by-shipment basis.

Resources

For information about when to file an SED, see the "Need Help Completing the SED" link, which is accessible from the SED header of the U.S. Census Bureau's foreign trade page (www.census.gov/foreign-trade/www). The user guide of AES*Direct* (www.aesdirect.gov) also provides information on SED filing requirements. (The Automated Export System, or AES, is an electronic means of filing shipment information directly to U.S. Customs; it is an alternative to paper SEDs. The AES offer options for transmitting data to U.S. Customs. One option is AES*Direct*, the Census Bureau's free, on-line program.) The U.S. Bureau of Customs and Border Protection has an export site that includes information and inter-agency links regarding the AES, export licenses, denied persons lists, and more (www.customs.gov/xp/cgov/export).

The author works for a multinational freight forwarding and transportation logistics company. Shipment documentary requirements vary by country and transaction and are subject to change. This article is only a general guide, and it should not be used without checking with customs and foreign trade regulatory authorities in both the United States and the country of destination of an export shipment.



South Africa

Sub-Saharan Africa's Engine of Growth

by Finn Holm-Olsen
Office of Africa, Market Access and Compliance

It has been nearly a decade since the end of apartheid in South Africa—10 years since Nelson Mandela was elected president on that historic day in 1994, when millions of South Africans went to the polls in the country's first multiracial, multiparty election. In the critical years following his long imprisonment, President Mandela led South Africa through a remarkable, peaceful transition and, perhaps most importantly, left a legacy of tolerance and political reconciliation.

Thabo Mbeki, who succeeded Nelson Mandela and began his current five-year term after national elections in 1999, is likely to be elected to a second (and final) term as president in 2004. With a strong foundation of democracy in place, President Mbeki has turned his attention to economic transformation. The single greatest challenge facing South Africa today is to maintain and accelerate economic growth, which will enable the entire population to share in the nation's wealth. The path has not been easy and the results have been mixed. While great strides have been made in the provision of basic services, most notably the construction of low-cost houses (more than a million have been built since 1994) and access to electricity and clean water, it is estimated that 60 percent of black South Africans—who make up 85 percent of the population of 43 million—still live in poverty. Massive unemployment (officially estimated at 30 percent), high levels of crime, acute poverty, skewed income distribution, and a crippling HIV/AIDS epidemic have all taken their toll on this newly democratic nation. Yet South Africa remains sub-Saharan Africa's greatest hope for lasting growth and prosperity. Indeed, the country's sheer economic size—South Africa alone comprises 40 percent of sub-Saharan Africa's GDP—makes it the United States' largest and most important trading partner on the continent.

THE NEW SOUTH AFRICA

With GDP of $104 billion and per capita GDP of $2,800, South Africa is an upper middle-income developing country. It is in effect, though, a dual economy that is both developed and underdeveloped. South Africa's economy is reasonably diversified, with manufacturing and services contributing a sizeable share of GDP. South Africa is a country that was built on mining, and that sector remains the country's economic backbone. South Africa has some of the largest mineral reserves in the world and is a leading mineral producer and exporter. In 2001, South Africa produced 50 percent of the world's supply of platinum metals. It is also the world's second-largest coal exporting country, and the sixth-largest coal producer.

Mining was the first sector to be affected by the South African government's Black Economic Empowerment (BEE) initiative. The initiative is a strategy of economic transformation that aims to bring about "significant increases in the numbers of black people who manage, own, and control the country's economy, as well as significant decreases in income inequalities." Overall legislation is pending, but a

government strategy paper released in early 2003 outlines its key principles. The government will use a "balanced scorecard" to measure enterprises' progress in achieving BEE objectives. The scorecard will measure three core elements: direct empowerment through ownership (equity) and control of enterprises and assets; human resource development and employment equity; and indirect empowerment through preferential procurement and enterprise development. Each of these three elements will count for up to 30 percent, with 10 percent attributable to "social upliftment." Where sector-specific charters are developed (as in mining, whose charter is now law, or in oil and banking, which are next), the terms set out in those charters will apply. While fully committed to BEE objectives, companies on the ground and potential investors worry about the initiative's lack of clarity and have expressed concerns over policy implementation. What is clear is that the broad parameters of black economic empowerment are here to stay and very much a part of the new South Africa. For more information on BEE, consult www.thedti.gov.za.

INVESTMENT

There are about 900 U.S. firms in South Africa, up from about 250 in the mid-1990s. New investment in South Africa has been slow in recent years. However, the United States is still the largest new investor in South Africa, as it has been since 1994. Despite a troubled neighbor to the north in Zimbabwe, and the inevitable (if unwarranted) spillover of negative perceptions that that country's political situation has created, one fact resonates loudly: South Africa is a stable, world-class destination. Its stock exchange ranks among the top 15 in the world in terms of market capitalization. At the end of 2001, the U.S. direct investment position (a measure of stock of foreign direct investment as opposed to flows) in South Africa was $3 billion. U.S. investment is largely in the manufacturing sector.

U.S.-SOUTH AFRICAN TRADE

While sub-Saharan Africa's share of total U.S. merchandise exports is negligible (less than 1 percent), South Africa's share of the regional pie is significant, accounting for 42 percent of U.S. exports to the region. U.S. exports to South Africa last year were higher in value than our exports to Russia, whose population is more than three and a half times as large as South Africa. South Africa was the United States' 35th-largest export market worldwide in 2002, importing more than $2.5 billion of American goods. Leading exports to South Africa were fuel elements for nuclear reactors, boilers, and machinery; aircraft and parts; vehicles and parts; audio and TV equipment; and optical, medical, and surgical instruments. In the first half of 2003, U.S. exports to South Africa are up (8 percent) over the same time period last year, as are imports (12 percent).

South Africa is the largest supplier in sub-Saharan Africa to the United States after Nigeria, with more than $4 billion in exports in 2002. Platinum, diamonds, and motor vehicles are the top U.S. imports from South Africa. The latter is perhaps surprising, and can be traced in large part to German automaker BMW's decision in the mid-1990s to make its South African plant an export hub for its 3-Series line of sedans, which are manufactured locally and then exported to the United States, Japan, and Australia. BMW, like many companies, was attracted to the low costs of land, water, and electricity (South Africa has among the lowest electricity rates in the world) as well as skilled labor. Further, the higher shipping costs are offset by export incentives offered by the South African government—since 1995 via the Motor Industry Development Program—as well as the import duty exemptions of the African Growth and Opportunity Act.

AGOA

The African Growth and Opportunity Act, or AGOA, was signed into law on May 18, 2000, as a part of the Trade and Development Act of 2000. AGOA offers eligible African countries the most liberal access to the U.S. market available to any countries other than those with which the United States has free trade agreements. It expands and liberalizes the U.S. Generalized

KEY CONTACTS

U.S.-South Africa Business Council

This is an association that represents the majority of U.S. investors across all industry sectors. It also chairs the U.S.-SACU FTA Coalition, a private sector group that advises the U.S. government on those FTA negotiations.

Contact:
J. Daniel O'Flaherty
Tel: (202) 887-0278
E-mail: ussabc@nftc.org
Web site: www.nftc.org

South Africa International Business Linkages

The South Africa International Business Linkages (SAIBL) program, a cooperative agreement between the U.S. Agency for International Development and the Corporate Council on Africa, builds the capacity and international competitiveness of historically disadvantaged, small and medium-sized South African businesses through trade and investment partnerships with U.S. companies. At no charge, SAIBL can help your company identify qualified South African partners for procurement contracts, equity investments, joint ventures, licensing, franchising, distributorships, and trade/marketing arrangements.

Contact:
Nischal Patel
Tel: (202) 835-1115
E-mail: npatel@africancncl.org
Web site: www.africacncl.org/linkages/saibl.asp

U.S. Trade and Development Agency

The U.S. Trade and Development Agency (USTDA) opened the U.S. government's first trade finance office on the African continent when it began operations in July 2002 in Johannesburg, South Africa. The USTDA portfolio for Africa continues to expand, as sub-Saharan Africa continues to attract U.S. commercial interest, particularly in large infrastructure projects. Covering the region from Johannesburg, USTDA is eager to hear from U.S. firms pursuing large (greater than $5 million) sales opportunities involving transportation, power, the environment, communications, natural resources, and other sectors.

Contact:
Lance Ludman
E-mail: lludman@tda.gov
Web site: www.tda.gov

System of Preferences program, allowing for duty-free importation of more than 6,400 items from eligible African countries. AGOA authorizes continuation of GSP for AGOA countries without interruption until September 30, 2008. It also permits duty-free and quota-free importation of apparel items manufactured in AGOA countries under certain conditions.

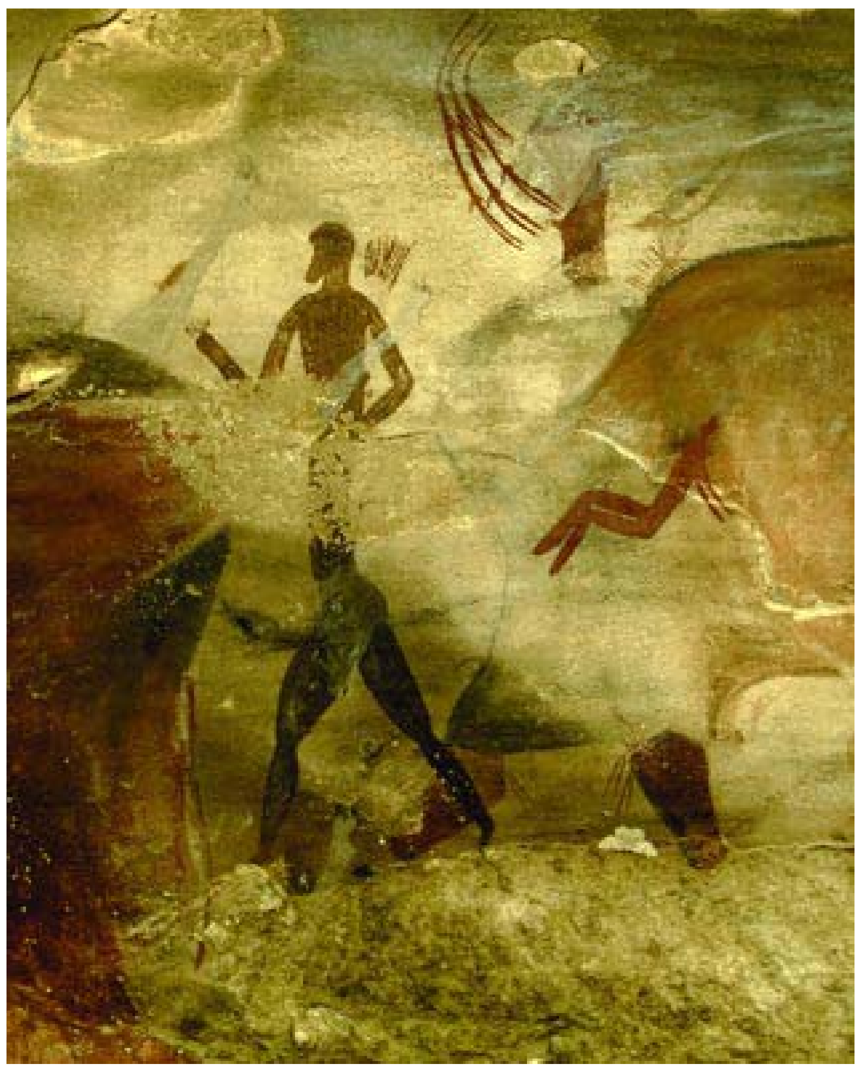
South Africa is AGOA eligible (including the apparel provision) and has in fact been a major beneficiary of the act. Interestingly, AGOA has indirectly encouraged U.S. exports to South Africa. Between 2000 and 2002, U.S. motor vehicle and parts exports to South Africa increased more than 88 percent, to $160 million, due in large part to efforts by automakers to base more production for the U.S. market in South Africa. A study by a South African economic research firm concluded that AGOA supported more than 65,000 jobs in South Africa alone in 2001 and caused a 1-percent increase in GDP. Indeed, South Africa's success with AGOA was a motivating factor in its decision to enter into free-trade agreement negotiations with the United States. Both countries realize the benefits that can accrue when the bilateral commercial relationship graduates to full partnership, when guaranteed preferential access to each other's market is the rule.

FREE TRADE AGREEMENT

Southern Africa has moved to the forefront of the Bush administration's effort to enhance global trade liberalization and to integrate developing countries into the global economy. The launch of negotiations on a free trade agreement (FTA) between the United States and the Southern African Customs Union (SACU)—Botswana, Lesotho, Namibia, South Africa, and Swaziland—in June 2003 signaled a new era of economic partnership between Africa the United States, and a significant opportunity for U.S. exporters.

Established in 1910, SACU is the world's oldest customs union and is the largest U.S. export market in sub-Saharan Africa, accounting for roughly $3 billion in exports in 2002. U.S. exports to SACU countries are concentrated in civil aircraft, chemicals, automobiles and auto parts, information technology, paper products, textiles, mineral fuels, industrial equipment, and scientific instruments. Under the proposed comprehensive FTA between the United States and SACU, due to be completed before 2005, U.S. companies will benefit from further liberalization in services, investment, intellectual property rights, and government procurement. The agreement will also help to level the playing field in areas where U.S. exporters are disadvantaged by the European Union's free trade agreement with South Africa.

The SACU countries are leading AGOA beneficiaries, accounting for more than 70 percent of U.S. non-fuel imports under this program in the past year. South Africa is the largest AGOA supplier of non-fuel goods to the United States, Lesotho is the largest AGOA apparel exporter, and Botswana, Namibia, and Swaziland have seen their total exports to the United States increase by 40 to 75 percent in the last year. Through AGOA, the SACU members have seen the positive role trade can play in fostering economic development. By moving from bilateral trade arrangements to a comprehensive free trade agreement, the United States



CONCERNS

will expand its access to SACU markets, further link trade with regional economic development strategies, and promote regional economic integration and growth.

Trade capacity building is a vital part of the SACU FTA, and an opportunity to pair innovative solutions with regional economic and trade development challenges. The United States and the Southern African Customs Union have established a special cooperative group on trade capacity building, with $2 million in initial funding from the U.S. Agency for International Development. This cooperative group meets during every round of FTA negotiations to identify capacity building requirements to assist SACU countries in preparing for and participating in negotiations, implementing agreed commitments, and receiving the benefits of more open trade.

REGIONAL HUB

The vast majority of U.S.-SACU trade is with the country of South Africa. Eighty-six percent of U.S. exports to the SACU region are to South Africa, and 94 percent of imports from this region come from South Africa. South Africa is also a member of the Southern African Development Community (SADC), which also includes Angola, Botswana, the Democratic Republic of the Congo, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Swaziland, Seychelles, Tanzania, Zambia, and Zimbabwe. The SADC Free Trade Protocol (FTP), launched in September 2000, is an effort to phase out tariffs among SADC countries to eventually lead to a free trade area. The FTP will remove tariffs on 85 percent of intra-SADC trade by 2008, and on all but certain sensitive goods by 2012. Most of the SADC countries have ratified the FTP. Only Mauritius and South Africa, however, have actually begun to implement the protocol, mainly due to their extensive bilateral trade in textile and

HIV/AIDS

South Africa has the largest HIV-infected population in the world. According to reliable estimates, one in eight South Africans is HIV positive. Already the leading cause of death in the country, the economic impact of AIDS is equally sobering. Some studies suggest that GDP growth could drop by 1 to 2 percent annually in the worst affected African countries for the next decade. Yet the South African government—President Mbeki in particular—has been widely criticized for failure to recognize appropriately, and develop an effective response to, the pandemic. The private sector has done much to fill the void, sponsoring wide-ranging health and educational programs for its employees. There are signs, too, that the government is starting to come around. In August 2003, the South African government and the Global Fund to Fight AIDS, Tuberculosis and Malaria signed an agreement committing $41 million over two years for both treatment and prevention of HIV/AIDS and TB. The grants will, among other things, widen access of people living with HIV to lifesaving treatment with antiretroviral medicines.

apparel products. As within SACU, South Africa is by far the largest SADC economy.

With these regional structures in place, South Africa is a gateway to the southern part of Africa and beyond. South Africa is already a natural regional hub given the size and importance of Durban, the largest and busiest port in the Southern Hemisphere.

DOING BUSINESS IN SOUTH AFRICA

South Africa has, in accordance with WTO commitments, reformed and simplified its tariff structure. Tariff rates now generally fall within eight levels up to 30 percent, with some goods, specifically textiles and apparel, attracting higher rates. South Africa has reduced its tariff rates across the board since 1994, from an average of more than 20 percent to 7 percent. Of course, the applicable bilateral rates will be affected once the FTA comes into force.

The most obvious constraint to doing business in South Africa is the cost of shipping. For many firms, South Africa is still a "foreign" place. The distance between the United States and South Africa and general lack of market knowledge on the part of U.S. companies make solid local representation a necessity. South Africa has a sophisticated business environment, and finding a good partner is usually the most important first step to being successful in this market. The U.S. Commercial Service offices in South Africa (Johannesburg, Cape Town, and Durban) can be of tremendous assistance in identifying and assessing potential agents or distributors, and the process can be initiated via the U.S. Export Assistance Center network.

The service sector, which accounts for 65 percent of South Africa's GDP, is critical to future economic growth. South Africa is the fastest-growing tourist destination in the world, having attracted more than 6.5 million foreign travelers in 2002, an 11 percent increase over 2001. This growth has contributed significantly to economic development and undoubtedly generated new jobs. But the psychological effect for South Africa may be equally as beneficial. The increase in tourism since the end of apartheid has been far less than the government and industry had hoped for, crime and safety being chief among the concerns of visitors. Vacationers and businesspeople alike are increasingly discovering the country's natural beauty, its sophisticated infrastructure, and commercial opportunities.

Strong potential exists in telecommunications but is dependent on liberalization of the sector. Although the monopoly service provider Telkom's exclusivity period ended in May 2002, the licensing of a second network operator to compete with Telkom is still pending. A 2001 act that reinforced Telkom's control over the provision of bandwidth by outlawing resale until 2005 has also effectively restricted access to the infrastructure on which e-commerce—another potential growth sector—depends. Wireless Internet technologies, particularly satellite broadband, hold potential but are likewise constrained by the aforementioned act, which requires Internet service providers to lease facilities from Telkom, effectively restricting them from providing services from their own wireless equipment. On the mobile side, cellular phone ownership has shown strong growth, increasing from 2 percent of the population (in 1995) to 20 percent (in 2001). Franchising also holds promise, and the government has recognized the potential for economic empowerment and the transfer of skills.

While privatization has been slow in South Africa, large parts of the private sector are still dominated by a handful of conglomerates and holding companies. Progress in creating a more competitive business environment is integral to the government's strategy of economic transformation. Coupled with the development of a vibrant black middle class, it will also likely determine South Africa's fate as it enters its second decade removed from the shackles of apartheid. South Africa's ability to navigate this path in the years ahead will also be key to expanded commercial opportunities for U.S. companies seeking to do business there.

For more information on doing business in South Africa, visit the U.S. Commercial Service site at www.buyusa.gov/southafrica/en, or contact the Trade Information Center at (800) USA-TRADE (872-8723) or www.export.gov/tic. ■

Main sources: World Bank: World Development Indicators database; *Investment Climate Statement for South Africa* **(U.S. Embassy, Pretoria, 2003); and G. Feldman,** *U.S.-African Trade Profile* **(U.S. Department of Commerce, March 2003).**

SUCCESS STORY

Breathing Clearly

Air Monitoring Firm Wins South African Contracts

Thermo Environmental Instruments searches the world for opportunities to supply air-monitoring control equipment; but this time, the U.S. Commercial Service went shopping for specific equipment and discovered the firm. As a result of the U.S. Commercial Service's product search, Thermo recently signed a sales agreement with the municipality of Durban, South Africa, to supply $200,000 worth of equipment for South Africa's national pilot project to monitor air quality.

The Commercial Service's Durban office discovered Thermo at the Air and Waste Management Association's conference in Orlando, Fla., in 2000. Laurie Kohrs, of the Commercial Service in Durban, departed for Orlando with a mission: to identify U.S. suppliers of air-monitoring control equipment for the related project in Durban, which in turn would serve as a pilot project for future tenders in the country.

Over the next two years, the U.S. Commerce Department team—including the Commercial Service in Durban and Jane Siegel, international trade analyst for environmental technologies—worked closely with Thermo in an effort to devise an optimal business plan. The successful bidders were finally announced two years later, and all three were American, including Thermo. The company is supplying Durban with sequential dust analyzers.

Thermo is pursuing two other tenders in South Africa. The company has announced its success in supplying four new monitoring stations for the Johannesburg project, valued at nearly $500,000.

Ero Electronic Pty. Ltd., the South African distributor for Thermo, states that winning the Johannesburg tender is "directly related to Commercial Service Durban's long-standing assistance with Thermo and the Durban project. Winning Durban gave Thermo more credibility in the eyes of the Johannesburg municipality—all thanks to the U.S. Commercial Service's help from the beginning."

The deal is a prime example of Commerce Department colleagues and an innovative U.S. company working together cohesively. Says Kohrs, "An export success for an American company that incorporates so many U.S. Department of Commerce divisions around the world is like completing a puzzle—a great sense of satisfaction when that last piece just perfectly fits."

Trade Events

October 2003–May 2004

DATES	EVENT	LOCATION
October 6–10	**Electronic Americas** This biennial international trade fair is the largest event of its kind in South America for electronic components, assemblies, and electronics production. Electronic components constitute the best prospect for U.S. exports to Brazil. Participation in an event of this magnitude is an ideal venue for small and medium-sized U.S. enterprises to gain exposure or to expand their presence not only in the Brazilian market but also in the surrounding region.	São Paulo, Brazil
October 7–12	**TIB 2003** The Bucharest International Fair is the leading commercial event in Romania and one of the most prominent trade fairs in Eastern Europe. It is a general technical fair, with strong emphasis on industrial equipment and industrial consumer goods. The fair consists of 41 separate pavilions and includes 55,000 square meters of indoor space and 45,000 square meters of outdoor space.	Bucharest, Romania
October 11–15	**WEFTEC** The Water Environment Federation's 76th Annual Technical Exhibition and Conference will bring together water and wastewater industry professionals from around the world. WEFTEC is the largest water and wastewater show in North America.	Los Angeles, Calif.
October 16–21	**EquipAuto 2003** EquipAuto is the world's most comprehensive exhibition for the automotive industry, covering new technologies in original equipment, spare parts, customer service, and garage equipment. There will be two specialized U.S. pavilions for which the Commercial Service in France will provide support. EquipAuto will offer workshops, conferences, and seminars to bring together engineers, managers, buyers, and sellers.	Paris, France
November 3	**TechTextil South America** TechTextil South America is the first and only trade fair specializing in technical textiles and nonwovens in Brazil and South America. The show highlights all types of textile techniques, including preparation technologies and treatment.	São Paulo, Brazil
November 12–14	**Cosmoprof Asia 2003** This event is the Asia-Pacific region's largest showcase for products and services in cosmetics, toiletry, perfume, hairdressing, spa, and beauty sectors. Celebrating its eighth year in Asia, Cosmoprof will feature more than 600 exhibitors and a large-scale U.S. pavilion.	Hong Kong
November 13–17	**InterCHARM 2003** The cosmetics market in Russia has great potential for U.S. companies. InterCHARM is the largest beauty and health products exhibition in Eastern Europe. In 2002, more than 600 companies from 23 countries participated, along with 65,000 visitors. The cosmetics and health products market is one of the fastest-growing markets in Russia.	Moscow, Russia
November 20–22	**Expo Pesca 2003** Expo Pesca 2003 is an international trade show of equipment, supplies, and services for the fishing and fish farming industries. The U.S. Commercial Service in Lima will have a booth at the show and will host a catalog exhibition for U.S. firms unable to exhibit directly. Fishing is the second-largest industry in Peru, representing more than 5 percent of GDP and over 10 percent of total exports.	Lima, Peru
November 26–December 6	**Essen Motor Show** This show features automotive tuning and racing equipment and accessories, as well as classic and antique vehicles. In addition, a wide range of customizing items are displayed, and part of the show concentrates on auto high-fidelity equipment and related products. Although the Essen Motor Show mainly attracts consumers, wholesalers and distributors also visit the show to view the newest products in each sector.	Essen, Germany
December 3–5	**Natural Products Asia 2003** This show features all products, edible and non-edible, related to healthy lifestyles and developing a healthy planet. It includes 200 exhibitors and 5,000 professional buyers. This fair will allow U.S. companies in the natural products industry to establish ties, and demonstrate their products to buyers, in Asia.	Hong Kong

INDUSTRY	CONTACT INFORMATION
Electronics Industry Products/Components	Marlene Ruffin Tel: (202) 482-0570 E-mail: Marlene_Ruffin@ita.doc.gov
Electronics Industry Products, Materials Handling, Plastics Production, Robotics	William Corfitzen Tel: (202) 482-0584 E-mail: William.Corfitzen@mail.doc.gov
Pollution Control and Water Resources Eq./Svcs.	Mark Wells Tel: (202) 482-0904 E-mail: Mark.Wells@mail.doc.gov
Automotive Parts, Service Equipment, Leasing, and Insurance	Cara Boulesteix Tel: +33-1-43-12-22-79 E-mail: Cara.Boulesteix@mail.doc.gov
Textile Fabrics, Textile Machinery/Eq.	Denise Barbosa Tel: +55-11-3897-4053 E-mail: Denise.Barbosa@mail.doc.gov
Cosmetics, Perfume, Toiletries, and Natural Products	Swee-keng Cheong Tel: +852-2521-5233 E-mail: Swee-keng.Cheong@mail.doc.gov
Cosmetics and Toiletries	Edward Kimmel Tel: (202) 482-3640 E-mail: Edward_Kimmel@ita.doc.gov
Refrigeration, Fishing, and Food Processing Eq.	Cesar Jochamowitz Tel: +511-434-3040 E-mail: Cesar.Jochamowitz@mail.doc.gov
Automotive Parts, Service Equip., and Tools	Linda Spencer Tel: (202) 783-6007 E-mail: LindaS@sema.org
Processed Foods, Food Processing and Packaging Eq.	Barry Friedman Tel: +852-2521-7173 E-mail: Barry.Friedman@mail.doc.gov

HIGHLIGHTED EVENTS

AEROSPACE TRADE MISSION

POLAND, ROMANIA, AND THE CZECH REPUBLIC
NOVEMBER 3–7, 2003

The U.S. Commerce Department's Office of Aerospace is organizing a trade mission to Central and Eastern Europe. A senior-level official will lead the mission. The delegation will include representatives from a variety of U.S. aerospace firms interested in Poland, Romania, and the Czech Republic, as these countries prepare to join the European Union. The mission will focus on aircraft products and services, but it will also be open to firms that offer solutions to airport infrastructure needs, including airport security.

Contact:
Karen Dubin
Tel: (202) 482-3786
E-mail: Karen_Dubin@ita.doc.gov

BUSINESS DEVELOPMENT MISSION

BRAZIL
NOVEMBER 9–13, 2003

Deputy Secretary of Commerce Samuel W. Bodman, and Assistant Secretary of Commerce for Market Access and Compliance William H. Lash III, will lead a business development mission this fall to São Paulo, Brasilia, and Recife. The mission will help U.S. companies explore trade and investment opportunities in Brazil. The delegation will include approximately 15 senior executives of small, medium-sized, and large U.S. firms representing the following key growth sectors: infrastructure (ports, railways, and construction), information technology, security, agribusiness, and biotechnology.

Brazil is the largest market in the Western Hemisphere after the United States, with 180 million people and a GDP of more than $500 billion. Trade between the United States and Brazil totals approximately $30 billion annually.

Contact:
Office of Business Liaison
Tel: (202) 482-1360
Fax: (202) 482-4054
E-mail: obl@doc.gov

DATES	EVENT	LOCATION
January 1–5, 2004	**Componex–Electronic India** Componex–Electronic India is the premier electronics event in India, featuring over 500 exhibitors from 16 countries and attracting more than 18,000 visitors from India and other neighboring countries in Asia. The event also includes a two-day conference on electronic components, materials, and production equipment.	New Delhi, India
January 8–11, 2004	**International CES** International CES is the world's largest annual trade show for the broad-based consumer electronics technology market. It is the premier event bringing together consumer electronics manufacturers, distributors, researchers, and content developers.	Las Vegas, Nev.
January 9–11, 2004	**Reisemarkt Rhein-Neckar-Pflaz** This regional consumer travel show attracts approximately 22,000 visitors from the Rhein-Neckar region of Germany (2 million inhabitants). In 2002, there were 240 exhibitors from 18 countries. U.S. tourism firms can benefit from increased exposure through a unified U.S. tourism presence. Literature should be in German if possible.	Mannheim, Germany
January 18–21, 2004	**Arab Health 2004** Arab Health is the premier medical show in the Middle East. This is the 27th year this show will be held in Dubai, featuring exhibitors from more than 75 countries and attracting 8,000 to 10,000 professional visitors.	Dubai, United Arab Emirates
January 19–22, 2004	**International Builders' Show** This show is the largest building industry trade show in the United States and also includes the largest number of construction related meetings, seminars, and workshops in the world. There are more than 1,000 individual manufacturers and suppliers who exhibit.	Las Vegas, Nev.
February 2–5, 2004	**Environment and Energy 2003** Environment and Energy 2003 will focus on relieving strains on the environment in Middle Eastern and North African countries. Emphasis is being placed on clean air, water supply, waste disposal, alternative energy sources, renewable energy, health, and safety.	Abu Dhabi, United Arab Emirates
February 16–18, 2004	**Stadia China 2004** In order to prepare for the 2008 Olympic Games, Chinese officials have scheduled this event to attract the world's best builders and managers of stadiums and arenas. There will be 300 exhibitors from 20 countries, including 100 U.S. participants.	Beijing, China
February 24–29, 2004	**Asian Aerospace 2004** Asian Aerospace is the world's second-largest air show after the Paris Air Show. More than 700 exhibitors from 36 countries were at the last show, which attracted over 23,000 visitors from 78 countries. Approximately $3.2 billion worth of trade deals were made as a result of the show. For more information, see www.asianaerospace.com.	Singapore
April 20–23, 2004	**Food and Hotel Asia 2004** The 2002 event attracted 2,462 exhibiting companies from 67 countries, 83 percent of which were from overseas. A total of 32,931 international buyers from 93 countries visited the show. For more information, see www.foodnhotelasia.com.	Singapore
April 22–24, 2004	**South East Asian Health Care Show** This annual trade event covers a broad range of health care products and services and is especially suited for promoting hospital and electro-medical equipment and supplies, pharmaceuticals, home care, and health information technology.	Kuala Lumpur, Malaysia
May 13–16, 2004	**InterZoo 2004** InterZoo is the largest trade show for the pet industry in Europe. Excellent opportunities exist for U.S. firms in this sector. For U.S. companies wishing to sell in Germany and throughout Europe, it is important to participate in this trade fair in Nuremberg. Attendance is strictly limited to qualified buyers.	Nuremberg, Germany

INDUSTRY	CONTACT INFORMATION
Electronic Components	Robert Blankenbaker Tel: (202) 482-3411 E-mail: Robert_Blankenbaker@ita.doc.gov
Computers/Peripherals, Computer Software, Electronic Components	Andy Bihun Tel: (202) 482-3663 E-mail: Andy.Bihun@mail.doc.gov
Travel/Tourism Services	Elizabeth Powell Tel: +49-69-956204-17 E-mail: Elizabeth.Powell@mail.doc.gov
Biotechnology, Dental Eq., Drugs/Pharmaceuticals	Elizabeth Ausberry Tel: (202) 482-4908 E-mail: Elizabeth.Ausberry@mail.doc.gov
Building Products	Joseph English Tel: (202) 482-3334 E-mail: Joseph.English@mail.doc.gov
Pollution Control, Renewable Energy, and Water Resources Eq./Svcs.	Nancy Charles-Parker Tel: +971-2-627-3666, ext. 11 E-mail: NCharles@mail.doc.gov
Architectural, Construction, and Engineering Svcs.; Building Products, Computer Svcs., Health Care Svcs.	Sam Dhir Tel: (202) 482-4756 E-mail: Sam.Dhir@mail.doc.gov
Aircrafts and Parts; Avionics and Defense Technology	Haw Cheng Ng Tel: +65-6746-9037 E-mail: Hawcheng.Ng@mail.doc.gov
Food and Drink; Food Service Equip./Supplies; Restaurant, Catering, Hotel Equip./Supplies	Luanne Theseira O'Hara Tel: +65-6476-9416 E-mail: Luanne.Theseira@mail.doc.gov
Drugs/Pharmaceuticals, Health Care Services, Medical Eq.	Natila Ahmad Tel: +60-3-2168-5101 E-mail: Natila.Ahmad@mail.doc.gov
Pet Food and Supplies	Edward Kimmel Tel: (202) 482-3640 E-mail: Edward_Kimmel@ita.doc.gov

HEALTH CARE TECHNOLOGIES TRADE MISSION

BELGIUM AND THE NETHERLANDS
FEBRUARY 9–13, 2004

The Office of Export Promotion Services, U.S. Department of Commerce, is organizing a trade mission to Brussels and Amsterdam. The mission will focus on health care technologies. The mission will seek to match U.S. companies with potential agents, distributors, representatives, licensees, and joint venture partners in health care markets.

Contact:
Bill Kutson
Tel: (202) 482-2839
E-mail: William.Kutson@mail.doc.gov

MEDICAL DEVICE TRADE MISSION

CHINA
APRIL 19–23, 2004

Next spring, Assistant Secretary of Commerce Linda M. Conlin will lead a trade mission to Beijing and Chengdu, China. The mission will include representatives of U.S. medical and dental equipment and supply firms. Following the mission, participating firms may further leverage their presence in China by selecting optional visits to Shanghai, Guangzhou, or Hong Kong, for additional business meetings under the Gold Key Service of the U.S. Commercial Service. The mission is also open to representatives of U.S. medical device and dental equipment trade associations.

The United States is the leading exporter of medical devices to China, accounting for more than a third of the country's medical device imports. Between 1999 and 2002, the value of U.S. medical device exports to China (not including Hong Kong) rose from $204 million to $350 million. In the first six months of 2003, U.S. medical device exports to China totaled $228 million, up 48.6 percent over the same period of 2002. U.S. exports to Hong Kong, which serves as a distribution hub for sales to the rest of China, remain strong, increasing from $215 million in 1999 to $274 million in 2002. U.S. exports to Hong Kong in the first half of 2003 rose 17 percent over the first half of 2002.

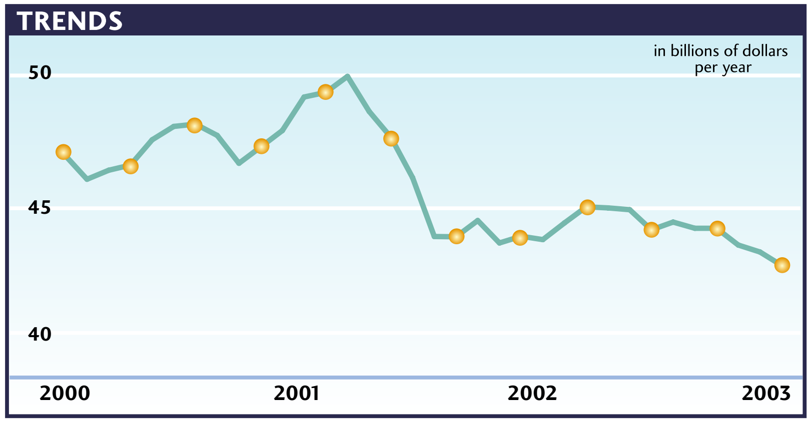
Contact:
Jay Biggs
Tel: (202) 482-4431
E-mail: Jay_Biggs@ita.doc.gov

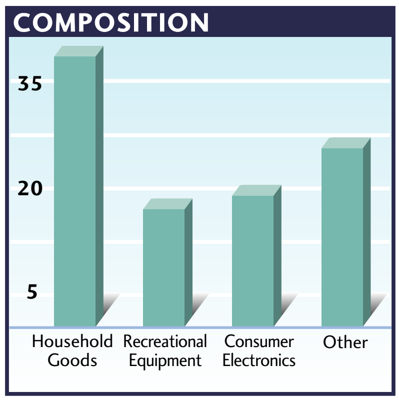
A full listing of trade events is available via www.export.gov.

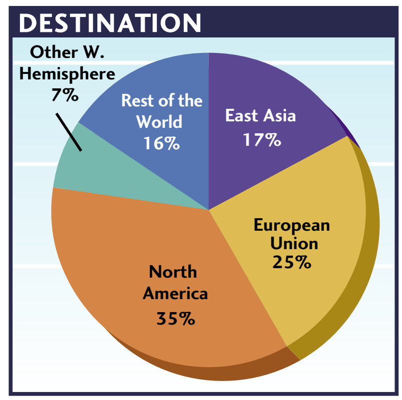
Quarterly Trade Data

As of First Quarter 2003, Part II

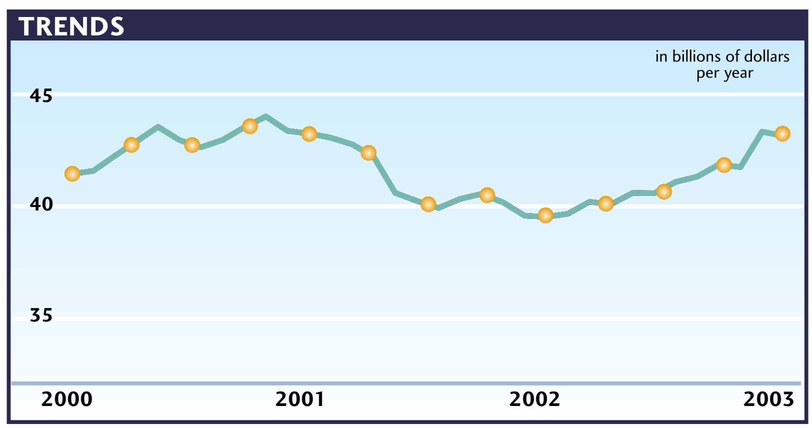
CONSUMER DURABLES

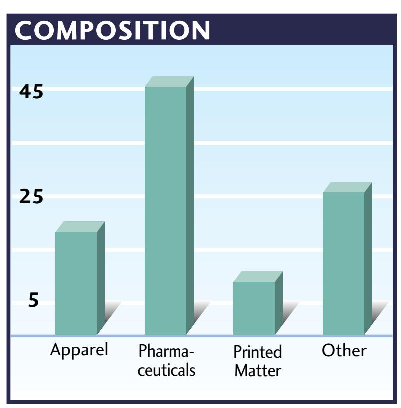


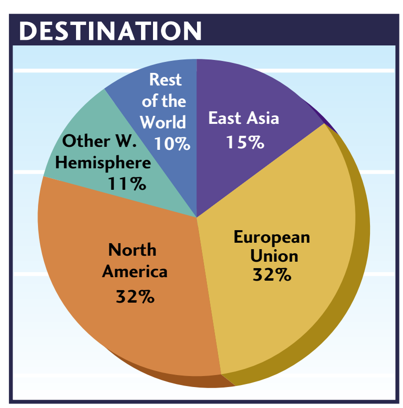




CONSUMER NONDURABLES







Monthly data are centered, three-month moving averages, based on seasonally adjusted figures and expressed as annual rates.

Product categories (except for services) are based on end-use classification. Commercial services include all private services.

North America: Canada and Mexico.

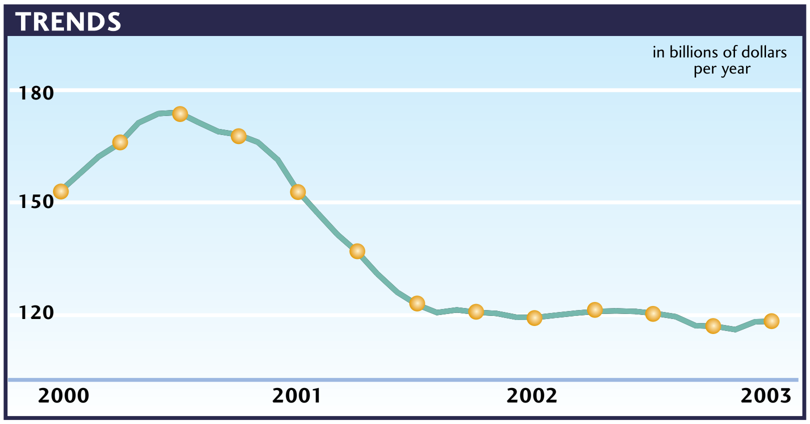
European Union: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, Sweden, and the United Kingdom.

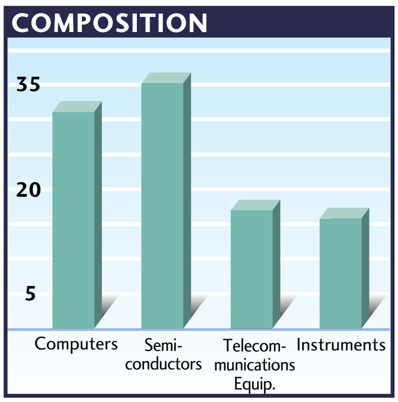
East Asia: China, Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, and Thailand.

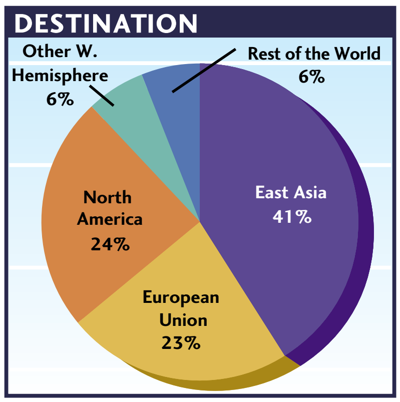
The chart showing exports of services by region is based on data for the 2001 calendar year. Other charts showing product mix and destination are based on data for the year ending April 2003.

Sources: Bureau of the Census (goods), Bureau of Economic Analysis (services).

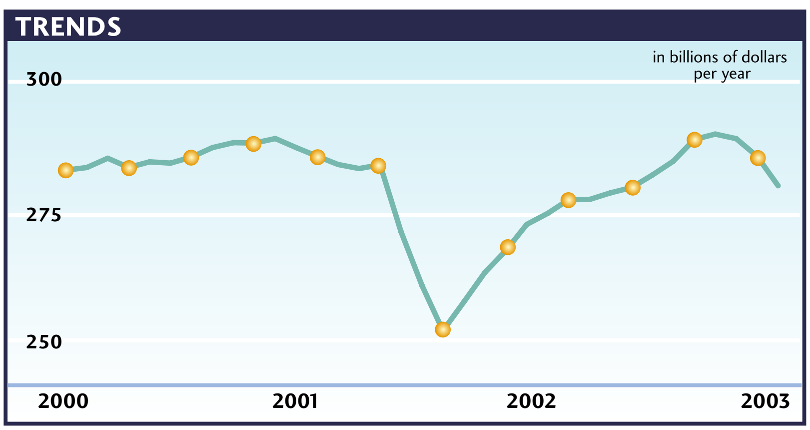
ELECTRONICS AND INSTRUMENTS

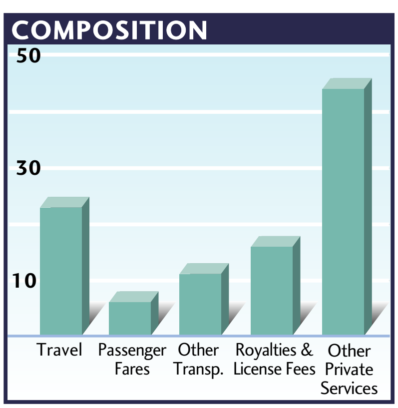


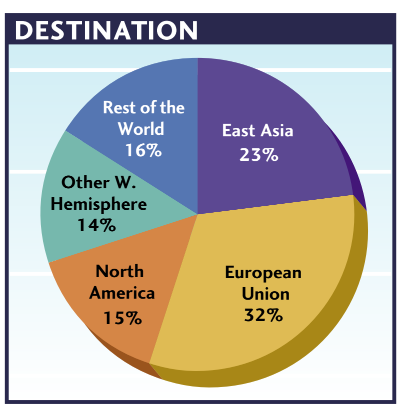




COMMERCIAL SERVICES







Additional information is available from the International Trade Administration (www.export.gov/tradestats),

the Bureau of the Census (www.census.gov/foreign-trade/www),

and the Bureau of Economic Analysis (www.bea.gov).

U.S. DEPARTMENT OF COMMERCE
INTERNATIONAL TRADE ADMINISTRATION
Room 3414
1401 Constitution Avenue, NW
Washington, DC 20230

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

U.S. Export Assistance Centers

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 (Kern County)
(661) 637-0136
Indio (760) 342-4455
Fresno (559) 227-6582
Inland Empire
(909) 466-4134
Downtown Los Angeles
(213) 894-4231
West Los Angeles
(310) 235-7104
Monterey (831) 641-9850
North Bay (415) 492-4546
Oakland (510) 273-7350
Orange County
(949) 660-1688
Ventura County
(805) 676-1573
Sacramento
(916) 498-5155
San Diego (619) 557-5395
San Francisco
(415) 705-2300
San Jose (408) 271-7300

COLORADO
Denver (303) 844-6001

CONNECTICUT
Middletown
(860) 638-6950

DELAWARE
Served by the Philadelphia
U.S. Export Assistance Center

DISTRICT OF COLUMBIA
Served by the Baltimore
U.S. Export Assistance Center

FLORIDA
Clearwater (727) 893-3738
Miami (305) 526-7425
Ft. Lauderdale
(954) 356-6640
Orlando (407) 648-6235
Tallahassee (850) 942-9635

GEORGIA
Atlanta (404) 657-1900
Savannah (912) 652-4204

HAWAII
Honolulu (808) 522-8040

IDAHO
Boise (208) 334-3857

ILLINOIS
Chicago (312) 353-8040
Peoria (309) 671-7815
Rockford (815) 987-8123
Lake County (847) 327-9082

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
Somerset (606) 677-6160

LOUISIANA
New Orleans (504) 589-6546
Shreveport (318) 676-3064

MAINE
Portland (207) 541-7400

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
Raymond (601) 965-4130

MISSOURI
St. Louis (314) 425-3302
Kansas City (816) 410-9201

MONTANA
Missoula (406) 542-6656

NEBRASKA
Omaha (402) 597-0193

NEVADA
Las Vegas (702) 229-1157
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) 827-0350

NEW YORK
Buffalo (716) 551-4191
Harlem (212) 860-6200
Long Island (516) 739-1765
Rochester (585) 263-6480
Westchester (914) 682-6712
New York City
(212) 809-2642

NORTH CAROLINA
Charlotte (704) 333-4886
Greensboro (336) 333-5345
Raleigh (919) 715-7373

NORTH DAKOTA
Served by the Minneapolis
U.S. Export Assistance Center

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) 221-4510
Philadelphia (215) 597-6101
Pittsburgh (412) 395-5050

PUERTO RICO
San Juan (787) 766-5555

RHODE ISLAND
Providence (401) 528-5104

SOUTH CAROLINA
Charleston (843) 760-3794
Columbia (803) 765-5345
Greenville (864) 271-1976

SOUTH DAKOTA
Sioux Falls (605) 330-4264

TENNESSEE
Knoxville (865) 545-4637
Memphis (901) 323-1543
Nashville (615) 259-6060

TEXAS
Austin (512) 916-5939
Dallas/Arlington
(817) 277-1313
Fort Worth (817) 212-2673
Houston (281) 449-9402
San Antonio (210) 228-9878

UTAH
Salt Lake City (801) 524-5116

VERMONT
Montpelier (802) 828-4508

VIRGINIA
Arlington (703) 524-2885
Richmond (804) 771-2246

WASHINGTON
Everett (425) 248-2010
Seattle (206) 553-5615
Spokane (509) 353-2625
Tacoma (253) 593-6736

WEST VIRGINIA
Charleston (304) 347-5123
Wheeling (304) 243-5493

WISCONSIN
Milwaukee (414) 297-3473

WYOMING
Served by the Denver U.S.
Export Assistance Center

Contact us today and see your sales grow tomorrow.

1-800-USA-TRADE
www.export.gov
WWW.BUYUSA.COM

U.S. DEPARTMENT OF COMMERCE