

Continued Commitment to Inter-American Competitiveness Pledged at Santiago Forum

For three days in September, leaders from throughout the Western Hemisphere met in Santiago, Chile, for the third annual Americas Competitiveness Forum. The leaders explored new ideas and exchanged best practices in hopes of increasing prosperity among the region's economies.

BY SUSAN HUPKA

Senior officials from throughout the Western Hemisphere met in Santiago, Chile, on September 27–29, 2009, to participate in the third annual Americas Competitiveness Forum (ACF). Secretary of Commerce Gary Locke and Chilean Minister

of Economy Hugo Lavados Montes presided over the forum's opening ceremony. They were joined by Chilean President Michelle Bachelet and Guatemalan President Álvaro Colom.

This ACF meeting was the first one held outside of the United States. It brought together representatives from 27 of the 34 democratically elected governments in the Western Hemisphere, along with prominent leaders from the private sector, academia, and non-governmental organizations. Business delegations from California, Georgia, and Mississippi, as well as government delegations from the city of Atlanta and Puerto Rico, also attended.

Innovation a Key Factor

A key theme of this year's forum was the role that innovation plays in spurring economic growth and competitiveness. Measures of competitiveness draw on many factors, including institutions, infrastructure, education, market efficiency, and innovation, among others. During the forum, panels of experts shed light on the complex roles the various factors play in enhancing the competitiveness of the private sector.

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Leaders at the Americas Competitiveness Forum in Santiago, Chile, included (L to R) Pier Carlo Padoan, deputy secretary general of the Corporación Andina de Fomento; Alicia Bárcena Ibarra, executive secretary of the Economic Commission for Latin America and the Caribbean; Álvaro Colom, president of Guatemala; Luciano Coutinho, president of the Brazilian Development Bank; Gary Locke, U.S. secretary of commerce; Michelle Bachelet, president of Chile; Hugo Lavados Montes, Chilean minister of economy; and Mariano Fernandez, Chilean minister of foreign affairs. (U.S. Department of Commerce photo)

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“ Innovation is the set of muscles by which societies progress, nourish their prosperity, and maintain their security. ”

John Kao,
Chair, Institute
for Large Scale
Innovation,
San Francisco

Competitiveness Forum

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One of the speakers at the forum, John Kao, chair of the Institute for Large Scale Innovation in San Francisco, California, discussed what innovation is and why it is important. “Innovation is the set of muscles by which societies progress, nourish their prosperity, and maintain their security,” said Kao. He pointed out that economic downturns are often the background for major periods of progress and noted that in his hometown of Silicon Valley, California, “many of the innovation engines for economic progress and growth are being incubated right now.”

Protectionism Not the Answer

The impact of the global slowdown was a recurring theme at the forum and the focus of several sessions. In his opening remarks, Locke noted, “In challenging economic times like these, some inevitably succumb to the allure of turning inward and closing off markets.” He emphasized that protectionism does not work: “Protectionist policies invite trade wars and reduce living standards for us all.”

Locke also emphasized that free-market economies are the best alternative available and the most likely to produce much-needed innovation. He pointed to the Apple iPhone—which was conceived and designed in the United States—as a platform for innovation. He also mentioned a software developer in Brazil who was one of the first individuals to develop profitable applications for the iPhone and iPod Touch. “This is the promise of market-based economies,” Locke said. “In a market-based society, a 24-year-old Brazilian with little previous business experience can innovate and cooperate alongside the likes of Apple.”



U.S. representatives at a bilateral session with Peru at the Americas Competitiveness Forum in Santiago, Chile, included (back row, L to R) Matthew Rooney, director for economic policy at the Department of State, and, from the Department of Commerce: Walter Bastian, deputy assistant secretary for the Western Hemisphere; Francisco Sanchez, senior adviser; Gary Locke, secretary of commerce; Michelle O'Neill, acting under secretary for international trade; and Kristen Mann, trade specialist. (U.S. Department of Commerce photo)

Corporate Social Responsibility

Another issue raised at the forum was corporate social responsibility. Similar to innovation, corporate social responsibility can have a positive influence on companies' competitiveness by enhancing brand image; by building loyalty among customers, employees, partners, and suppliers; and by reducing the cost of capital. It can also improve people's lives, such as with the McDonald's Corporation's Ronald McDonald House, 3M's Community Giving, and many other programs from U.S. companies operating throughout Latin America.

In an article published on the eve of the forum, Locke highlighted the positive role that the U.S. business community plays in the economic development of the Americas. “The rise of socially responsible business and increasing consumer expectations are changing the basic tenets of doing business,” said Locke. “Businesses are gaining a competitive edge by harnessing the entrepreneurial spirit of the private sector to solve social challenges” (see sidebar).

On September 28, Locke underscored the contribution of U.S. companies to the Chilean economy when he met with a group of entrepreneurs who have benefited from programs offered by the Cisco Entrepreneur Institute. Through its three locations in

Chile, the institute has helped more than 800 Chileans employed by small and medium-sized enterprises to improve their business skills and to learn how to better use information technology. In delivering this training, Cisco successfully partnered with the Chilean government and with local learning centers.

Ongoing Role of Competitiveness Councils

For the second year, regional competitiveness councils, which are mostly organized by the government with a few from the private sector, met at the forum. The councils work on a continuing basis to enhance competitiveness at the national level.

This year, with support from the Organization of American States, the competitiveness councils expressed their intention to form a hemispheric network that will meet on an annual basis during future gatherings of the ACF. The network will serve as a

forum for sharing best practices among its members and as a resource for creating programs for the ACF.

Atlanta in 2010

On the final day, Atlanta Mayor Shirley Franklin and Minister Lavados joined Locke to announce that the fourth ACF will be held in Atlanta, Georgia, in the fall of 2010. All three officials highlighted the unique role the forum plays in facilitating a public-private dialogue that spans the Western Hemisphere. Preparations are already under way for the 2010 gathering. It promises to continue the tradition of innovative discussion that is already facilitating the competitiveness and prosperity of the Americas.

Susan Hupka is an international trade specialist with the Market Access and Compliance unit of the International Trade Administration.

“Trade can indeed make society better off”

In a supplement to the Chilean business paper, *El Diario Financiero*, that was published on the eve of the third annual Americas Competitiveness Forum, a message from Secretary of Commerce Gary Locke highlighted the positive role that the U.S. business community plays in the economic development of the Americas. Materials prepared by the local American Chamber of Commerce that highlighted examples of U.S. companies' corporate social responsibility programs and their contribution to the economic and social prosperity of Chile accompanied Locke's comments. Here is an excerpt of Locke's remarks:

As trade relations between the United States and Chile have deepened, so too have partnerships between U.S. companies and the communities in which they do business. Free trade promotes competitiveness and leads to innovation in products and business processes. Yet with more opportunity comes increased visibility and higher expectations. Many consumers are now not only asking about price and quality, but also about how products are made and how they impact the environment and the communities in which they are produced. The rise of socially responsible business and increasing consumer expectations are changing the basic tenets of doing

business. Businesses are gaining a competitive edge by harnessing the entrepreneurial spirit of the private sector to solve social challenges. I am proud to see so many examples of U.S. companies partnering with Chilean organizations to be on the forefront of this movement.

Socially responsible firms invest in infrastructure, health, education, and workforce and community development programs, understanding that their own success is enhanced by a healthy and prosperous workforce and marketplace. Companies that incorporate respect and fairness into their daily operations transfer those principles to every business stakeholder, including consumers, workers, communities, suppliers, distributors, management, and the environment. By promulgating these values, socially responsible businesses do more than just offer competitive goods and services; they contribute to increased prosperity and living standards throughout the world. As we see with the U.S.–Chile [free trade agreement] relationship, trade can indeed make society better off, especially when that trade boosts environmental stewardship, worker rights, and accountability.

Portugal's Connections to the Wider World Explained

Dillon Banerjee, senior commercial officer in Lisbon, tells how the country—the home of port wine and the soulful sounds of fado music—can be a doorway for U.S. exporters looking to enter not just the European market, but also the market of Portuguese-speaking countries worldwide.



Dillon Banerjee (L), senior commercial officer in the U.S. and Foreign Commercial Service's post in Lisbon, and Thomas F. Stephenson (R), former U.S. ambassador to Portugal, at a wind farm managed by the Portuguese company Martifer in December 2008. (U.S. Department of State photo by Wes Carrington)

Since the establishment of democratic rule in Portugal more than 30 years ago, the country has seen rapid change: the loss of the vestiges of its colonial empire, accession to the European Union (EU), and societal changes that have made it a modern society that might be unrecognizable to previous generations.

Dillon Banerjee, senior commercial officer of the U.S. and Foreign Commercial Service (USFCS), recently spoke with Doug Barry of the Trade Information Center about the many opportunities that Portugal holds for U.S. businesses.

Barry: Most Americans don't know a great deal about Portugal. They may know of Vasco da Gama; port wine; and, perhaps, fado music. But what is it about the Portuguese market that is really something that Americans should take notice of?

Banerjee: Portugal is a country with a long history of friendship—and very close bonds—with the United States. It was the first nation to recognize the independence of the United States. There's a strong affinity here for the United States, which includes an affinity for U.S. products and U.S. brands. Equally important, Portugal is a member of the EU. So U.S. companies that set up operations here almost automatically have access to the broader EU market, and that can be a big advantage.

Barry: So it's a kind of launching pad for U.S. businesses to get into other, maybe larger, markets?

Banerjee: Absolutely. And an added advantage is the Portuguese workforce. You can find people, particularly in a major urban area like Lisbon, who speak four or five languages. So as you set up operations in Portugal, you get an office staffed with people who are able to communicate in other European languages. It becomes an easy base from which to branch out into these other markets.

Barry: Do U.S. companies doing business in Portugal have to grapple with EU regulations, such as those that involve labeling, privacy rights, and so forth? Isn't this a challenge for U.S. companies entering Europe via Portugal?

Banerjee: Yes, Portugal adheres to all of the directives issued by the European Commission in Brussels. But that means that there is an absolutely open and free flow of trade with the other EU member countries. Once a company addresses all of the standardization and labeling issues, for example—which it has to do anyway to get into the Portuguese market—it will be well positioned to expand into other markets in the EU.

Barry: How much of a hurdle is it for a smaller company to comply with those EU regulations?

Banerjee: The beauty of exporting into Europe is that it is a relatively transparent and regularized part of the world in which to do business. The bar would be much higher were a business to expand first into a more complex market, such as Russia or China. So I don't consider EU regulations to be a barrier for new exporters. And there certainly are a number of resources—our office being one, and the network of domestic U.S. Export Assistance Centers being another—in which a company can get all of the information it needs either to try to meet these requirements by itself or to find expert consultants who can help.

Barry: Portugal was a great seafaring power—a small country that sent its ships all over the world. Now it seems that in contemporary dress they're still providing that same entrée into distant markets for Europeans and also Americans.

Banerjee: Portuguese is the sixth most widely spoken language in the world—200 million people. That includes pretty much every corner of the globe, from Angola, Mozambique, and Guinea-Bissau in Africa; to Brazil in South America; and all the way out to East Timor and Macau in southeast Asia. So many companies find that once they start partnering with Portuguese companies and doing business here, they get access to markets that they may have not considered before in far reaches of the world, where Portugal has excellent relations and very well-established business routes.

Barry: That's a very interesting concept: getting to Brazil—which is a much larger market and booming now—via Portugal.

Banerjee: Yes, and we found that the Europeans are already hot in pursuit of these access routes. The Spanish are here in full force, partnering with Portuguese companies, in some cases for the sole purpose of accessing these third markets—and in particular Angola, which has been a booming market lately.

Barry: What do you see there now as the biggest opportunities in Portugal?

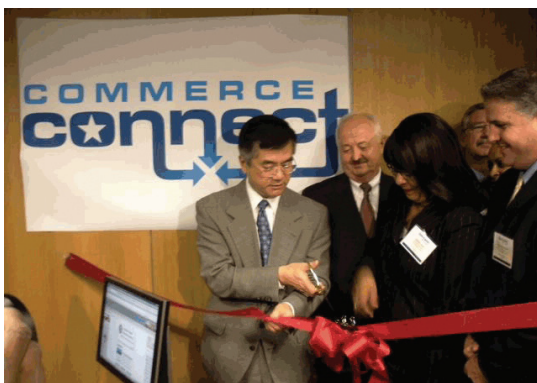
Banerjee: If I had to narrow it down to just a handful from the larger list, the USFCS is excited about the so-called ACE sectors: architecture, construction, and engineering. In part, that's because the government has taken quite a few large steps forward with some infrastructure projects that have been on the drawing board. One of those is the new Lisbon International Airport, which is a €5 billion project that's scheduled to be completed in 2017 and offers a host of opportunities for services and products through the tendering process. Similarly, there are plans for constructing a high-speed rail line to Madrid. There are also port development projects. All of these big-ticket infrastructure projects offer good opportunities for big and small U.S. companies. Green building products are also coming online here, as Portugal recently passed a law that requires all new construction and renovations of buildings to be energy efficient.

For More Information

A longer version of this interview is available at www.export.gov.

A detailed profile of the Portuguese market was recently featured as the Market of the Month on Export.gov and is available at www.export.gov/articles/marketofmonth/

News from the International Trade Administration



On October 5, 2009, Secretary of Commerce Gary Locke participated in a ribbon-cutting ceremony at the opening of the first CommerceConnect in Plymouth, Michigan. (U.S. Department of Commerce photo)

New Business Assistance Center Opens in Michigan

Secretary of Commerce Gary Locke opened the Department of Commerce's first one-stop shop on October 5, 2009, in Plymouth, Michigan. The facility, CommerceConnect, brings together all of the department's services to make it easier for local businesses and entrepreneurs to access them. Locke announced the opening at the Midwestern Governors Association Jobs and Energy Forum and later participated in a ribbon-cutting ceremony at the Michigan Manufacturing Technology Center.

"The Commerce Department offers tremendous resources for businesses, but too few businesses take advantage of these and other government services because there is no [global positioning system] for navigating the bureaucracy," said Locke. "CommerceConnect will provide a single point of contact where businesses can access the full array of [Department of] Commerce programs available to them."

Specialists who are trained on the broad range of programs the department offers will staff the facility. CommerceConnect is focused on integrating programs to help businesses at every point of their life cycle, and the specialists will act as case workers for individual businesses that seek assistance. Experts will be responsible for assessing a business's full spectrum of needs, whether it is access to capital, intellectual property rights protection, export

promotion, or guidance on how to make operations more efficient.

"I'm very excited about this program," said Locke in his remarks in Michigan. "If it succeeds, we plan to roll it out in cities across the country."

Five Groups Awarded \$1.5 Million to Enhance U.S. Competitiveness

Five non-profit industry groups that have programs designed to support and enhance the global competitiveness of U.S. manufacturing and services industries were awarded more than \$1.5 million in October 2009 under the Department of Commerce's Market Development Cooperator Program (MDCP). The MDCP enters into cooperative agreements between the International Trade Administration and recipients who foster global competitiveness.

Since the program's inception in 1993, 97 awards have been given. In an average year, projects funded by the program generate \$238 million in exports. On average, MDCP projects generate \$106,000 in exports for every \$1,000 awarded.

"The Market Development Cooperator Program spurs innovation [and] exports and facilitates private-sector projects that create jobs and provide economic opportunity for Americans," said Secretary of Commerce Gary Locke when he announced the awards on October 26. "The MDCP is a good example of how public-private sector partnerships leverage limited public resources to increase U.S. exports from small and medium-sized businesses."

The five recipients are the National Electrical Manufacturers Association (Arlington, Virginia); the National Tour Association (Lexington, Kentucky); Capital Region USA (Washington, D.C.); the Colorado Office of Economic Development and International Trade (Denver, Colorado); and the Center for International Trade Development at El Camino Community College (Torrance, California).

The Department of Commerce's outlay for the 2009 awards will be matched by investments by the awardees totaling \$3.4 million. As part of the program, they have pledged to pay a minimum of

two-thirds of each project's cost and to sustain the projects after the MDCP award period ends in 2012.

For more information about the Market Development Cooperator Program, visit the program's Web page at www.trade.gov/mdcp.

Iraq Investment Conference Draws Many to Washington, D.C.

More than 1,000 businesspeople, government officials, and trade specialists came together in Washington, D.C., on October 20–21, 2009, to attend the first-ever U.S.–Iraq Business and Investment Conference. The Departments of Commerce, Defense, and State, as well as the embassy of Iraq, organized the conference. It was a unique opportunity for U.S. businesses to learn about the business climate in Iraq and to meet senior Iraqi government officials and representatives of Iraqi firms.

The two-day conference featured four panel discussions on numerous aspects of doing business in Iraq, including the banking sector, the legal and regulatory framework, and the U.S. business experience. Twelve breakout sessions focused on individual industry sectors, with numerous presentations by senior Iraqi officials. The sessions were offered in conjunction with several matchmaking events that allowed U.S. business representatives to



Attendees at the U.S.–Iraq Business and Investment Conference, held in Washington, D.C., on October 21–22, 2009, had an opportunity to meet with representatives of more than 150 Iraqi firms. (U.S. Department of Commerce photo)

meet their Iraqi counterparts. Keynote speakers at the conference included Secretary of State Hillary Clinton and Secretary of Commerce Gary Locke. Additional speakers included Senator Lindsey Graham and Representative Tim Holz.

“The conference was a great tool for improving business relations between the United States and Iraq,” said conference attendee Kyle McEneaney, vice president of Northern Gulf Partners LLC. “[And] it was a great event to meet existing business partners as well as form new relationships that we expect to lead into productive business ventures.”

Through its Iraq Investment and Reconstruction Task Force, the Department of Commerce has a long-standing commitment to Iraq. It maintains a commercial office in Baghdad that helps to link U.S. firms with Iraqi partners, and it is pursuing several technical assistance programs. For example, the department's Commercial Law Development Program has trained the Petroleum Licensing and Contracting Department of Iraq's Ministry of Oil in negotiating and implementing durable contracts with international oil companies.

Other federal agencies involved in organizing the conference included the Department of Defense's Task Force for Business Stability Operations, the U.S. Agency for International Development, the Overseas Private Investment Corporation, and the U.S. Trade and Development Agency.

For more information about the U.S.–Iraq Business and Investment Conference, visit the Iraq Investment and Reconstruction Task Force's Web site at www.trade.gov/iraq.

Contributors to this section include Brad Hess of the International Trade Administration's Manufacturing and Services unit and Tanya Cheguer, Susan Hamrock Mann, and Ariana Monti of the Department of Commerce's Iraq Investment and Reconstruction Task Force.

November 1–30

U.S. Virtual Green Trade Mission to Italy

Rome, Italy

www.export.gov/industry/industrial/index.asp?EventID=29629

This mission will offer U.S. firms a cost-effective way to test the Italian market and identify potential agents and distributors. Targeted sectors include green building, renewable energy, energy efficiency, water conservation, and recycling. Participants can receive market exposure by including their online promotional "brochure" on the mission's Web site.

They will also receive a vetted report on the Italian companies that indicate interest in representing their products or services. For more information, contact Federico Bevini of the USFCS, tel.: +39 (02) 6268-8520; e-mail: fedERICA.bevini@mail.doc.gov.

November 3–5

National District Export Council Conference

Washington, D.C.

www.trade.gov/cs/dec_conf.asp

This annual conference is designed to provide networking and trade education opportunities for U.S. small and medium-sized enterprises. This year's event will focus on how companies can survive and thrive in today's economy through exporting. Secretary of Commerce Gary Locke will be the featured speaker.

For more information, contact Laura Hellstern of the USFCS, tel.: (202) 482-3222; e-mail: laura.hellstern@mail.doc.gov.

November 4

Webinar: Finding International Partners

Washington, D.C.

www.export.gov/eac/show_detail_trade_events.asp?EventID=29624

Finding qualified buyers is one of the most important tasks required to expand any business. How do you find them? How do you know you can trust them? This Webinar will show exporters how to make sound decisions and to gain access to affordable government services. It will be ideal for international sales managers, business development managers, finance and credit managers, and other senior managers. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: doug.barry@mail.doc.gov.

November 9

Using Your Web Site to Build International Sales

Portland, Maine

www.export.gov/eac/show_detail_trade_events.asp?EventID=29902

This seminar will help companies learn about the tools and best practices for marketing their products more effectively, both locally and internationally. Special attention will be paid to Web 2.0 and Google Tools for Small Businesses, search engine optimization strategies, localization versus internationalization of Web site content, international online payment options, and Internet fraud. For more information, contact Jeffrey Porter of the USFCS, tel.: (207) 541-7430; e-mail: jeffrey.porter@mail.doc.gov.

November 12–14

Showcase USA–Italy 2009

Rome, Italy

www.export.gov/eac/show_detail_trade_events.asp?EventID=27849

This show will offer travel and tourism companies a unique opportunity to test the Italian market with a reasonable budget and convenient timing. U.S. exhibitors will have the opportunity to meet representatives from several high-quality Italian companies and organizations—all of which are focused on promoting U.S. travel and tourism. In 2007, U.S. exhibitors met 28 Italian tour operators, several travel agents, incentive planners, and media representatives. For more information, contact Simonetta Busnelli of the USFCS, tel.: +39 (02) 6268-8505; e-mail: simonetta.busnelli@mail.doc.gov.

November 15–19

Dubai Airshow 2009

United Arab Emirates

www.export.gov/eac/show_detail_trade_events.asp?EventID=28785

In 2007, the show celebrated its 10th anniversary and attracted more than 850 exhibitors and 45,421 trade visitors. It had 140 aircraft on display and record-breaking orders of \$155.5 billion. For more information, contact Kevin Haley of the USFCS, tel.: (202) 482-6434; e-mail: kevin.haley@mail.doc.gov.

November 16

Webinar: Exporting to South America

Wheeling, West Virginia

www.export.gov/eac/show_detail_trade_events.asp?EventID=29852

This Webinar will be an excellent opportunity for new and experienced exporters to learn about seven different markets in South America: Argentina, Chile, Colombia, Ecuador, Peru, Uruguay, and Venezuela.

Commercial officers from those countries and expert speakers will address the opportunities and best prospects for U.S. businesses. For more information, contact Leslie Drake of the USFCS, tel.: (304) 347-5123; e-mail: leslie.drake@mail.doc.gov.

November 18

Webinar: Understanding Export Documentation

Washington, D.C.

www.export.gov/eac/show_detail_trade_events.asp?EventID=29652

This Webinar will provide an overview of the most common export documents, as well as those that are more specialized but in regular use. Participants will learn what documents are necessary for which transactions, how to complete them, and how to avoid common mistakes. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: doug.barry@mail.doc.gov.

November 19–22

U.S. Products Catalog Show

Bangkok, Thailand

www.export.gov/eac/show_detail_trade_events.asp?EventID=16185

This four-day event is expected to attract more than 30,000 visitors. Organized by the U.S. embassy and the American Chamber of Commerce in Thailand, it will have a U.S. embassy booth featuring U.S. consumer goods. For a fee of \$100, prospective participants can provide 50 sets of catalogs to display. For more information, contact Thanyathorn Voravongsatit of the USFCS, tel.: +66 (2) 205-5282; e-mail: thanyathorn.voravongsatit@mail.doc.gov.

Here is a selected list of international trade events of interest, including ITA-sponsored events and 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.

On The Horizon

December 2

Export Basics: Protecting Your Intellectual Property Rights Washington, D.C.

www.export.gov/eac/show_detail_trade_events.asp?EventID=29649

Protecting ideas, brands, inventions, and business methods in international markets is an important consideration before making a first sale. This Webinar will review the legal and practical framework for ensuring an exporter's rights in those areas. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: doug.barry@mail.doc.gov.

December 12-13

U.S. Special Exhibitors and Visitors Program at Bright Green (United Nations Climate Change Summit)

Copenhagen, Denmark

www.export.gov/eac/show_detail_trade_events.asp?EventID=29066

This show will take place during the United Nations Climate Change Conference. It will be an excellent opportunity for U.S. companies to show how renewable energy and clean-technology industries are providing practical solutions to today's environmental challenges. Participating U.S. companies and organizations will be offered special networking and marketing opportunities in connection with Bright Green and the United Nations summit. For more information, contact Maria Norsk of the USFCS, tel. +45 3341-7315; e-mail: maria.norsk@mail.doc.gov.

December 15-17

Cosmetics and Toiletries Catalog Show

Cairo, Egypt

www.export.gov/eac/show_detail_trade_events.asp?EventID=28982

This show will offer a rare chance to showcase U.S. cosmetic products, technologies, and services directly to Egyptian distributors and customers. With a population of almost 80 million, Egypt is not only the largest market in the region, but also a gateway to other markets in Africa and the Middle East. Target sectors include cosmetics and perfumes, hair products and equipment, skin products, nail products, and toiletries. Participating companies will benefit from contact lists and post-show follow-up by trade specialists. For more information, contact Hanzada Farid of the USFCS, tel.: +20 (2) 2797-2340; e-mail: hanzada.farid@mail.doc.gov.



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Featured Trade Event

Across the Divide: Successfully Navigating Safe Harbor

2009 Conference on Cross Border Data Flows, Data Protection, and Privacy

November 16-18, 2009

Washington, D.C.

www.export.gov/safeharbort

Since 2005, the European Commission, the Article 29 Working Party on Data Protection, and the United States have convened annually to review progress on the U.S.–European Union (EU) Safe Harbor Framework and to examine the latest developments in compliance, data protection, and privacy that have occurred nationally, regionally, and globally. This year's conference continues the commitment between the EU and the United States regarding the agreement concluded in 2000 on transfers of personal data from the EU to the United States for commercial purposes.

The EU's Data Protection Directive, implemented in 1998, provides member states with the authority to block such transfers to countries whose privacy enforcement regimes do not meet the directive's requirements. Under the U.S.–EU Safe Harbor Framework, the United States received an "adequacy" determination from the European Commission, limited to those U.S. organizations that self-certify their adherence to the Safe Harbor Framework, which allows data transfers to those organizations without prior approval.

This year's conference will examine the progress that the Safe Harbor Framework has made, review the changes made to the process for approving binding corporate rules, look at new paradigms for privacy compliance, and address the role information security plays in data protection and privacy.

Other themes include cross-border data sharing during pandemics, privacy by design, strategic information management, social network service providers and behavioral advertising in cloud computing, global privacy standards, and electronic discovery in civil litigation.

To register for the conference, visit www.export.gov/safeharbor. The cost is \$200 per attendee. For more information, contact Damon Greer, tel.: (202) 482-5023; e-mail: damon.greer@mail.doc.gov; or David Ritchie, tel.: (202) 482-4936; e-mail: david.ritchie@mail.doc.gov.



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For more information and news, visit ITA's Web site at 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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A Newly Revised Guide Helps U.S. Businesses Meet the Challenges of Exporting

First published in the early 1990s, a completely updated edition of the *Export Programs Guide* has just been issued. This detailed guide gives exporters a wealth of information on more than 100 federal programs that offer counseling and assistance to current exporters and businesses looking to expand overseas.

BY GARY BOUCK



U.S. companies looking for sources of information and assistance have a completely updated version of an old and reliable tool with the recent publication of the 2009 edition of *Export Programs Guide*. The book, published with support from the Trade Promotion Coordinating Committee (TPCC), contains detailed

descriptions of more than 100 programs offered by 20 different federal agencies. It is the most comprehensive guide to federal programs designed to assist U.S. exporters.

The TPCC is an interagency body comprising 20 federal agencies that are responsible for programs and policies that affect international trade. Secretary of Commerce Gary Locke is the chair of the committee.

"As many new and successful exporters have discovered, exporting can be an important source of growth, yet challenging," noted Locke in the introduction. "The information in this guide can ease this challenge by offering the support and assistance [needed] to become a successful exporter."

"A Terrific Resource"

Since its initial publication in 1993, the *Export Programs Guide* has been a useful resource for experienced exporters and for novice exporters looking to learn more about the many resources available from numerous federal agencies.

According to Sam Tsoming, business development specialist in the U.S. Export Assistance Center in Seattle, Washington, the book "is the definitive resource for information on federal export assistance." Rose Braden, program manager with the Evergreen Building Products Association, echoed that sentiment: "The *Export Programs Guide* is a terrific resource to me as I counsel the members of the Evergreen Building Products Association who are embarking on exporting."

General and Detailed Information

The information in the new edition is organized into 10 chapters, beginning with general export counseling and assistance and moving to sources of industry- and country-specific counseling and assistance. Each entry includes a brief description of the program and complete contact information.

Sections of the guide offer information on sources of trade leads; market research programs; special market access and technical assistance programs; export finance, insurance, and non-agricultural grant programs; and agricultural export and finance programs.

Other sections focus on programs in areas such as health, performance quality, safety inspection and certification, and export licenses and controls. A valuable appendix offers complete contact information for the more than 100 U.S. Export Assistance Centers that are located around the country and the 20 member agencies of the TPCC.

Gary Bouck is an international trade specialist with the Department of Commerce's Trade Information Center.

For More Information

Copies of the 2009 *Export Programs Guide* are available from the Trade Information Center, tel.: 1-800-USA-TRAD(E) (1-800-872-8723); www.export.gov. Printed copies may also be purchased from the U.S. Government Bookstore, tel.: 1-866-512-1800; <http://bookstore.gpo.gov>. Ask for stock number 003-009-00737-2. The cost is \$10.50 per copy, which includes shipping and handling. The guide is also available on the Web at www.export.gov/exportprogramsguide.

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.

ALABAMA

Birmingham: (205) 731-1331

ALASKA

Anchorage: (907) 271-6237

ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

ARKANSAS

Little Rock: (501) 324-5794

CALIFORNIA

Bakersfield: (661) 637-0136

Fresno: (559) 227-6582

Indio/Cabazon: (760) 342-1310

Ontario: (909) 466-4134

Los Angeles (Downtown): (213) 894-8784

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

Monterey: (831) 641-9850

Newport Beach: (949) 660-1688

Oakland: (510) 273-7350

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

Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

San Jose (Silicon Valley): (408) 535-2757

Ventura County: (805) 488-4844

COLORADO

Denver: (303) 844-6623

CONNECTICUT

Middletown: (860) 638-6950

DELAWARE

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

DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

FLORIDA

Clearwater: (727) 893-3738

Ft. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

Miami: (305) 526-7425 ext. 27

Orlando: (407) 648-6170

Tallahassee: (850) 942-9635

GEORGIA

Atlanta: (404) 897-6090

Savannah: (912) 652-4204

HAWAII/PACIFIC ISLANDS

Honolulu: (808) 522-8040

IDAHO

Boise: (208) 364-7791

ILLINOIS

Chicago: (312) 353-8040

Libertyville: (847) 327-9082

Peoria: (309) 671-7815

Rockford: (815) 316-2380

INDIANA

Indianapolis: (317) 582-2300

IOWA

Des Moines: (515) 284-4590

KANSAS

Wichita: (316) 263-4067

KENTUCKY

Lexington: (859) 225-7001

Louisville: (502) 582-5066

LOUISIANA

New Orleans: (504) 589-6546

Shreveport: (318) 676-3064

MAINE

Portland: (207) 541-7430

MARYLAND

Baltimore: (410) 962-4539

MASSACHUSETTS

Boston: (617) 565-4301

MICHIGAN

Detroit: (313) 226-3650

Grand Rapids: (616) 458-3564

Pontiac: (248) 975-9600

Ypsilanti: (734) 487-0259

MINNESOTA

Minneapolis: (612) 348-1638

MISSISSIPPI

Mississippi: (601) 965-4130

MISSOURI

Kansas City: (816) 421-1876

St. Louis: (314) 425-3302

MONTANA

Missoula: (406) 542-6656

NEBRASKA

Omaha: (402) 597-0193

NEVADA

Las Vegas: (702) 388-6694

Reno: (775) 784-5203

NEW HAMPSHIRE

Durham: (603) 953-0212

NEW JERSEY

Newark: (973) 645-4682

Trenton: (609) 989-2100

NEW MEXICO

Santa Fe: (505) 231-0075

NEW YORK

Buffalo: (716) 551-4191

Harlem: (212) 860-6200

Long Island: (212) 809-2682

New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

NORTH CAROLINA

Charlotte: (704) 333-4886

Greensboro: (336) 333-5345

Raleigh: (919) 281-2750

NORTH DAKOTA

Fargo: (701) 239-5080

OHIO

Akron: (330) 678-0695

Cincinnati: (513) 684-2944

Cleveland: (216) 522-4750

Columbus: (614) 365-9510

Toledo: (419) 241-0683

OKLAHOMA

Oklahoma City: (405) 608-5302

Tulsa: (918) 581-7650

OREGON

Portland: (503) 326-3001

PENNSYLVANIA

Harrisburg: (717) 872-4386

Philadelphia: (215) 597-6101

Pittsburgh: (412) 644-2800

PUERTO RICO

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

RHODE ISLAND

Providence: (401) 528-5104

SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 732-5211

Greenville (Upstate): (864) 250-8429

SOUTH DAKOTA

Sioux Falls: (605) 330-4264

TENNESSEE

Knoxville: (865) 545-4637

Memphis: (901) 544-0930

Nashville: (615) 736-2222

TEXAS

Austin: (512) 916-5939

Fort Worth: (817) 392-2673

Houston: (713) 209-3104

Grapevine: (817) 310-3744

San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

UTAH

Salt Lake City: (801) 255-1871

VERMONT

Montpelier: (802) 828-4508

VIRGINIA

Arlington: (703) 235-0331

Richmond: (804) 771-2246

WASHINGTON

Seattle: (206) 553-5615

Spokane: (509) 353-2625

WEST VIRGINIA

Charleston: (304) 347-5123

Wheeling: (304) 243-5493

WISCONSIN

Milwaukee: (414) 297-3473

WYOMING

Served by the Denver, Colorado, Export Assistance Center

Recent Posts to the ITA Blog

Scoping Out Sales Prospects in Africa: Heather Ranck, director of the U.S. Export Assistance Center in Fargo, North Dakota, wrote, "This year I focused my recruiting efforts on Africa, a new frontier for large-scale farm equipment. Having lived in Mozambique and Congo, I wanted to scope out the prospects, so in May 2009 I took a three-week trip to South Africa, Angola, and Mozambique. After 144 meetings, I learned a lot about the needs and opportunities for farm equipment in Africa." (November 2)

Sustainability and U.S. Competitiveness: Morgan Barr, an international economist with the International Trade Administration's Manufacturing and Services unit, wrote: "In the past two years, we've created an interagency group on sustainable manufacturing to coordinate action across the government, and we've also held a series of regional facility tours—or SMARTs—to promote the adoption of sustainable practices. Our newest deliverable is our Sustainable Business Program and Resource Clearinghouse—a searchable central database that includes numerous federal government programs and resources to support sustainable business and manufacturing practices." (November 2)

"Green Build" Road Show: Daniel Harris, chief of the Commercial Section and the senior representative of the U.S. Department of Commerce in the U.S. Mission to France, wrote: "The Commercial Service has kicked off its Green Build Road Show on the 31st floor of a Pittsburgh skyscraper. Thanks to the beautiful fall weather, my colleagues and I have been treated to an expansive view over a city that has become famous for reinventing itself from a gritty rust-belt town to a leader in green technology." (November 3)

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

International Trade UPDATE

available on the Web at www.trade.gov

