

Small Businesses Urged to Grow through Exporting

This February, the inaugural conference for a national tour in support of the National Export Initiative came to Minneapolis, Minnesota. The conference, which focused on federal and state resources that help small businesses export, brought a message of encouragement and growth.

BY JOHN WARD

Representatives from more than 200 small and medium-sized enterprises (SMEs) were encouraged to tap into new world markets by Secretary of Commerce Gary Locke at the inaugural “New Markets, New Jobs” conference held in Minneapolis on February 17, 2011, at the University of Minnesota.

In his remarks at the all-day event, Locke emphasized how important engagement with the global marketplace will be to the future

economic well-being of the United States. “In his State of the Union address a few weeks ago, [President Barack Obama] said how important it was for America to win the future. He said the most important contest our nation faces is not between Democrats and Republicans, but between America and countries around the world that are competing like never before for the jobs and industries of the future. Here in Minneapolis, you are on the front lines of that competition.”

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On February 17, 2011, in Minneapolis, Minnesota, several hundred attendees at an all-day conference heard from government officials and business experts about the government resources available to help small businesses export. (photo courtesy Minnesota Department of Natural Resources/Deborah Rose)

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For a Small Pennsylvania Company, Department of Commerce Program Helps Guarantee an International Sale

When Chinese customs officials impounded U.S. products destined for reexport to Australia, the International Trade Administration made sure that China honored commitments it had made under international trade agreements, thereby ensuring that a Pennsylvania-based company's business was not jeopardized by the improper application of regulatory standards.

BY STEVE WILLIAMS



Refrigerated container units produced by Klinge Corp., such as this one at the company's facility in York, Pennsylvania, were shipped to China for reexport to Australia. Regulatory issues posed by Chinese authorities held up the process, but they were successfully resolved with help from the International Trade Administration. (photo courtesy Klinge Corp.)

Trade barriers are costly. They diminish the bottom lines of U.S. exporters, bring potential job losses, and, overall, negatively affect the efficient operation of the global supply chain. Examples can include overly restrictive and inconsistently applied technical standards, unnecessary delays because of unclear customs procedures, or weak enforcement of other international trading rules.

One small U.S. exporter, Klinge Corp. of York, Pennsylvania, recently found itself hamstrung by such barriers as it sought to export industrial equipment manufactured in the United States from China to Australia. With the assistance of a team of experts from the International Trade Administration's

Trade Agreements Compliance Program, the company was successful in overcoming a series of overly restrictive regulatory obstacles posed by Chinese customs and, ultimately, in shipping its products to Australia.

Specialty Manufacturer

Klinge Corp., founded in 1984, is a leading U.S. supplier of specialized refrigeration containers and generators. More than 85 percent of the company's business is with buyers outside the United States.

One such buyer was the Australian government, which, in 2007, signed an agreement with Klinge Corp. worth \$8.5 million for 185 refrigerated, self-powered military container systems and 1,500 collapsible food storage bins for the Australian Defence Force. The refrigeration units and generator sets, as well as other technical components, were to be manufactured at the company's U.S. facility; shipped to Qingdao, China, for mounting on 10- and 20-foot shipping containers; and then reexported to Australia. Final delivery was slated for March 2011.

Seizure and Impoundment

Unfortunately, in the midst of fulfilling this contract, Klinge Corp. ran into problems with Chinese customs officials, who impounded a key paint component by claiming it failed to meet Chinese certification requirements. In addition, Chinese officials determined that Klinge Corp.'s refrigerator and generator units failed to meet China's Compulsory Certification (CCC) requirements, even though these components were exempt from the CCC requirements (and had been for many years).

"These particular Chinese customs officials evidently had taken an inordinately broad view of the [CCC certification] requirements," notes Bryan O'Byrne, a senior international trade specialist at ITA who worked on the issue. "The application of the CCC requirements appeared rather arbitrary and, thus,

“ The [Commerce Department] team was instrumental ... in helping us avoid long customs delays. ”

—Henrik Klinge
President, Klinge Corp.

raised potential questions under the World Trade Organization’s Agreement on Technical Barriers to Trade, which requires that such product certifications not create unnecessary obstacles to trade.”

Pressing the Case

In July 2010, after a series of initially unproductive meetings with Chinese freight forwarders and customs officers, Klinge Corp. submitted a description of the problems it was facing to ITA using the agency’s online “Report a Trade Barrier” service (see sidebar). In response, representatives of Klinge Corp. were invited to join other U.S. industry representatives to participate in an ITA-sponsored roundtable with Chinese trade officials in Ningbo, China, on August 27, 2010.

At the meeting, Henrik Klinge, Klinge Corp.’s founder and president, raised the issue of the problems his company was encountering. O’Byrne subsequently facilitated a meeting between Klinge and senior officials of the China Certification and Accreditation Administration (CNCA) to discuss the issues that Klinge Corp. was facing at customs. The ITA team also pursued the issue with Chinese officials, emphasizing China’s obligations to adhere to its World Trade Organization commitments.

Successful Resolution

By fall 2010, a resolution to Klinge Corp.’s problems was in sight. In September, CNCA officials helped the company obtain the necessary certifications for the paint components. In December, Chinese customs officials verified exemptions to the CCC certification requirements for the refrigerators and generators, thus resolving the final obstacle to reexporting. By February 2011, Klinge Corp. reported that it had fulfilled nearly half of its total \$8.5 million contract with Australia.

“The roundtable in Ningbo provided an excellent venue for Klinge [Corp.] to voice its concerns directly

with officials from various related Chinese government agencies,” notes Klinge. “The [Commerce Department] team was instrumental ... in helping us avoid long customs delays.”

Craig Allen, ITA’s deputy assistant secretary for Asia, adds, “This case is a concrete example of how our program supports President Obama’s National Export Initiative: it touches real people and supports U.S. jobs.”

Steve Williams is a team leader for operations in the International Trade Administration’s Market Access and Compliance unit. Bryan O’Byrne, senior international trade specialist in ITA’s Trade Compliance Center, collaborated in the writing of this report.

IS YOUR COMPANY FACING A TRADE BARRIER?

The Trade Agreements Compliance Program, led by the International Trade Administration’s Market Access and Compliance unit, helps U.S. companies identify and overcome foreign government trade barriers, such as standards, customs, and intellectual property rights. For more information about the program, and for guidance on how to report a trade barrier, visit the program’s Web site, www.trade.gov/tcc, or contact the Trade Compliance Center, tel.: (202) 482-1191; e-mail: tcc@trade.gov.

New Agreement and Bilateral Talks Signal Continued Growth of U.S.–Turkish Commercial Ties

A recent visit to Ankara and Istanbul by Michael Camuñez, assistant secretary for market access and compliance, underscored the importance of enhancing economic and commercial links between the United States and Turkey.

BY ANITA RAMASASTRY



On January 28, 2010, in Istanbul, Turkey, Michael Camuñez (left), assistant secretary of commerce for market access and compliance, presented two officials of Turkish Airlines—Hamdi Topçu (center), chair, and Temel Kotil (right), president—with a certificate of appreciation for the company’s commitment to U.S.–Turkish trade and its purchase of several billion dollars worth of planes from Boeing. (U.S. Department of Commerce photo)

Recent economic changes in Turkey have been dramatic and positive. Turkey is the fastest-growing country in Europe, which presents significant opportunities for U.S. companies to partner with Turkish companies in a wide variety of sectors, including energy, transportation, health care, and construction. The U.S. government’s Trade Promotion Coordinating Committee recently identified Turkey as one of the priority markets ripe for U.S. trade and investment—the only market in Europe to be so designated.

In recognition of this important economic relationship, Michael Camuñez, assistant secretary of commerce for market access and compliance, traveled to Ankara and Istanbul, Turkey, on January 24–28, 2011, to lead policy discussions on bilateral trade and investment and on enhanced economic and commercial cooperation between the United States and Turkey. Jose Fernandez, assistant secretary of state for economic, energy, and business affairs, joined him in the discussions.

Framework Agreement

One of the main purposes of the visit was to sustain the momentum of the recently launched U.S.–Turkey Framework for Strategic and Economic Commercial Cooperation (FSECC). This bilateral effort, announced in 2009 by President Barack Obama and Turkish Prime Minister Recep Tayyip Erdoğan, was officially launched in Washington, D.C., on October 19, 2010.

The FSECC establishes an annual forum for senior-level officials from both countries to discuss commercial and economic issues. It also provides for a number of initiatives and agreements in energy, trade and investment promotion, regulatory cooperation, scientific and agricultural collaboration, and intellectual property rights.

“The strategic framework is critical to the future of both of our nations,” noted Camuñez in a speech he gave to the Istanbul Chamber of Commerce on January 28, 2011. “The world has never been as competitive as it is today, leaving us both facing the same fundamental challenge: How do we make our economies, and our people, more competitive globally?”

Promoting Foreign Direct Investment

During the visit, a memorandum of intent was signed between the Department of Commerce’s Invest in America program and Turkey’s

Investment Support and Promotion Agency. The memorandum promotes cooperation on foreign direct investment activities and commits both countries to providing mutual assistance to investors by connecting them with investment and industry experts in each country. This fulfills a commitment the two governments made at the inaugural FSECC meeting in October 2010.

Mutual Benefits

Camuñez clarified the benefits to both countries of a growing bilateral economic relationship: “There is more to our bilateral trade numbers than meets the eye. U.S. exports to Turkey often advance Turkey’s own export goals. Take General Electric’s joint venture with [Turkish company] Tülomsaş. ... This partnership is taking locomotive kits made in Pennsylvania, assembling them in Turkey, and then exporting them to the Caucasus and Central Asia, where Turkish firms have been very successful. Jobs and wealth are created in both of our countries as we play to the strengths of American technology and Turkish marketing and service—a ‘win-win,’ as we say in America.”

Anita Ramasastry is a senior adviser to the assistant secretary of commerce for market access and compliance in the International Trade Administration’s Market Access and Compliance unit.

“Jobs and wealth are created in both of our countries as we play to the strengths of American technology and Turkish marketing and service.”

—Michael Camuñez
Assistant Secretary of Commerce

TURKEY: TRADE FACTS AND FIGURES

In 2010, U.S. exports of goods to Turkey totaled \$10.5 billion, making Turkey the 26th-largest export market for the United States. This figure marked an increase of 49 percent over 2009. The same year, imports from Turkey stood at \$10.5 billion. Official U.S. foreign direct investment in Turkey stood at approximately \$6.3 billion by the end of 2010.

For more information about trade with Turkey, or to obtain advice on entering the Turkish market, contact the Trade Information Center at 1-800-USA-TRADE (1-800-872-8723); www.export.gov. For more information about the Department of Commerce’s Invest in America program, visit www.investamerica.gov.



Short Takes

Increased Cross-Border Trade with Canada and Mexico Is Focus of New Strategy

The first step of a new initiative to promote U.S. exports to Canada and Mexico from bordering U.S. communities, the Border Export Strategy, was announced by Francisco Sánchez, under secretary for international trade, on February 28, 2011, at a meeting with the San Diego–Imperial Valley (California) trade community.

At an international trade roundtable held the next day in Tijuana, Mexico, Sánchez noted the importance of border areas to the economies of all three countries: “The economic ties which bind us as North American neighbors are strong. And as the gateways to North American trade, the border

regions provide unique opportunities and distinct challenges for U.S. companies seeking to export goods and services.”

The strategy is a component of the National Export Initiative (NEI), a program announced by President Barack Obama in 2010 that advances the president’s goal of doubling U.S. exports by 2015. The Border Export Strategy will focus on specific areas of potential collaboration with Canada and Mexico.

Overall, the NEI is focused on (a) improving trade advocacy and export promotion efforts; (b) increasing access to credit, especially for small and medium-sized enterprises; (c) removing barriers to the sale of U.S. goods and services abroad;



Francisco Sánchez (center right), under secretary of commerce for international trade, at the Renewable Energy/ International Trade Roundtable held in Tijuana, Mexico, on March 1, 2010. During his visit, he spoke about the new Border Export Strategy. (U.S. Department of Commerce photo)

(d) robustly enforcing trade rules; and (e) pursuing policies at the global level to promote strong, sustainable, and balanced growth.

This initial step of the Border Export Strategy focuses on U.S. exports to Mexico from the Southwest border states of Arizona, California, New Mexico, and Texas. In 2010 these four states accounted for \$98.9 billion of U.S. exports of goods to Mexico. Overall, the United States exported \$163.3 billion in goods to Mexico, compared to \$128.9 billion in 2009, an increase in 2010 of 27 percent. Major industry sectors included electrical machinery, machinery, and vehicles.

The International Trade Administration offers export promotion assistance to U.S. companies in the Southwest border region through its field offices in Arizona, California, New Mexico, and Texas (see list on page 11). For more information about exporting to Mexico, or to obtain additional export assistance, contact the Trade Information Center, tel.: 1-800-USA-TRADE (1-800-872-8723), or visit www.export.gov.

Exporting Brings Financial Benefits to U.S. Manufacturing Firms

U.S. manufacturers can find increased revenue stability, and reduced volatility, through overseas sales, according to a paper recently published by the International Trade Administration's Office of Competition and Economic Analysis.

The paper, "The Impact of Exporting on the Stability of U.S. Manufacturing Industries," by ITA staff economists David Riker and Brandon Thurner, attempts to determine whether the added risks and unpredictability associated with exporting outweigh the increase in expected revenues.

Manufacturing is a vital export sector of the U.S. economy. In 2010, the United States exported \$873.4 billion of manufactured goods, an increase of 17.5 percent over 2009. These exports support more than 3 million U.S. jobs.

The paper examines the link between exporting and the economic stability of the U.S. manufacturing sector in two ways. First, it analyzes the 2000–2009 revenues reported in the public financial statements of Xerox and Dow Chemical, two U.S. companies with substantial non-U.S. sales. Second, it analyzes the industry-level shipments data for 85 industries in the U.S. manufacturing sector as reported in the Census Bureau's Annual Survey of Manufactures and the Economic Censuses for 2000 through 2008.

According to the authors, "both the company case studies and the industry-level analysis of the U.S. manufacturing sector indicate that non-U.S. sales, including exports from the United States, reduce the normalized volatility of the value of total shipments of U.S. manufacturers."

The new study is available for downloading from the ITA's Web site at www.trade.gov/publications.

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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.

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March 2011

March 8–10

Asian Aerospace 2011

Hong Kong
www.export.gov/eac/show_detail_trade_events.asp?EventID=31149

This event ranks among the world's top three aviation trade shows. In 2009, almost 100 U.S. companies and more than 12,600 trade visitors attended. Participating U.S. companies will have the opportunity to meet with USFCS trade specialists to discuss potential business opportunities in China, Hong Kong, and other markets in the Asia-Pacific region. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: deborah.semb@trade.gov.

March 11–13

Natural Products Expo West

Anaheim, California
www.export.gov/eac/show_detail_trade_events.asp?EventID=30519

This event is one of the world's largest natural, organic, and health products trade shows. It is expected to attract 3,000 exhibitors and more than 45,000 attendees. Supply Expo, which exhibits ingredients and technologies within the health and nutritional industry, will run concurrently with this event. For more information, contact Erik Hunt of the USFCS, tel.: +82 (8) 397-4537; e-mail: erik.hunt@trade.gov.

March 16–April 27

Webinar Series: Export Basics

Denver, Colorado
www.export.gov/eac/show_detail_trade_events.asp?EventID=31692

The Export Basics Webinar series offers four sessions at a great rate of \$85 or individual sessions at \$35. The topics and their respective dates are as follows: "How to Write an Export Plan" (March 16); "Export Financing—How Do I Get Paid?" (March 30); "International Shipping and Logistics" (April 13); and "Legal Aspects of International Trade" (April 27). For more information, contact Lana Lennberg of the USFCS, tel.: (303) 844-6623, ext: 213; e-mail: lana.lennberg@trade.gov.

March 15–17

Global Security Asia 2011

Singapore
www.export.gov/eac/show_detail_trade_events.asp?EventID=30849

This show is a leading platform for the security industry in the Asia-Pacific region. It will showcase the latest technology solutions in homeland security, including security screening, biometrics, information technology security, surveillance, and mass transportation and infrastructure security. For more information, contact Edward Kimmel of the USFCS, tel.: (202) 482-3640; e-mail: edward.kimmel@trade.gov.

March 17

Export University 301: Growing Your Business Internationally

Center Valley, Pennsylvania
www.export.gov/eac/show_detail_trade_events.asp?EventID=31533

This half-day training program will give businesses the skills, strategies, insights, and contacts that are necessary to expand sales globally. It will take place at DeSales University, which is north of Philadelphia. There is a fee of \$45 to participate on location or \$35 to participate through a Webinar. For more information, contact Samuel Cerrato of the USFCS, tel.: (215) 597-6120; e-mail: samuel.cerrato@trade.gov.

March 22

Complying with U.S. Export Control Laws

Cleveland, Ohio
www.export.gov/eac/show_detail_trade_events.asp?EventID=31504

This daylong seminar will provide participants with the latest information on export controls and on ways to develop an effective compliance program. Invited speakers include representatives from the Bureau of Industry and Security, the Treasury Department's Office of Foreign Assets Controls, the Census Bureau's Foreign Trade Division, and Customs and Border Protection. There is a fee of \$195 to participate. For more information, contact Jay Biggs of the USFCS, tel.: (216) 522-4754; e-mail: jay.biggs@trade.gov.

March 23

Webinar: How to Identify International Markets for Your Products

Washington, D.C.
www.export.gov/eac/show_detail_trade_events.asp?EventID=31493

One of the most important parts of a successful export plan is choosing the best international market or markets for a product or service. This free, one-hour Webinar will show participants how to use and apply proven tools and strategies for market selection, including how to evaluate cultural, economic, logistical, competition, risk, and other factors. For more information, contact Abdul Shaikh of the USFCS, tel.: (202) 482-1619; e-mail: abdul.shaikh@trade.gov.

March 28–April 1

Power and Electricity World Africa 2011

Johannesburg, South Africa
www.export.gov/eac/show_detail_trade_events.asp?EventID=30641

This show will allow local and international companies to showcase to the African market technologies and solutions in the following areas: power generation, efficient power equipment, construction, engineering, and others. The event includes 11 shows in one, including: Power Generation, Independent Power, Clean Technology, Green Buildings, and seven others. For more information, contact Bheki Ndimande of the USFCS, tel.: +27 (11) 290-3356; e-mail: bheki.ndimande@trade.gov.

March 29–April 1

Business Development Mission to Morocco

Casablanca and Tangiers, Morocco
www.export.gov/eac/show_detail_trade_events.asp?EventID=30669

This trade mission to a major gateway to North Africa will be led by a senior official from the Department of Commerce. Participants will visit port and free trade zone facilities and will meet with high-level officials responsible for managing logistics systems and purchasing equipment and services in ports, as well as acquiring equipment and services for infrastructure development, safety and security, and energy infrastructure. Registration for this mission is now closed. For more information, contact Anne Novak of the USFCS, tel.: (202) 482-8178; e-mail: anne.novak@trade.gov.

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

A fee may be charged for participation in some of these events. For more information, see the full event listing on the Web or contact the staff person listed in the event description.

On The Horizon

April 2–7

High Point Market, Spring 2011

High Point, North Carolina

www.export.gov/eac/show_detail_trade_events.asp?EventID=30900

This show represents all aspects of home furnishings, including wood and upholstered furniture, lighting, home décor, and fabrics and textiles. Products on display will cover all price points. This event attracts buyers and exhibitors from all over the world and has grown to cover 1 million square meters of showroom space. More than 80,000 visitors are expected. For more information, contact James Yi of the USFCS, tel.: (202) 482-6482; e-mail: james.yi@trade.gov.

April 3–8

Education Mission

Jakarta, Indonesia, and Hanoi and Ho Chi Minh City, Vietnam

www.export.gov/eac/show_detail_trade_events.asp?EventID=30437

Representatives from 60 U.S. colleges and universities will join Francisco Sánchez, under secretary of commerce for international trade, to explore opportunities for international student recruitment and for partnerships with higher education institutions and recruitment agents in Indonesia and Vietnam. More than 20,000 students from those two countries currently attend U.S. colleges and universities. For more information, contact Greg Thompson of the USFCS, tel.: (214) 712-1932; e-mail: greg.thompson@trade.gov.

April 6–12

Trade Winds Forum—The Americas

Mexico City, Mexico

www.export.gov/eac/show_detail_trade_events.asp?EventID=31433

This weeklong event will include a business forum that focuses on North, Central, and South America. It will also feature prearranged consultations with 14 senior commercial officers from throughout the Americas and a trade mission to Mexico that will provide attendees with the opportunity to conduct business-to-business meetings with potential Mexican buyers. Registration for this event is now closed. For more information, contact Joseph Hanley of the USFCS, tel.: (215) 597-6108; e-mail: joseph.hanley@trad.gov.



Almaty, Kazakhstan, with the Trans-Ili Alatau mountain range in the background. (photo © Hazlan Abdul Hakim/iStock)

Featured Trade Event

Eurasian Oil and Gas Suppliers Trade Mission

June 20–24, 2011

Almaty, Kazakhstan, and Ankara and Istanbul, Turkey

<http://trade.gov/trade-missions/mission-statements/eurasian-oil-and-gas-trade-mission-to-kazakhstan-and-turkey-june-2011.asp>

A senior official of the Department of Commerce will lead this five-day trade mission, which is targeted at U.S. firms that specialize in a variety of sectors in the oil and gas industry. Those sectors include drilling equipment; turbines, compressors, and pumps for pipeline applications; measurement and process control equipment; monitoring and control systems; engineering and industrial construction; and exploration, drilling, production, and processing equipment and services.

Both countries offer many opportunities for U.S. suppliers. Kazakhstan has the Caspian Sea region's largest recoverable crude oil reserves and accounts for approximately two-thirds of the roughly 1.8 million barrels per day (bpd) currently being produced in the region. Existing oil extraction sites offshore in the North Caspian Sea, combined with onshore fields currently under development, make Kazakhstan a potentially major near-term oil exporter. Its oil production has already reached 1.4 million bpd, with daily output expected to total 2.6 million bpd by 2015. As a result, foreign investors are increasing their focus on Kazakhstan's energy infrastructure, including oil transportation routes such as the Baku–Tbilisi–Ceyhan pipeline.

Turkey, the world's 17th-largest economy, is a major consumer of oil and gas. Although oil and gas produced in Turkey currently meets only a small fraction of the country's demand, there are significant prospects offshore in the Black Sea, as well as onshore in the Thrace region and in the east and southeast. In 2009, \$716 million was spent for oil and gas exploration and production in Turkey. As of today, only 20 percent of onshore prospects and 1 percent of offshore prospects have been explored.

Participants in the trade mission will benefit from customized onsite services and opportunities, including briefings from commercial staff members at the U.S. embassies, one-on-one prescreened business appointments, site visits, and business networking events with senior government officials and industry decision-makers.

The cost to participate is \$4,585 for large firms and \$3,160 for small and medium-sized firms (with 500 employees or fewer). There is a \$450 fee for each additional company representative, regardless of company size. Mission participants are responsible for travel, lodging, most meals, and incidentals. Applications must be received by April 15, 2011. For more information about the trade mission, visit its Web page or contact Jessica Arnold of the USFCS, tel.: (202) 482-2026; e-mail: jessica.arnold@trade.gov.

Small Businesses Urged to Grow through Exporting

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“ When you
succeed, the
entire American
economy
succeeds. ”

First of Monthly Series

The Minneapolis event was the first in a series of monthly conferences that will focus on exporting by SMEs. It was organized as part of the National Export Initiative (NEI), a presidential export promotion initiative that supports President Obama's call for doubling U.S. exports by 2015.

The Minneapolis conference featured presentations by a number of other prominent federal, state, and local officials who are responsible for economic development and exporting. They included Ron Kirk, U.S. trade representative; Karen Mills, administrator of the U.S. Small Business Administration; Fred Hochberg, chair of the Export-Import Bank of the United States; Kathleen Merrigan, deputy secretary of agriculture; Mark Dayton, governor of Minnesota; and R. T. Rybak, mayor of Minneapolis.

Along with those presentations, a series of panels and breakout sessions formed the core of the conference. The panels and sessions focused on such topics as new export opportunities in Canada and Mexico, navigating the Chinese export market, and export financing in Minnesota.

The sessions allowed for valuable interaction among the participating companies. “Having [a] panel there with three different local companies was great,” noted Tate Preston, director of international business development at tenKso-lar, a Minneapolis manufacturer of photovoltaic systems. “Everyone could identify with some issue that one of those companies faced.”

Exports and the Economy

Exports are an important part of the U.S. economy. They directly support nearly 10 million jobs, which pay on average about 15 percent more than the

average wage. One in three manufacturing jobs and almost one in five agricultural jobs are tied to exporting. According to data released by the Department of Commerce, exports grew by nearly 17 percent in 2010, after dropping 14.6 percent in 2009.

Speaking directly to small businesses, Locke noted in his remarks that “for the American economy to produce the millions of new jobs we need in the years ahead, we need our small and medium-sized businesses to lead the way. When you succeed, the entire American economy succeeds.”

John Ward is a writer in the International Trade Administration's Office of Public Affairs.

For More Information

The “New Markets, New Jobs” tour is a yearlong, interagency outreach campaign designed to bring government services to businesses, especially to small and medium-sized enterprises, that are interested in exporting. Future events are scheduled to take place in Los Angeles, California; Louisiana; and Wilmington, Delaware. For more information about the National Export Initiative, or to see announcements of future events, go to www.export.gov/nei.

For information on federal resources available to assist companies looking to export, or for additional counseling and advice, contact the Trade Information Center, tel.: 1-800-USA-TRADE (1-800-872-8723), or visit the center's Web site at www.export.gov.

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

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Savannah: (912) 652-4204

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Recent Posts to the ITA Blog

On the Border Export Strategy: Describing this new export promotion strategy, Francisco Sánchez, under secretary for international trade, writes from San Diego, California: “ITA’s Border Export Strategy will increase export opportunities for U.S. companies along our shared borders by reducing trade barriers that impact the flow of secure, effective, and legitimate commerce. The San Diego and Imperial Valley region was the perfect place for me to begin rolling out this strategy and I look forward to the weeks and months ahead.” (March 3; see related story on page 6 of this issue)

On the “New Markets, New Jobs” conference in Minneapolis: Ann Bacher, senior commercial officer in Mexico City, Mexico, reacts to the recent “New Markets, New Jobs” conference in Minneapolis: “All I can say is ‘Wow!’—all these export superstars in one place to light a fire under companies to export. . . . It’s a big world out there. If you have a good product or service—think export!” (February 23; see related story on page 1 of this issue)

On the importance of the manufacturing sector: Nicole Lamb-Hale, assistant secretary for manufacturing and services, writing for the White House blog: “As a Michigan native, I have seen the highs and lows of U.S. manufacturing. . . . As the assistant secretary, I have the opportunity to help the international competitiveness of U.S. industries through the development and execution of trade policy and promotion strategies that help to increase the exports of U.S. industries. . . . Promoting the exports of U.S. industries will help America “win the future” as it showcases America’s global leadership in innovation and technology. It will also help to create the jobs that our country needs. I am proud to have the privilege to serve our country in this role.” (February 7)

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