

DIRECTOR'S CUT:

It has been a busy Summer for Connecticut business', with companies participating in various trade missions and events, as well as local events such as China Trade Day. There remain opportunities for Connecticut agriculture businesses under the CT Harvest Market project. We are also planning several trade events for the Fall and Winter. Opportunities for Connecticut companies to receive free preliminary market research is still available.

Our series of Trade Compliance Clinics was extremely successful in helping Connecticut companies navigate the waters of the global markets, further clinics may be available to interested companies. Helping Connecticut companies is our mission. If you are, or are thinking about, exporting and would like assistance, contact our office at 860.638.6950



Anne S. Evans
District Director, Connecticut

What the Panama Free Trade Agreement will mean for Connecticut Companies

Currently 40% of U.S. Exports to Panama are duty free. Conversely, 98% of Panama's exports to the U.S. are duty free. Within 10 years of implementation tariffs on U.S. goods will be zero. In the short term, 87% of exports from the U.S. to Panama will be free of tariffs. More to consider regarding the imminent implementation of the trade agreement with Panama:

- Nearly all products in key sectors such as computers and IT equipment and agricultural and construction products will gain instant duty-free access to Panama under the agreement.
- The agreement will provide substantial access to Panama's important services market.
- Panama is in the midst of a \$5.25 billion Panama Canal expansion project, and plans almost \$5 billion in additional infrastructure programs before 2014.
- The trade agreement's provisions for transparency, anticorruption, and cross-border services will protect Connecticut small- and medium-sized enterprises (SMEs) when participating in these projects.

MARKET OF THE MONTH: ISRAEL

ECONOMIC OVERVIEW: The U.S. is Israel's largest single country trade partner. Since signing a Free Trade Agreement in 1985, Israel-US trade has grown more than nine-fold. Since 1995 nearly all trade tariffs between the U.S. and Israel have been eliminated.

- 2011 GDP growth remained at 4.8%, the same level as in 2010.
- Israel's GDP in 2011 was \$241 billion.
- 2011 Per-Capita GDP grew by 2.9% to \$31,102. In 2010, Per Capita GDP was \$29,000, with a 2.9% growth rate. In 2009, Per Capita GDP contracted at -0.9%.
- Israel's 2011 inflation rate was 2.1%. Inflation in 2010 was 2.7%; in 2009: 3.9%.
- Israel's 2011 unemployment rate was below 6%, declining from 6.7% in 2010 and 7.5% in 2009.
- In 2011, exports of U.S. goods to Israel (not including diamonds) reached \$8 billion. In 2010: \$6.8 billion. In 2009, exports of U.S. goods to Israel totaled US\$6.3 billion. (Diamonds: 2009 \$3.2 billion 2010 \$4.5 billion 2011 \$5.9 billion.)
- U.S. imports from Israel in 2011 (not including diamonds): \$13.8 billion. In 2010: \$13.2 billion. U.S. imports from Israel in 2009 totaled \$13.2 billion. (Diamonds: 2009 \$ 5.6 billion, 2010 \$7.8 billion, 2011 \$9.2 billion.)

BEST PROSPECTS FOR U.S. EXPORTERS:

Hi-tech and defense dominate Israel's trade numbers, and Israel remains a global center for hi-tech design and R&D. Hi-tech continues to provide opportunities for U.S.-Israel commercial partnerships, specifically in ICT technologies, safety and security equipment and services, natural gas and renewable energy technologies, defense equipment, medical technologies and biotechnology products. Power generation and education/training also represent good opportunities.

- U.S.-Israeli commercial linkages often consist of U.S. firms providing electronic inputs which Israeli firms integrate into final products destined for re-export.
- Road technology and infrastructure projects could offer millions of dollars worth of export opportunities for U.S. firms over the next five years, especially since Israel adopted U.S. standards in intelligent transportation systems.
- Recent offshore gas discoveries have the potential of dramatically transforming Israel's energy economy by making Israel an energy exporter; \$ Billions will likely be spent over the next 10 years to develop this resource.

For detailed information, see the [Israel 2012 Country Commercial Guide](#)

Industry pages are maintained and updated regularly by our commercial specialists around the world, so make sure to check back for updates on your industry. Select from the industry list below to find the latest:

- Market Research
- Trade Events
- Trade Leads

Aerospace & Defense	Health Technologies
Agribusiness	Industrial Equipment & Supplies
Architecture & Engineering	Information & Communication
Automotive & Ground Transportation	Manufacturing Industries
Const., Building, & Heavy Equipment	Marine Technology
Consumer Goods & Home Furnishings	Publishing, Media, & Entertainment
Education	Security & Safety
Energy	Services
Environmental Technologies	Textiles, Apparel & Sporting Goods
Finance	Travel
Food Processing & Packaging	Used & Reconditioned Equipment
Franchising	

Personalized Market Research for Connecticut Companies

At the US Export Assistance Center in Middletown, we conduct market research to identify countries that are importing products similar to yours, including at what volume, from the U.S. in order to identify Best Markets for your product. A tariff and duties schedule can also be provided for your Harmonized Code by country so that you can determine an appropriate retail price for your product in another market. A Country Commercial Guide for U.S. companies can give you information on doing business in another country and identify trade regulations, customs and standards to better understand business conditions in a given country. If you would like this assistance in determining markets for your product, please contact Cheryl McClellan:

Cheryl.McClellan@trade.gov

SERVICE IN FOCUS INTERNATIONAL PARTNER SEARCH

You are ready to export; have a strong sense of which market you would like to export to; but you don't have contacts in that market. Here is what the Department of Commerce can do for you in the form of an International Partner Search.

You provide your marketing materials and background on your company. We use our strong network of international contacts to interview potential partners and provide you with a list of up to five pre-qualified partners.

Save valuable time and money

- Obtain high-quality market information on the marketability and sales potential for your products and services.
- Receive complete contact information on key officers at each potential partner which is interested in your company along with information on their size, sales, years in business, number of employees, and a statement from the each potential partner on the marketability of your product or service.
- Get all this information in approximately 30 business days or as negotiated with your overseas' office.

This represents one of several services offered by your U.S. Department of Commerce Export Assistance Center. Other Services to be highlighted in future issues include International Partner Searches and International Company Profiles.

UPCOMING WEBINARS

- [Solution Scenarios: Inbound Warehouses, Trading Companies and ...](#)
Date- 9/12/2012
- [U.S. Free Trade Agreements with Panama and Colombia: An Update](#)
Date- 9/19/2012
- [A Basic Guide to Exporting: New INCO Terms](#)
Date 10/3/2012

For a complete list of events. [click here](#).

MARKET INTELLIGENCE

Get accurate Country and Industry Reports written by our in-country trade professionals. Below is a sample of recent no-cost reports:

- Kenya: Opportunities in the Railways Sector
- Advance Procurement Notices, September 2012
- Green Building Potential in Turkey
- Austria: Healthcare Technology Market Brief 2012

To access our market research reports, please [click here](#) to register.