

International Trade UPDATE

www.trade.gov

February 2009

International Buyer Program Brings Overseas Customers to Domestic Trade Shows

The program recruits more than 125,000 foreign buyers, sales representatives, and business partners to attend events that enhance international marketing opportunities in tough economic times.

BY CORY CHURCHES

Reaching buyers in markets worldwide can be a challenge in any economic environment, but in a downturn, traveling to meet prospective buyers can be an expensive endeavor. However, international travel is not required to meet and connect with foreign buyers. Companies can easily broaden their customer base to international markets by participating in domestic trade shows.

The U.S. and Foreign Commercial Service's International Buyer Program (IBP) supports trade shows that are recognized as leading events for promoting the products and services of a particular industry. IBP trade shows give international buyers an opportunity to assess the best and latest in U.S. technology, products, and services.

Export Sales Surge at IBP Events

Since 2005, export sales from connections at IBP events have grown 72 percent and are expected to continue to grow. In 2008, 423 delegations traveled to the United States to participate in IBP events.

The IBP is a government-industry effort that is designed to increase U.S. export sales by promoting international attendance at major U.S. industry exhibitions. The IBP provides practical, hands-on assistance to U.S. exhibitors interested in exporting and making contacts with pre-screened overseas trade partners. That assistance includes export counseling, marketing analysis, and matchmaking services.



The International Buyer Program recruited 22 delegations that attended the 2009 Consumer Electronics Show in Las Vegas, Nevada. (Consumer Electronics Association/CES International photo)

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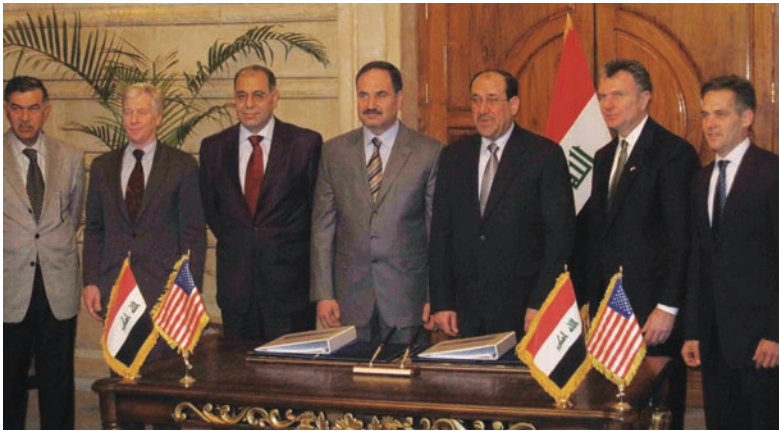


INTERNATIONAL
TRADE
ADMINISTRATION

Foreign Direct Investment and Economic Revitalization Can Help Stabilize Iraq

The successful reduction of violence in Iraq has led to increased investment and opportunities for economic growth.

BY KEVIN REICHEL



Jawad al-Maliki (third from right), Iraq's prime minister, and John Krenicki (second from right), vice chair of General Electric (GE) and president and chief executive officer of GE Energy, at the signing of GE's \$2.7 billion contract with Iraq's Ministry of Electricity. GE is just one of many U.S. firms finding lucrative investment opportunities in Iraq. (photo courtesy of GE Energy)

Now that Iraq is more stable, focus is shifting from security to economic revitalization and integration into the international economic community. Bilateral commercial ties help bridge cultural and sectarian barriers, create jobs, produce wealth, facilitate the transfer of technology, and encourage modern business operations and best practices. But most of all, economic revitalization creates a feeling of hope, which benefits Iraq and the United States.

"Iraq—now more than ever—is at a critical period in developing its economy," said Susan Hamrock Mann, director of the Iraq and Afghanistan Investment and Reconstruction Task Force. "Significant U.S. commitment at all levels—whether via diplomacy or U.S. private-sector investment—is essential to signal our longstanding commitment to our ally. This is essential not only to stabilize the nation, but to open new markets for global trade."

Strategic Framework Agreement

As the U.S. relationship with Iraq continues to develop, international and regional economic integration will become more important. On November 27, 2008, the United States finalized a long-term cooperative agreement with Iraq on future joint economic, legal, and security relations. The Strategic Framework Agreement outlines how Iraq and the United States can cooperate to revitalize Iraq's private sector and create a vibrant free market economy in Iraq.

Iraq is increasingly becoming a market of opportunity because of its natural resources, 80 percent literacy rate, and extensive human capital. With an enhanced capacity for self-governance, competent security forces, and a growing economy, Iraq can develop into a source of economic and social stability in the Middle East. However, those achievements can be realized only with continued trade and economic engagement with the United States and the international community.

Declining Violence, Increasing Investment

In 2006, economic principles reversed what was a declining security situation. U.S. and coalition military commanders, who recognized the importance of alternative, non-combat means to end violence, began the successful "Sons of Iraq" campaign. The campaign provides economic alternatives to Iraqis who might otherwise support a violent insurgency or join al-Qaeda. Violence in what were some of Iraq's most war-torn provinces has decreased to historic lows. Consequently, today's efforts are focused on strengthening government institutions, the business environment, and the private sector. Those efforts

will, in turn, create jobs and build on the success and reduction in violence from previous programs.

Successful Foreign Direct Investment

In the early phases of the U.S. engagement in Iraq, most U.S. companies found business through U.S. government-funded projects. Today, U.S. business strategies have shifted. Iraq has an investment law that is favorable to foreign direct investment, has greatly strengthened ministries with large procurement budgets, and has an emerging private sector. Many U.S. companies now find opportunities by investing directly, by partnering with Iraqi companies, and by engaging in procurement contracts with the Iraqi government. For example, General Electric recently signed a \$2.7 billion sales contract with Iraq's Ministry of Electricity for 9E turbines, and Boeing signed a \$5.0 billion commercial aircraft deal.

As this year unfolds, the Iraq and Afghanistan Investment and Reconstruction Task Force, in conjunction with the U.S. and Foreign Commercial Service in Baghdad, will continue to disseminate market information to U.S. companies, to describe the investment and business opportunities Iraq offers, and to help U.S. companies gain access to the Iraqi market. The Department of Commerce will continue to support U.S.-Iraq commercial ties through trade missions, business matchmaking, capacity development programs, and commercial policy dialogues.

For more information, please visit www.trade.gov/iraq.

Kevin Reichelt is an international trade specialist with the International Trade Administration's Market Access and Compliance unit and works with the Iraq and Afghanistan Investment and Reconstruction Task Force.

International Buyer Program Brings Overseas Customers to Domestic Trade Shows

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"The International Buyer Program is extremely valuable to U.S. companies interested in expanding their business into the global arena," said Blanche Ziv, director of the IBP. "Particularly in the current difficult economic climate, the IBP enables U.S. companies to potentially reach thousands of international buyers without leaving the United States. The program opens up new channels of sales that will help strengthen U.S. companies and create jobs in the U.S. economy."

This year, 38 leading trade shows are participating in the IBP. A complete listing of upcoming 2009 shows can be found at www.export.gov/IBP.

Bringing Buyers and Sellers Together

IBP-supported trade shows provide a venue for international buyers to make valuable contacts with U.S. firms. The IBP's computer-based matchmak-

ing services connect participants with potential U.S. partners based on products and type of business relationship desired.

Nick Yaksich, vice president of the Association of Equipment Manufacturers (AEM), said, "AEM is very pleased with all the hard work and superb efforts by all the Department of Commerce International Buyer Program staff and senior management." His company participated in ConExpo-Con/Agg and IFPE 2008. "We are looking forward to working with the Department of Commerce on future trade events and other trade-related programs [that are] important to our members."

By participating in an IBP event, U.S. exhibitors can reach and connect with a myriad of overseas buyers to extend their customer base and to increase sales.

For more information about the IBP, please visit www.export.gov/IBP.

Cory Churches is a writer-editor in the International Trade Administration's Office of Public Affairs.

News from the International Trade Administration

ITA's Coaching Program Garners Award

On January 30, 2009, Michelle O'Neill, acting under secretary for international trade, accepted the International Coach Federation Metro D.C. Chapter's 2008 Prism Award. The International Trade Administration (ITA) was recognized for its Leadership Coaching Program, which it initiated as part of a comprehensive plan to develop the leadership skills required to meet ITA's changing needs. The program's primary goal was to improve the leadership skills that support increased employee engagement. Coaches provided tools to ITA leaders to improve employee productivity, encouraged participants to become more aware of their individual strengths and weaknesses, and discussed how leaders could become most effective in their roles. The Prism Award annually recognizes an organization that makes the most of its opportunities to benefit from coaching initiatives by understanding the positive influence that coaching relationships can have on employees and, consequently, the mission of the organization.



Michelle O'Neill (center), acting under secretary for international trade, along with Ron Glaser (right), director for the Office of Strategic Resources, and Ruben Pedroza (left), senior operations officer for the Office of Strategic Resources, accepted the International Coach Federation's 2008 Prism Award. The award recognized the International Trade Administration's Leadership Coaching Program. (U.S. Department of Commerce photo)

Report Highlights Efforts to Curb Foreign Manufacturing Subsidies

The International Trade Administration's Import Administration (IA) Subsidies Enforcement Office and the Office of the United States Trade Representative (USTR) have issued their annual report to Congress that details the government's accomplishments in disciplining foreign manufacturing subsidies. The "Subsidies Enforcement: Annual Report to Congress" highlights activities to combat subsidies in China and pledges to intensify those efforts in 2009.

"American industries, workers, and consumers can best enjoy the benefits of an open and competitive global economy only if world markets are free of the most trade-distorting types of subsidies," said Ronald Lorentzen, acting assistant secretary for IA. "This report demonstrates the U.S. government's commitment to identifying and challenging those unfair foreign government subsidy practices. As we have shown, if our interests cannot be adequately addressed through advocacy and negotiation, we will not refrain from initiating litigation to ensure that international trade remains open and fair for American workers and companies."

The report recounts IA's and USTR's 2008 antisubsidy activities, from working to strengthen international rules that govern subsidies to addressing worldwide structural problems in heavily subsidized foreign sectors, such as the steel industry. It also contains a special section that describes efforts to address China's subsidy practices by investigating countervailable subsidies to China's steel, textile, tire, and chemical industries, by filing a World Trade Organization (WTO) case against a wide range of WTO-prohibited export subsidies, and by using a U.S.-China working group to address

structural issues in China's economy. The Department of Commerce has also been actively engaged in the WTO Subsidies Committee, as well as in other multilateral forums, to address China's prohibited subsidies and industrial policies that benefit state-owned enterprises.

The report also describes the Department of Commerce's decision to post officials in Beijing, China. This decision enables the government to deploy expert staff members who can conduct on-the-ground research and actively engage foreign officials on subsidy issues.

As required by the Uruguay Round Agreements Act, the report details extensive engagement to address prohibited subsidies in China. It describes the efforts by the Department of Commerce and USTR, in close cooperation with other executive branch agencies, to monitor and challenge unfair foreign government subsidy practices worldwide. The department and USTR remain committed to eliminating or equalizing foreign governments' use of unfair trade practices when they hurt U.S. workers and jobs.

The report is available at <http://ia.ita.doc.gov/esel/index.html>.

International Visitors up 8 Percent through Third Quarter of 2008

According to the International Trade Administration's Office of Travel and Tourism, more than 39 million international visitors traveled to the United States during the first nine months of 2008. Those visitors represent an 8 percent increase over the same period in 2007. International visitors spent \$108.4 billion from January through September 2008, an increase of 22 percent over the same period in 2007. During September 2008, 4.1 million

visitors spent \$12.4 billion, an increase of 16 percent over the previous September.

The United States recorded gains in Canadian visitors through the first three quarters of last year—12 percent more visitors. But Mexican visitors to the United States were down 6 percent.

Visitation from overseas markets continued its 17-month trend upward, with arrivals increasing by 5 percent in September 2008 and by 9 percent through the first nine months of the year.

The United States enjoyed overall increases in visitors through September from Western Europe (17 percent), Africa (16 percent), Eastern Europe (15 percent), South America (14 percent), the Middle East (10 percent), and the Pacific (5 percent). In fact, Western European visitors accounted for 48 percent of all overseas arrivals.

The list of Western European countries that registered increased visitors to the United States includes France, Germany, Ireland, Italy, the Netherlands, Spain, Sweden, Switzerland, and the United Kingdom. The increased results from Germany (20 percent), France (28 percent), and Italy (29 percent) continued growth trends from 2007.

Although the number of overall visitors from Asia dropped by 1 percent through September, visitors from India and the People's Republic of China grew by 9 percent and 28 percent, respectively.

For more information about the Office of Travel and Tourism Industries, visit <http://tinet.ita.doc.gov>.

Contributors to this section include Christopher Cassel of the International Trade Administration's Import Administration, and Richard Champley of the International Trade Administration's Manufacturing and Services unit.

March 3-5

Ecobuild 2009

London, England

www.ecobuild.co.uk

This event is dedicated to sustainable design, construction, and the built environment. It attracts more than 800 exhibitors and 30,000 visitors, and it has more than 100 seminars and conferences. This show will provide first-mover advantages in this important construction market. For more information, contact Mark Wells of the USFCS, tel.: (202) 482-0904; e-mail: mark.wells@mail.doc.gov.

March 8-11

Commercial Service Trade Mission to Colombia

Bogotá, Colombia

www.export.gov/industry/marine/

This trade mission to Colombia offers market briefings, business-to-business matchmaking appointments with local companies, networking receptions, and site visits. The participation fee is \$3,250 for large firms and \$2,500 for small and medium-sized enterprises. The delegation will comprise U.S. firms from various U.S. industries with growing potential in Colombia, which is the fifth-largest market for U.S. exports in Latin America. For more information, contact Brie Knox of the USFCS, tel.: (504) 589-6703; e-mail: brie.knox@mail.doc.gov.

March 12

Breaking into the Trade Game: Selecting the Best Markets

Philadelphia, Pennsylvania

www.buyusa.gov/philadelphia/bittg.html

This training program by the Mid-Atlantic District Export Council is designed to give business executives the skills, strategies, insights, and contacts that are necessary to expand sales globally. Exporting American products and services is rewarding for all companies that want to prosper in today's global marketplace, and this course provides the tools necessary to succeed. For more information, contact Nicole DeSilvis of the USFCS, tel.: (215) 597-6101; e-mail: nicole.desilvis@mail.doc.gov.

March 18

Exporter Obligations/Export Control Update

St. Louis, Missouri

www.buyusa.gov/stlouis/exportfundamentals.html

Do you know your obligations as an exporter? Are you aware of the latest export control developments? 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 control developments and discuss how they affect transactions. For more information, contact Kristi Wiggins of the USFCS, tel.: (314) 425-3345; e-mail: kristi.wiggins@mail.doc.gov.

March 18-20

Convergence India 2009

New Delhi, India

www.convergenceindia.org

This show offers a unique platform for companies interested in India's surging market in the telecommunication, mobility, broadcast, cable, satellite, information technology, and information security sectors. India invites foreign investment, encourages joint ventures, and has reduced its import tariffs, thus offering excellent potential for U.S. companies and service providers eager to expand their export activities. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: deborah.semb@mail.doc.gov.

March 20-22

International Franchise Show

Washington, D.C.

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.

March 26

Selling Medical Equipment in Brazil Webinar

São Paulo, Brazil

www.buyusa.gov/healthcare/medbrazilmexico.html

Does medical equipment have potential in Brazil? How does a product get registered in Brazil? Can an in-country distributor help with the regulatory approval process? What are other companies doing to be successful in Brazil? This Webinar will answer those questions by providing a highly focused, interactive experience in a virtual classroom setting. The Webinar covers distribution, marketing, and regulatory issues related to selling medical equipment in Brazil. For more information, contact Gabriela Zelaya of the USFCS, tel.: (408) 535-2757, ext. 107; e-mail: gabriela.zelaya@mail.doc.gov.

March 27-29

Medical Fair India 2009

New Delhi, India

www.hospimedica-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.

March 30-

April 4

Environmental and Clean Energy Technologies Trade Mission to Europe

Zagreb, Croatia; Milan, Italy; Athens, Greece

www.buyusa.gov/sanfrancisco/170.html

This trade mission to Croatia, Italy, and Greece is a timely and cost-effective way to tap into fast-growing sectors with a strong affinity for U.S. products and services. The mission includes one-on-one business matchmaking appointments, meetings, and networking at the EcoTec Environmental Trade Show in Athens. Also included is a bonus day in Athens to follow up on leads and to take advantage of counseling at the trade show. For more information, contact Jessica Arnold of the USFCS, tel.: (202) 482-2026; e-mail: jessica.arnold@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.

On The Horizon

April 1-3

CTIA Wireless 2009

Las Vegas, Nevada

www.ctiawireless.com

This event is the No. 1 ranked wireless show in North America, and it represents the fastest-growing, most dynamic segments of the telecommunication industry: wireless communications, the Internet, computing, and mobile data. Every year, this show draws more than 35,000 qualified worldwide attendees, including 900 exhibitors that occupy more than 400,000 square feet of exhibit space. For more information, contact Vidya Kori of the USFCS, tel.: (202) 482-2311; e-mail: vidya.kori@mail.doc.gov.

April 16-19

China International Boat Show

Shanghai, China

<http://www.chinaboatmarket.com>

This annual event is organized by China Boat Industry & Trade Association and Shanghai SMP Sino Expo International Exhibition Co., Ltd., and represents the entire manufacturing chain of the boating industry, from basic materials to ready-to-sail luxury boats. The show presents significant opportunities for U.S. exporters of pleasure boats, accessories, marina planning and construction materials. For more information, contact William Corfitzen of the USFCS, tel.: (202) 482-0584; e-mail: william.corfitzen@mail.doc.gov.

April 18-23

National Association of Broadcasters 2009

Las Vegas, Nevada

www.nabshow.com

This event provides the world's largest and most comprehensive gathering of television, radio, film, video, audio, and multimedia professionals. Product categories include audio editing; production and recording; cameras and lenses; film and tape; editing and special effects; graphics and animation; and news, weather, and traffic services. The educational program will present thought-provoking, forward-thinking concepts. This show offers more than 550 hands-on, interactive learning sessions. For more information, contact Jennifer Harrington of the USFCS, tel.: (202) 482-0595; e-mail: jennifer.harrington@mail.doc.gov.



The Emirate Towers, Dubai

Market of the Month: United Arab Emirates

The United Arab Emirates (UAE), a confederation of seven emirates, is highly cosmopolitan and features a large expatriate workforce. The most well-known emirate is the business center of Dubai, while the largest, Abu Dhabi, covers 80 percent of the landmass and holds most of the UAE's vast oil and gas reserves. In recent years, the UAE has emerged as one of the top markets for U.S. exports in the Middle East and North Africa. In 2000, U.S. exports to the UAE were only \$2 billion, but they now exceed \$13 billion.

The vast oil wealth in Abu Dhabi, the business acumen of Dubai, and the government's desire to rapidly develop the country has resulted in a sustained boom in business opportunities. Despite current problems caused by the global financial crisis, the UAE remains a good market for U.S. firms dealing in infrastructure, oil and gas, defense, green building technologies and services, solar energy, and health care products and services.

A Business Hub for the Middle East

Dubai is the financial and logistics hub for the Middle East. Abu Dhabi has emerged as the strongest link in the economy because it controls nearly all of the country's oil and gas revenue. The other five emirates—Sharjah, Ras al Khaimah, Umm al Qaiwain, Ajman, and Fujairah—also offer business opportunities as they seek to develop their economies to take advantage of the overall growth in the UAE's economy.

Market Entry Strategy

U.S. exporters are encouraged to become familiar with the different markets within the UAE to understand the opportunities and challenges of each one. In most cases, U.S. exporters should have or are required to have a local agent, distributor, or representative to assist them in building a presence in the market.

The official language is Arabic, but the operational language is English, because 85 percent of the people are expatriates from more than 100 countries. Patience, politeness, and willingness to be on the ground are critical to success. U.S. firms should be prepared for protracted periods of negotiation and bargaining.

For more information about exporting to the UAE, visit www.buyusa.gov/uae/en.



International Trade Update

is published monthly by the Office of Public Affairs of the U.S. Department of Commerce's International Trade Administration (ITA). You can read or download the newsletter from ITA's Web site at www.trade.gov. To receive notification by e-mail when new issues are published, visit www.trade.gov, click on International Trade Update, and then click on the "Subscribe" link.

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.

Michelle O'Neill

Acting Under Secretary of
Commerce for International Trade

Tu-Trang Phan

Acting Director, Office of
Public Affairs

Tim Truman

Editor-at-Large

Web edition and electronic dissemination:

Jeremy Caplan

Copyediting:

Publications Professionals LLC

Calendar editor:

Lorri Crowley

Production assistance:

Michele Robinson

Design and composition:

U.S. Government Printing Office,
Creative Services Division

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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.

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