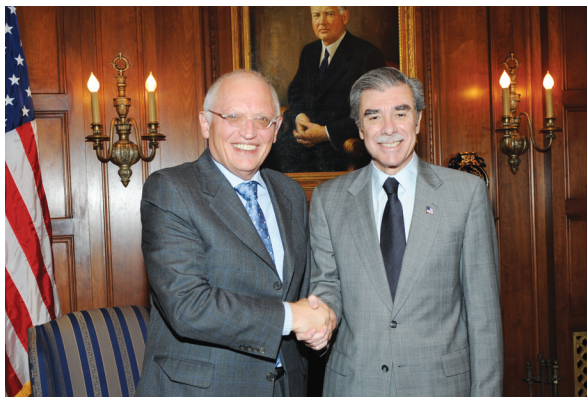


## Transatlantic Economic Council Works Behind the Scenes to Unleash the Potential of the Transatlantic Economy

Improving the world's largest and most dynamic economic relationship through removal of non-tariff and regulatory impediments is the goal for the council.

BY LEE ZACHOS



Carlos M. Gutierrez, secretary of commerce, and Günter Verhaugen, vice president of the European Commission, met recently in Washington, D.C., to discuss how the Transatlantic Economic Council can enhance the U.S.–EU economic relationship and benefit both economies. (U.S. Department of Commerce photo)

The economic relationship between the European Union (EU) and the United States is the largest and most dynamic in the world. Their joint gross domestic product (GDP) accounts for more than \$25 trillion (roughly 50 percent of global GDP), and their services account for more than 750 million consumers. Commercial ties between the two economies generate roughly \$3 trillion per year and 14 million

jobs. Those strong trade links are reinforced by the deepest foreign investment flows in the world market. Europe accounts for more than 75 percent of foreign direct investment in the United States, while 57 percent of American investment is in Europe.

Today, the United States and the EU face a markedly different world market than the one they benefited from during the past 50 years. Globalization has ushered in a new host of economic players, most notably China and India. Those countries continue to threaten the competitive primacy of the transatlantic economy. To address the unprecedented economic challenges, President George W. Bush, German Chancellor Angela Merkel, and European Commission President José Manuel Barroso signed the Framework for Advancing Transatlantic Economic Integration during the 2007 U.S.–EU Summit.

### Transatlantic Economic Council Launched

The framework's central tenet is that the transatlantic economy could become even

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INTERNATIONAL  
**TRADE**  
ADMINISTRATION

“ The U.S. and EU economic relationship continues to be the largest and most successful bilateral trade and investment relationship in the world. ”

Carlos M. Gutierrez, Secretary of Commerce

more competitive and dynamic if various non-tariff and regulatory impediments were removed, which would allow for greater cooperation across a broad range of sectors. The framework tasked policy-makers to find mutual areas of convergence and created a high-level Transatlantic Economic Council (TEC) to oversee the effort.

“The U.S. and EU economic relationship continues to be the largest and most successful bilateral trade and investment relationship in the world,” said Carlos M. Gutierrez, secretary of commerce. “However, we also recognize the need to continue to focus on the burdensome regulations that slow down economic growth, promote enforcement of intellectual property rights, and identify ways to collaborate on innovation efforts.”

### Eliminating Inefficiencies Could Save Billions

The TEC serves to enhance cooperation for new areas of regulation and to resolve regulatory problems that presently create inefficiencies in the transatlantic relationship. According to the U.S. Chamber of Commerce and Business Europe, achieving existing TEC goals could generate \$10 billion in saved costs and potential growth for

the transatlantic economy. Moreover, the Center for Transatlantic Relations estimates that further integration could have an even greater substantial payoff—the equivalent of giving every European and American an entire year’s extra salary during their working lifetimes.

The Department of Commerce, through the International Trade Administration’s Market Access and Compliance unit, is one of the core U.S. government agencies of the TEC. The Department of Commerce has helped secure new levels of transatlantic economic cooperation in some key areas, including intellectual property rights, patent harmonization, innovation, and investment.

### Building Momentum for the Future

The TEC has now held three face-to-face meetings: November 2007 in Washington, D.C.; May 2008 in Brussels; and December 2008 in Washington, D.C. In that time, the TEC has helped align EU and U.S. policies on investment, accounting standards, import safety, supply chain security, automobile standards, and renewable energy. All of those policies will directly benefit transatlantic businesses and consumers. The leaders of the TEC process are confident that the positive momentum generated during the year will help secure the TEC for the next U.S. administration and EU Commission in 2009.

For more information about the TEC, visit [www.tabd.com](http://www.tabd.com).

*Lee Zachos is an international trade specialist with the International Trade Administration’s Market Access and Compliance unit.*

# U.S. Clean-Coal Company Finds New Opportunity in China

The Department of Commerce's International Trade Administration helps promote "green" energy.

BY CURT CULTICE

As the world increasingly looks for new ways to use energy in an environmentally friendly manner, U.S. companies are working to develop new technologies that can be used at home and abroad to give people a better quality of life. The Department of Commerce continues to help U.S. companies find new markets for clean energy.

In early December 2008, William Zarit, deputy assistant secretary for international operations with the U.S. Foreign and Commercial Service (USFCS), presided over the signing of a \$250 million agreement between Clean Coal Technologies Inc. (CCTI) of Coral Springs, Florida, and Sino-Mongolia International Railroad Systems Co. Ltd. of Inner Mongolia Autonomous Region, China. The agreement, which is part of China's strategy for energy independence, calls for CCTI to build a facility in Inner Mongolia to convert China's vast reserves of coal into liquefied fuels through a clean burning process.

"This contract is another example of how U.S.-China trade is working to promote mutual economic growth while utilizing innovative U.S. technologies to address environmental and industrial concerns associated with fossil fuels," said Zarit. "As exemplified by our work with CCTI, the U.S. [Foreign and] Commercial Service continues to support expanded sales of American products and services to China—our third-largest export market."

Under the terms of the contract, CCTI will build an initial plant, with an annual capacity of 1.5 million metric tons, to supply clean coal for a newly constructed power station in the same industrial park. Production will then eventually increase to an annual capacity of 80 million metric tons.



William Zarit (right), deputy assistant secretary of commerce for international operations, congratulates Doug Hague (left), president and chief executive officer of Clean Coal Technologies Inc. (CCTI). Looking on is Wu Li Ji Mu Ren, chair of the board of directors for Sino-Mongolia International Railroad Systems Co. Ltd. The \$250 million agreement calls for CCTI to build a facility in Inner Mongolia to convert China's vast reserves of coal into liquefied fuels through a clean burning process. (U.S. Department of Commerce photo)

The groundbreaking ceremony for the 550-acre facility is scheduled for 2009, with initial clean-coal production estimated to begin within 18 months. The undertaking will represent one of the world's largest clean-coal and liquefaction projects, and it will provide a foundation for a 1 billion metric ton facility.

The USFCS in Florida and China provided key support to CCTI in developing its business relationships in China by arranging a series of ongoing meetings with Chinese business and government decision-makers and by helping the company understand intellectual property and other issues.

"CCTI is pleased to play a critical role in the realization of China's energy strategy, and we look forward to the successful deployment of our

continued on page 5

# America's Watchdog on Foreign Trade Remedies

Trade Remedy Compliance Staff proactively strives to keep the playing field level for U.S. exporters subjected to foreign trade remedy measures.

BY MICHAEL ROLLIN



Members of the International Trade Administration's Trade Remedy Compliance Staff celebrate their Department of Commerce Silver Medal Award. The team earned the award for its efforts to address trade remedy actions taken by foreign governments in order to support U.S. industry efforts to compete on a level playing field in the international marketplace. (U.S. Department of Commerce photo)

In recent years as U.S. exporters expanded their markets around the world, the International Trade Administration has taken more proactive steps to address unfair practices hindering U.S. trade. To that end, Congress has provided resources and a mandate for increased monitoring of other countries' trade policies and practices, as well as strengthening of U.S. trade law enforcement.

The Trade Remedy Compliance Staff (TRCS) of the Import Administration (IA) is an important contributor to that initiative. It serves as the U.S. government's watchdog over foreign trade remedy practices. TRCS, with its team of local and overseas experts, monitors trade remedy actions (i.e., antidumping, anti-subsidy, and safeguards) taken

by foreign governments in order to support U.S. industry efforts to compete on a level playing field in the international marketplace.

## TRCS's Role and Service

IA has built on its law enforcement duties by instituting a variety of import monitoring and subsidies enforcement activities that are designed to help U.S. industry deal more effectively with a broader range of unfair trade problems. TRCS is the latest extension of this commitment. It provides assistance to U.S. businesses that feel that their export markets are jeopardized by the improper application of trade remedy measures by foreign governments.

TRCS achieves its mission through an aggressive program of monitoring, outreach, and education. The foundation of its monitoring efforts is a comprehensive system for tracking every trade remedy action that potentially involves U.S. exports. That information allows TRCS to provide timely alerts to U.S. companies about pending investigations. It further relies on its tracking system to develop a detailed understanding of the trade remedy regime for U.S. trading partners. Hence, the tracking system enables TRCS to evaluate U.S. partners' consistency with World Trade Organization (WTO) rules.

TRCS actively seeks out U.S. companies that are faced with foreign trade remedy actions to help them understand the potential impact on their business and the available options. When warranted, TRCS coordinates with other U.S. government agencies to engage foreign administrators to advocate for fair and WTO-consistent application of trade remedy actions involving U.S. companies.



In addition, TRCS regularly organizes bilateral technical exchanges with foreign trade remedy administrators and takes advantage of multilateral events as a broader means to encourage transparency, due process, and procedural fairness in trade remedy actions. Such activities also help pinpoint and analyze problematic policies so that governments have an opportunity to avert trade frictions and to prevent harm to U.S. interests.

IA officers abroad bolsters those efforts by providing TRCS better access to various sources of information, which allow for more effective identification and understanding of potential trade remedy problems, and by giving TRCS the ability to quickly focus on such problems through technical assistance and discussions with government counterparts.

### Preserving Lucrative Export Markets

Because of the efforts of TRCS, U.S. exporters have accessed markets worth more than \$750 million that

otherwise would have been unfairly denied to them. For example, in 2006, TRCS capped an intensive advocacy effort with the Chinese government that resulted in China terminating its contentious anti-dumping measure on kraft linerboard and reopening a \$100 million market to U.S. exporters.

Success has not been limited to China. Following the U.S. victory at the WTO against Mexico's antidumping measure on U.S. rice exports, Mexico abandoned the measure, which reopened a \$20 million market for U.S. producers.

TRCS continues to engage trading partners, such as Brazil, China, the European Union, India, Mexico, and South Africa, to ensure that U.S. exporters are treated fairly in trade remedy actions that are consistent with every country's WTO obligations.

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*Michael Rollin is the director of the Trade Remedy Compliance Staff with the International Trade Administration's Import Administration.*

## U.S. Clean-Coal Company Finds New Opportunity in China

continued from page 3

technology that will help improve the quality of life for millions of Chinese," said Doug Hague, CCTI's president and chief executive officer. "[By] working with the U.S. [Foreign and] Commercial Service, we look forward to pursuing ongoing opportunities in the Chinese market and elsewhere."

The agreement also highlights the International Trade Administration's contribution to promote clean energy under the Asia-Pacific Partnership (APP) on Clean Development and Climate. In 2006, six Asia-Pacific countries, including the United States and China, created the APP to promote clean

energy among its members. In addition to clean coal, APP also targets coal mining; clean power generation; fossil fuels; renewable energy sources; and aluminum, steel, and cement manufacturing.

For additional information about the USFCS, visit [www.export.gov](http://www.export.gov). Chinese and U.S. companies looking to conduct business can also visit the China Business Information Center at [www.export.gov/china](http://www.export.gov/china).

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*Curt Cultice is a senior communications specialist in the International Trade Administration's U.S. and Foreign Commercial Service*

### For more information

on TRCS activities and initiatives, please visit <http://ia.ita.doc.gov/trcs/>.

# February 2009

## International Trade Calendar

# Calendar

### February 3–6

#### World of Concrete

Las Vegas, Nevada

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

This annual international event is the only one dedicated to the commercial concrete and masonry construction industries. More than 1,700 exhibitors will showcase the industry's most innovative products, technologies, tools, and equipment. This show also offers more than 150 seminars that cover everything from concrete basics and decorative concrete to green building and best management practices. This event is the place to be for new opportunities in the commercial construction industry. For more information, contact Graylin Presbury of the USFCS, tel.: (202) 482-482-5158; e-mail: [graylin.presbury@mail.doc.gov](mailto:graylin.presbury@mail.doc.gov).

### February 5–8

#### World of Industry 2009

Istanbul, Turkey

[www.win-fair.com](http://www.win-fair.com)

This show offers a complete range of products and services, from machine and precision tools to automation components and customized systems. The show offers an opportunity to network with potential clients and see the latest products and trends in machinery, welding, surface treatment, and materials handling. For more information, contact Sam Dhir of the USFCS, tel.: (202) 482-4756; e-mail: [sam.dhir@mail.doc.gov](mailto:sam.dhir@mail.doc.gov).

### February 5–10

#### International Toy Fair 2009

Nuremberg, Germany

[www.toyfair.de](http://www.toyfair.de)

This annual gathering is the world's largest and most influential exhibition of toys, hobbies, and leisure-time activities. At the 60th anniversary in 2009, more than 2,700 exhibitors from 110 countries will present more than 70,000 new products to an expected 80,000 visitors. Overall, more than 1 million products will be showcased in 10 product groups. For more information, contact Dagmar Winkler-Helmdach of the USFCS, tel.: +49 (89) 2888-769; e-mail: [dagmar.winkler-helmdach@mail.doc.gov](mailto:dagmar.winkler-helmdach@mail.doc.gov).

### February 11

#### Incoterms 2000— Transportation Obligations, Costs, and Risks

St. Louis, Missouri

[www.buyusa.gov/stlouis/exportfundamentals.html](http://www.buyusa.gov/stlouis/exportfundamentals.html)

This Web-based seminar will define seller-buyer responsibilities, costs, and risks used in international selling. Do you properly use Incoterms? This seminar will profile all 13 Incoterms with an emphasis on minimizing costs and risks as an exporter. For more information, contact Kristi Wiggins of the USFCS, tel.: (314) 425-3345; e-mail: [kristi.wiggins@mail.doc.gov](mailto:kristi.wiggins@mail.doc.gov).

### February 14–19

#### Women and Minority Business Mission

Amman, Jordan; Cairo, Egypt

[www.buyusa.gov/jordan](http://www.buyusa.gov/jordan)

This trade mission will focus on women and minority-owned firms and will promote U.S. equipment and services in the following sectors: aerospace, automotive, education and training, energy and power generation, medical, oil and gas field machinery, petrochemical, pharmaceutical, telecommunications, and more. Benefits include market briefings; high-level networking receptions; and one-on-one business appointments with prospective importers, agents, and distributors. For more information, contact Nyamusi Igambi of the USFCS, tel.: (713) 209-3112; e-mail: [nyamusi.igambi@mail.doc.gov](mailto:nyamusi.igambi@mail.doc.gov).

### February 19–22

#### Education and Careers Expo 2009

Hong Kong

[www.buyusa.gov/hongkong/en/education\\_expo\\_2009.html](http://www.buyusa.gov/hongkong/en/education_expo_2009.html)

This annual event is an international forum for educational institutions, commercial organizations, government bodies, and professional associations. Those organizations will disseminate the most up-to-date information on education and career opportunities to students and the working public of Hong Kong. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: [deborah.semb@mail.doc.gov](mailto:deborah.semb@mail.doc.gov).

### February 22–26

#### IDEX 2009—U.S. Pavilion

Abu Dhabi, United Arab Emirates

[www.idex2009.com](http://www.idex2009.com)

This show is one of the three largest land and naval defense exhibitions in the world. It offers companies a premier event to showcase products before the top decision-makers in the Gulf States and the Middle East. The U.S. pavilion will help open doors to the Middle East's important defense market. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: [deborah.semb@mail.doc.gov](mailto:deborah.semb@mail.doc.gov).

### February 24–26

#### Expo Comm Mexico 2009

Mexico City, Mexico

[www.expocomm.com/mexico](http://www.expocomm.com/mexico)

This show is the largest telecommunications trade fair in Latin America. It is the place for U.S. telecommunication and technology companies to showcase their latest and most successful innovations and solutions, including satellite technologies, information processing-based tools, WiFi solutions, and various applications for mobile telephony and mobile portals in Latin America. For more information, contact William Corfitzen of the USFCS, tel.: (202) 482-0584; e-mail: [william.corfitzen@mail.doc.gov](mailto:william.corfitzen@mail.doc.gov).

### February 26–28

#### Graphics of America

Miami Beach, Florida

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

This show is the premier provider of educational products and programs for the printing and publishing industry. This event promises to be an international showcase for knowledge products and technology. Participants will gain valuable insight into production efficiencies and techniques that will save time and money. For more information, contact Helen Simpson-Davis of the USFCS, tel.: (202) 482-1882; e-mail: [helen.simpson-davis@mail.doc.gov](mailto:helen.simpson-davis@mail.doc.gov).

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

## On The Horizon

March 1-6

### Medical Fair India 2009

New Delhi, India

[www.hospimedita-india.com](http://www.hospimedita-india.com)

This event showcases a wide range of the latest medical technology and products. Products include electromedical equipment and technology, laboratory equipment, rescue and emergency equipment, diagnostics chemistry technology, physiotherapy and orthopedic technology, commodities and consumer goods for surgeries and hospitals, communication and information technology, medical furniture, and other equipment. For more information, contact Srimoti Mukherji of the USFCS, tel.: +91 (11) 2331-6841 (through 49), ext. 2226; e-mail: [srimoti.mukherji@mail.doc.gov](mailto:srimoti.mukherji@mail.doc.gov).

March 18

### Exporter Obligations/Export Control Update

St. Louis, Missouri

[www.buyusa.gov/stlouis/exportfundamentals.html](http://www.buyusa.gov/stlouis/exportfundamentals.html)

Do you know your obligations as an exporter? Are you aware of the latest export controls? This Web-based seminar will outline the exporter's responsibilities for transactions, filing, and recordkeeping. It will give tips on export compliance programs and ways to create an export compliance manual. It will also cover the latest export controls and how they affect transactions. For more information, contact Kristi Wiggins of the USFCS, tel.: (314) 425-3345; e-mail: [kristi.wiggins@mail.doc.gov](mailto:kristi.wiggins@mail.doc.gov).

March 20-22

### International Franchise Show

Washington, D.C.

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

This exposition is the largest and most important annual trade show in the world for franchising. It features more than 300 franchise exhibitors, with investments ranging from \$5,000 to \$1 million. Attendees have the opportunity to meet face to face with executives of the exhibiting franchisors and to attend free seminars and other symposia sessions from the world's leading franchise experts. For more information, contact Mark Wells of the USFCS, tel.: (202) 482-0904; e-mail: [mark.wells@mail.doc.gov](mailto:mark.wells@mail.doc.gov).



## Featured Trade Event

### Environmental and Clean-Energy Trade Mission to Europe

By Jessica Arnold

Ambitious European Union (EU) goals for sustainable development and resource management are driving EU member nations to seek out innovative environmental and clean-energy technologies. U.S. suppliers of innovative equipment, services, and technologies that are looking to fill those needs are invited to participate in the environmental and clean-energy technologies trade mission to Zagreb, Croatia; Milan, Italy; and Athens, Greece. The trade mission will take place from March 30 to April 4, 2009.

By 2020, the EU is wanting (a) to reduce greenhouse gas emissions by 20 percent, (b) to improve energy efficiency by 20 percent, and (c) to increase the share of renewable energy to 20 percent. Croatia, Greece, and Italy offer promising potential for U.S. suppliers in a host of sectors, including alternative fuels, emissions control, "green" building, energy conservation, environmental safety, renewable energy, and water treatment.

Croatia, which is expected to join the EU in 2010, is investing more than \$580 million on the Zagreb Waste Management Center project. Greece has already invested more than \$2.2 billion in the environmental sector, and it plans to spend more than \$6.3 billion to update waste management and water treatment facilities. Italy plans to invest an estimated \$6 billion to upgrade its environmental infrastructure to EU standards. Almost all the technologies needed for those upgrades will have to be imported.

The trade mission, which will be led by the Environmental Technologies Team of the U.S. and Foreign Commercial Service, will include one-on-one business matchmaking appointments in all three cities, plus meetings and networking at the EcoTec 2009 environmental tradeshow in Athens, Greece. EcoTec 2009 is a dynamic environmental and energy trade show that attracts technical experts, local and national management councils, large commercial entities, construction companies, government procurement executives, investors, and researchers throughout Greece and from the neighboring countries.

The participation fee is \$3,975 for small and medium-sized enterprises and \$5,600 for large firms. The fee is for one company representative and includes a bonus day, April 5, for those delegation members who want to remain in Athens to follow up on leads and to take advantage of counseling at the Commercial Service booth at EcoTec 2009.

The mission is open to U.S. applicants on a first-come, first-served basis. The application deadline is February 12, 2009.

For more information, please visit [www.buyusa.gov/environmental/icqtm.html](http://www.buyusa.gov/environmental/icqtm.html) and [www.export.gov/enviro-cleanenergymission](http://www.export.gov/enviro-cleanenergymission).

*Jessica Arnold is an international trade specialist with the International Trade Administration's U.S. Foreign and Commercial Service.*



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

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# U.S. Export Assistance Centers

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

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

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San Diego: (619) 557-5395

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## NEW JERSEY

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Trenton: (609) 989-2100

## NEW MEXICO

Santa Fe: (505) 231-0075

## NEW YORK

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Harlem: (212) 860-6200

Long Island: Harlem Export Assistance Center

New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

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