

## Trade Delegation to China Sees Opportunities, Challenges in the Clean Energy Sector

Representatives from 24 U.S. businesses in the clean-energy sector visited China in May and participated in the administration's first cabinet-level business development mission, led by Secretary of Commerce Gary Locke. They experienced firsthand the many opportunities—and numerous challenges—that await them in this burgeoning market.

BY JOHN WARD

Secretary of Commerce Gary Locke led a delegation of representatives from 24 U.S. companies to China on May 16–21, 2010. Clean energy, the focus of this weeklong trade mission, is a sector that holds great importance for the future economic



On the plaza outside the Disney Hotel Conference Center in Hong Kong on May 17, 2010, Secretary of Commerce Gary Locke saw firsthand some innovative U.S.-made automotive technologies. The visit was part of the clean-energy business development mission that Locke led to China on May 16–21. (U.S. Department of Commerce photo)

well-being of the United States and China.

At the start of the mission on May 16, Locke spoke at a press conference in Hong Kong about the importance of developing clean-energy resources. “With global energy demand slated to double by 2050, we’re going to have to mobilize every innovative company and every bright mind we can behind discovering cleaner, greener energy solutions.... The United States and China—as the world’s two biggest emitters of carbon—have a moral responsibility to lead the world in this effort.”

### Growing Demand Fuels Expansion

As China continues to expand its economy, the domestic demand for energy has experienced dramatic growth. China’s central planners have attempted to accommodate this increased demand by setting targets for reducing the emissions of pollutants and for increasing the use of renewable sources of energy. In addition to expanding ties with resource-rich countries, China is taking a number of steps to reduce emissions of pollutants in key sectors, including the following:

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## Trade Delegation

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- **Renewable energy.** The Chinese government has mandated that 15 percent of its energy come from renewable sources by 2020.
- **Nuclear energy.** China currently has 11 nuclear reactors with an additional 20 under construction.
- **Coal.** Today, 80 percent of China's electricity is generated by coal. The government has allocated significant funds for reducing emissions and for increasing efficiency.
- **Clean technology.** China's current Five-Year Plan sets targets for reducing the emissions of major pollutants, such as sulfur dioxide, nitrogen oxide, and carbon dioxide by 10 percent.
- **Transmission infrastructure:** with electricity consumption forecast to grow 7 percent annually through 2020, China's power grid is in need of significant upgrades and expansion.

### Three Cities, One Message

Those specific energy needs were drivers of the trade delegation's agenda as the members spent time in three major Chinese cities: Hong Kong, Shanghai, and Beijing.

The first stop was Hong Kong, which is a special administrative region of China and a key center of commerce. The delegation participated in a forum at the Green Technology Showcase, had one-on-one meetings with representatives of Hong Kong businesses, and visited the Hong Kong Science and Technology Park.

In Shanghai, China's largest city, the delegates met with Yu Zhengsheng, the Shanghai Municipal Committee party secretary, and with representatives of Chinese green companies. They also participated in site visits to Pratt & Whitney's engine facility and a Dow Chemical Company facility. There were also meetings with companies participating in the U.S.-China Energy Cooperation Program, which is a public-private partnership that deploys

the expertise of U.S. companies to help develop clean-energy solutions.

On May 20 and 21, the delegation's final stop was the capital city of Beijing. The delegation met with senior Chinese government officials, visited the China Business Innovation Center, and participated in a town hall meeting with students and scientists at Tsinghua University.

“ In today's global economy...  
we need to do everything we can  
to keep markets open. ”

—Gary Locke, secretary of commerce

### Challenges Remain

Despite the many potential opportunities encountered by the U.S. delegation during its visit, companies that are seeking to do business in China face several policy and regulatory impediments. Those issues include a lack of transparency in government decision-making processes, China's recently announced “indigenous innovation” product accreditation system, inconsistent market access at the provincial and local levels, and the need to strengthen the protection and enforcement of intellectual property rights.

Locke spoke about those trade impediments during his speech in Shanghai on May 19 to the American Chamber of Commerce and the U.S.-China Business Council. Speaking specifically about transparency, Locke noted that “businesses frequently don't know what the rules are, how they are enforced, or how decisions are made.... Especially in the energy sector, where upfront capital investment can be in the hundreds of millions of

dollars and have multidecade time horizons, this uncertainty has the potential to inhibit foreign corporate investment in China.”

### Future Growth, with U.S. Help

Although those challenges to doing business in China can be daunting, they are not insurmountable. In fact, many U.S. companies are finding markets in which they not only grow but prosper, often with the help of the U.S. Department of Commerce and other federal agencies (see sidebar).

Trade between the United States and China can work to everyone’s mutual advantage. “When ... American companies find success here in Beijing, it creates economic value throughout the supply chain in China and in manufacturing towns across America,” said Locke. “That is the definition of a win-win for the United States and for China.... In today’s global economy—where ideas are just as likely to be discovered in Beijing as in Boston—we need to do everything we can to keep markets open and to allow for the free flow of capital and ideas across our borders.”

*John Ward is a writer in the International Trade Administration’s Office of Public Affairs. Steven Chan of the International Trade Administration’s Market Access and Compliance unit assisted with this report.*

### For More Information

The Department of Commerce has a number of programs to assist U.S. businesses of any size that wish to enter the Chinese market. Those programs include a network of commercial officers in five Chinese cities, trade specialists located in more than 100 U.S. Export Assistance Centers located throughout the United States, and the China Business Information Center. For more information, go to [www.export.gov](http://www.export.gov) or call the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723).

## AN AGREEMENT ON WINE AND A VISIT TO THE SHANGHAI EXPO 2010

Aside from its focus on clean energy, the visit to China by Secretary Locke was an occasion to mark significant achievements in two other areas of U.S.–Chinese commercial relations. In Hong Kong on May 17, Locke and Rita Lau, Hong Kong secretary of commerce and economic development, signed a memorandum of understanding that supports the marketing and promotion of wine from both countries. The memorandum follows the 2008 elimination of Hong Kong’s excise tax on wine.

Later, in Shanghai on May 19, Locke and the trade delegation visited the U.S. pavilion at the Shanghai Expo, the world’s fair that opened recently in that city (see related stories in the July 2009 and August 2009 issues of *International Trade Update*). The theme of the U.S. pavilion is “Rising to the Challenge.” According to the pavilion’s organizers, it will demonstrate “the dynamic and emotional story about the American spirit of perseverance, innovation, and community building.” The U.S. pavilion is expected to draw 6 million visitors before the close of the expo on October 31, 2010.



On May 19, 2010, Secretary of Commerce Gary Locke (center) and members of a U.S. business delegation visited the U.S. pavilion at the Shanghai Expo. Accompanying Locke was José H. Villarreal (right), the commissioner general of the U.S. pavilion. (Photo courtesy USA Pavilion)

# A Prosperous Trading Partner Looks for U.S. Products and Know-How

Qatar, a Middle Eastern country with nearly 1 million inhabitants, is a stop on a trade mission this month led by Francisco Sánchez, under secretary for international trade. According to Dao Le, senior commercial officer in Qatar for the U.S. and Foreign Commercial Service, the country offers a vibrant, growing market that holds many opportunities for U.S. businesses.



Dao Le (fourth from left), senior commercial officer in Doha, Qatar, for the U.S. and Foreign Commercial Service, with a Qatari business delegation in Washington, D.C., in December 2009. (U.S. Department of Commerce photo)

**O**n June 5–10, 2010, Francisco Sánchez, under secretary for international trade, will lead a trade mission to Saudi Arabia and Qatar. Representatives from 11 U.S. businesses will participate. Recently, Doug Barry of the Trade Information Center spoke with Dao Le about opportunities for U.S. firms in this growing and prosperous market.

Le began his career with the U.S. and Foreign Commercial Service in 1994, with postings to several emerging markets in the Middle East, south Asia, and southeast Asia. He also has domestic experience as director of the U.S. Export Assistance Center in Cincinnati, Ohio. Le has been at the U.S. embassy in Doha, Qatar, since 2008.

**Barry:** What's it like in Doha today?

**Le:** Cranes moving and a lot of vibrancy and activity. This city is a fascinating place that is growing at a very rapid clip.

**Barry:** The architecture is an eclectic mix. Many of the buildings are brand new and ultramodern looking.

**Le:** Yes. You find that some countries have visionary leadership but lack the resources, while other countries have tremendous resources but no vision. Qatar has both. Emir Hamad bin Khalifa al-Thani, who is the head of the country, knows exactly where he wants to take Qatar, and he has the resources to achieve it. The Qataris have a national vision for 2030. They want to be a financial hub, a sports capital, an education capital, and also a medical tourism capital. The way they are doing that is through the adoption of U.S. technology and know-how. So when you look at the architecture in Qatar—for example, the new Doha International Airport—that's being done by a U.S. firm, Bechtel. If you look at the world's largest causeway—the Qatar-Bahrain causeway—the program management is being done by another U.S. firm, Kellogg Brown & Root.

**Barry:** You visited the United States recently and brought with you a delegation of Qatari officials. What opportunities for U.S. companies arose from that visit?

**Le:** We met with representatives of about 100 U.S. firms and unveiled about two dozen infrastructure projects. They include Dohaland's Heart of Doha project, which is a fascinating 35-hectare LEED [Leadership in Energy and Environmental Design] Gold Standard project. It is a blueprint for how all mixed end-use developments will look in this country. There is also Ashghal, which is the public

works authority's group of 20 or so projects that involves the construction of roads, bridges, and a network of expressways that will help Qatar achieve its goal of hosting the 2022 World Cup. These represent major market opportunities for U.S. firms and technology, because over the next five years, Qatar plans to spend about \$20 billion on the design, construction, and operation of such things as highways, drainage systems, and government buildings. So it was a very timely visit, and I'm glad we had the opportunity to do it.

**Barry:** During your visit here with the Qatari delegation, did you encounter any negative reactions from Americans?

**Le:** People occasionally have negative perceptions about the Middle East. That is unfortunately based on images we sometimes see in the media. But what's great about Qatar is that it is a country that is not interested in just building the tallest buildings in the world, but in creating systems—and adopting the best practices of the United States—to fit its vision of the future. That includes things that Americans can easily identify with, such as seeking a balance between the needs of a growing population and the country's economic, social, and environmental resources. It also includes an interpretation of their religious tradition, based on the Koran, that allows for women's empowerment and the elimination of all forms of subjugation of women.

**Barry:** I've heard that you are really quite an expert on sewer and waste disposal projects. What are the opportunities in this sector?

**Le:** Qatar has extremely limited water resources. It falls well below the World Bank's water-poverty threshold of 1,000 cubic meters per capita. Most of Qatar's water production comes from desalina-

tion, not rainfall, and clearly Qatar doesn't have any lakes or rivers. So understanding that, what do Qataris have to do? The only way that they can go forward in such an environment is through the use of superior technology. This presents terrific opportunities for U.S. firms in areas such as desalination technologies and the treatment of sewage effluence. But U.S. companies need to get in front because it's all about timing and prepositioning. The trade mission this month [to Saudi Arabia and Qatar] is a wonderful opportunity for U.S. firms to get involved in the Qatari market.

**Barry:** And when is the mission?

**Le:** The mission takes place June 5–10, and we are a follow-on stop after Saudi Arabia. U.S. firms have terrific offerings in terms of technologies and solutions. They just need to be exposed to this market and to learn more about it. They will then see that the opportunities in Qatar are limitless.

#### For More Information

Qatar's commercial ties have been expanding at a rapid pace, with trade volumes growing by more than 387 percent during the past five years—from \$841 million in 2004 to \$3.2 billion in 2009.

During the same period, U.S. exports to Qatar surged by 600 percent. The United States is Qatar's largest trading partner and had a positive trade balance in 2009, posting \$2.7 billion in exports.

For more information about doing business in Qatar, visit the U.S. and Foreign Commercial Service page devoted to the country at [www.buyusa.gov/qatar](http://www.buyusa.gov/qatar). For more general information about exporting, or for information on how to contact the nearest U.S. Export Assistance Center, visit [www.export.gov](http://www.export.gov) or call the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723).

“ [S]ome countries have visionary leadership but lack the resources, while other countries have tremendous resources but no vision. Qatar has both. ”

—Dao Le, senior commercial officer, Doha, Qatar



### Meeting, Memorandum Signal Continued U.S.–Russian Commercial Engagement

The wheels set in motion by U.S. President Barack Obama and Russian President Dmitry Medvedev during their Moscow summit in 2009 to improve U.S.–Russian commercial relations generated continued activity recently, when representatives from both countries met in Washington, D.C., this past April.

On April 27, Gary Locke, U.S. secretary of commerce, and Elvira Nabiullina, Russian minister of economic development, held senior-level talks that were aimed at strengthening commercial relations between the two countries. The talks were the first full plenary session of the Working Group for Business Development and Economic Relations, which is a joint U.S.–Russia body that is cochaired by the U.S. secretary of commerce and the Russian minister of economic development. Their discussions focused on identifying new areas of cooperation that could benefit U.S. exporters trying to access the Russian market. Those areas include implementing procedures to ease business travel between the two countries and encouraging closer cooperation on customs and other matters, as well as Russia's interest in modernizing its economy.

Michelle O'Neill, deputy under secretary for international trade and a participant in the talks, noted that "our two presidents have highlighted the need to increase the levels of trade and commercial interaction between our two countries. This meeting is an important step in creating an environment where bilateral cooperation in the fields of trade and economic development can thrive."

Observers from major U.S. and Russian business associations attended the session and provided recommendations to the working group. The group is part of the Bilateral Presidential



Gary Locke, secretary of commerce, and Michelle O'Neill, deputy under secretary of commerce for international trade, at a meeting of the Working Group for Business Development and Economic Relations, which is a joint U.S.–Russia group that met in Washington, D.C., on April 27, 2010, to discuss ways of improving commercial relations between the two countries. (U.S. Department of Commerce photo)

Commission that was announced by Obama and Medvedev at their 2009 Moscow summit.

After the session, O'Neill and Andrey Slepnev, Russian deputy minister for economic development, signed a memorandum of intent on the exchange of information about the promotion of investment. Offices in the two agencies plan to exchange information on programs and policies to attract foreign investment.

### Roundtable Looks at Green Finance Trends and Challenges

On May 21, 2010, more than 70 attendees at the Department of Commerce's Green Finance Roundtable heard about trends and strategic issues in the "green" finance space—that is, loans, programs, policies, and initiatives emanating from the financial services sector that promote and encourage adoption of sustainable business practices.

The International Trade Administration's Office of Financial Services Industries and the Department of Commerce's Sustainable Manufacturing Initiative (SMI) organized the roundtable. It

attracted representatives from numerous sectors, including private equity firms, insurance companies, banks, manufacturing companies, government, and non-governmental organizations. Panel sessions focused on trends in the green private equity, underwriting, and insurance sectors and on the challenges U.S. manufacturers face in accessing green financing.

“By fostering a meaningful partnership between the U.S. financial services industry and other green economy participants, we can identify and leverage opportunities to ensure that the United States is home to the green economy,” said Joel Secundy, deputy assistant secretary for services, in his introductory remarks to the roundtable.

Presentations at the event included a description of New York City’s Green Economy Plan by Seth Pinsky of the New York City Economic Development Commission and a description of the economic opportunities of sustainable manufacturing by Bob Bechtold of Harbec Plastics of Ontario, New York.

SMI is a public-private dialogue that aims to identify the most pressing sustainable manufacturing challenges and to coordinate public- and private-sector efforts to address those challenges. For more information about SMI, or to obtain more information about the Green Finance Roundtable (including the agenda and copies of the presentations), visit SMI’s Web page at [www.trade.gov/competitiveness/sustainablemanufacturing](http://www.trade.gov/competitiveness/sustainablemanufacturing) or contact the International Trade Administration’s Office of Financial Services Industries at [info@greenfinance.gov](mailto:info@greenfinance.gov).

### **Partners Commit to Outreach in Support of National Export Initiative**

On April 29, 2010, senior officials from the Department of Commerce and UPS met in Washington, D.C., to discuss their ongoing strategic partnership and to renew their commitment to

helping U.S. businesses increase exports. Gary Locke, secretary of commerce; Francisco Sánchez, under secretary for international trade; and Daniel J. Brutto, president of UPS International, attended the meeting. Their discussions focused on engagement strategies that will help UPS customers that already export to think about new business opportunities in more countries and in new markets.

The partnership with UPS is one of several that the U.S. and Foreign Commercial Service, a unit of the International Trade Administration, has undertaken since 2004 with corporations and trade associations.

According to Adam Wilczewski, director of the ITA’s Office of Strategic Partnerships, “By leveraging the resources of these partner organizations, ITA is building awareness of exporting opportunities for small and medium-sized businesses to help promote job creation here at home. These efforts support our national export goals by communicating to millions of U.S. businesses about export opportunities and how we can lead them to success.”

The meeting with UPS was part of an effort by ITA to engage three of its strategic partners—UPS, FedEx, and the U.S. Postal Service—in a new market exporter initiative that identifies customers that sell to only one or two international markets and that helps them to identify and export to an additional market overseas. The meeting was also a response to President Barack Obama’s call—in the National Export Initiative announced earlier this year—to double U.S. exports over the next five years to support 2 million new U.S. jobs.

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## June 5-10

### Middle East Public Health Trade Mission

Riyadh and Jeddah, Saudi Arabia; Doha, Qatar

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29486](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29486)

The United States is the largest import partner to Qatar and Saudi Arabia. This trade mission will seek to build on that relationship and will focus on two important public health sectors: (a) patient health care and (b) water and waste management. For more information, contact Lisa Huot of the USFCS, tel.: (202) 482-2796; e-mail: [lisa.huot@trade.gov](mailto:lisa.huot@trade.gov).

## June 8-13

### Berlin Air Show 2010

Berlin, Germany

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29923](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29923)

This event is one the most important aerospace, defense, and space industry shows for generating new sales leads and for creating new business contacts in Germany, the European Union, Eastern Europe, and the Middle East. In 2008, the show had more than 1,000 exhibitors with 120,000 trade visitors and 4,300 media representatives from 70 countries. The Department of Commerce will be sponsoring an Aerospace Products Literature Center. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: [deborah.semb@trade.gov](mailto:deborah.semb@trade.gov).

## June 9

### The Business of Smart Grid

St. Paul, Minnesota

[www.regonline.com/checkin.asp?eventid=854845](http://www.regonline.com/checkin.asp?eventid=854845)

This one-day workshop, which was developed by the Minnesota Smart Grid Coalition, the International Trade Administration, and the U.S. Department of Energy, will highlight the benefits that smart grid development and deployment will bring to smart grid and clean-technology companies in the Midwest. Mary Saunders, deputy assistant secretary for manufacturing and services, will be a featured speaker. For more information, contact Shannon Fraser of the Department of Commerce, tel.: (202) 482-3609; e-mail: [shannon.fraser@trade.gov](mailto:shannon.fraser@trade.gov).

## June 9-10

### Leveraging Your Web Site to Increase International Sales

Boston, Massachusetts

[www.buyusa.gov/newhampshire/emarketing.html](http://www.buyusa.gov/newhampshire/emarketing.html)

This Web conference is for small and medium-sized enterprises to help them learn how to attract and maintain new overseas customers and to execute sales internationally through their Web sites. The USFCS, its corporate partners, and expert speakers will participate. For more information, contact Joel Reynoso of the USFCS, tel.: (617) 565-4783; e-mail: [joel.reynoso@trade.gov](mailto:joel.reynoso@trade.gov).

## June 10-11

### Building a New Haiti: Commerce, Business, and Investment

Port-au-Prince, Haiti

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=16466](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=16466)

This event targets U.S. investors and Haitian and Dominican businesses. It will feature presentations from major international funding institutions on business opportunities related to the reconstruction of Haiti. An exhibition area will allow participants to showcase their products and services and to develop business alliances with companies from all three countries. For more information, contact Inés Gerez of the USFCS, tel.: (809) 227-2121, ext. 234; e-mail: [ines.gerez@trade.gov](mailto:ines.gerez@trade.gov).

## June 10

### Webinar: U.S. Export Opportunities: Thailand's Rail Systems Developments

Bangkok, Thailand

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30364](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30364)

The government of Thailand recently approved funding for a number of mass rapid transit systems that will be built during the next five years. With a total estimated budget of nearly \$8 billion, these projects will offer many opportunities for U.S. suppliers. Details about the systems will be presented in this one-hour Webinar. For more information, contact Terri Batch of the USFCS, tel.: (310) 882-1750; e-mail: [terri.batch@mail.doc.gov](mailto:terri.batch@mail.doc.gov).

## June 14-18

### Trade Mission to the Dominican Republic and Jamaica

Santo Domingo, Dominican Republic; Kingston, Jamaica

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29720](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29720)

The Caribbean is a growing market with many business opportunities for U.S. companies. To help companies realize their potential in the region, the Department of Commerce will lead a trade mission to introduce participants to firsthand market information. The mission will also give them access to government decision-makers and will offer one-on-one meetings with prescreened business contacts. For more information, contact Ashley Wilson of the USFCS, tel.: (405) 608-5302; e-mail: [ashley.wilson@trade.gov](mailto:ashley.wilson@trade.gov).

## June 15-17

### Rebuild Chile Expo 2010

Santiago, Chile

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30896](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30896)

This trade event responds to the enormous need of rebuilding Chile in the wake of the devastating earthquake in February 2010. The three-day event will include presentations by representatives from the Chilean Ministries of Reconstruction, Public Works, Housing, Energy, Finance, and Health. U.S. companies have several participation options, including exhibition, attendance, and participation in a product catalog display. For more information, contact Kevin Haley of the USFCS, tel.: (202) 482-6434; e-mail: [kevin.haley@trade.gov](mailto:kevin.haley@trade.gov).

## June 29

### Web Site Design for a Global Marketplace

Jacksonville, Florida

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31104](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31104)

According to researchers, about 50 percent of Internet traffic in the United States now comes from abroad. This non-technical presentation will show U.S. companies, and particularly small and medium-sized businesses, how they can make low-cost or no-cost modifications to their Web sites that can help grow their international sales. For more information, contact Jorge Arce of the USFCS, tel.: (904) 232-1270; e-mail: [jorge.arce@trade.gov](mailto:jorge.arce@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](http://www.export.gov).

There may be a fee 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

July 7

## A Basic Guide to Exporting: Using E-Commerce and Social Media Washington, D.C.

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30315](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30315)

The Internet is a great way to promote products and to generate orders worldwide. This Webinar will focus on helping companies maximize exposure for their products and services. Discussion will cover analyzing customers and their new buying habits, using Web sites as an effective marketing channel, making Web sites "visible" to customers, optimizing search engines, and attracting buyers from different countries. Participants receive a free copy of *A Basic Guide to Exporting*. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: [doug.barry@trade.gov](mailto:doug.barry@trade.gov).

July 19–25

## Farnborough International Airshow 2010

**Farnborough, United Kingdom**  
[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29967](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29967)

The 57th edition of this airshow, which is a premier showcase for aviation products and services, will bring together buyers and sellers from all over the world. In 2008, 220 U.S. companies participated in the U.S. International Pavilion, and 145 U.S. companies exhibited at large. The show attracted 153,000 visitors and recorded \$88.7 billion in orders. For more information, contact Kevin Haley of the USFCS, tel.: (202) 482-6434; e-mail: [kevin.haley@trade.gov](mailto:kevin.haley@trade.gov).

July 29

## Export University 301: Adapting Products to Individual Markets

**Philadelphia, Pennsylvania**  
[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29973](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29973)

This program is one in a series of four sessions designed to prepare companies to do business overseas, to review market penetration considerations, to discuss joint ventures and licensing, and to learn how to adapt their products to individual markets. Sessions take place at various locations in the greater Philadelphia metropolitan area. For more information, contact Leandro Solorzano of the USFCS, tel. (215) 597-6127; e-mail: [leandro.solorzano@trade.gov](mailto:leandro.solorzano@trade.gov).



Sunrise, Baghdad, Iraq. (photo © Craig DeBourbon/iStock)

## Featured Trade Event

### Trade Mission to Iraq

**October 2010**  
**Baghdad, Iraq**  
[www.export.gov/iraqmission2010](http://www.export.gov/iraqmission2010)

Interest from U.S. companies in exporting to the Iraqi market is at an historical high following the successful U.S.–Iraq Business and Investment Conference in October 2009 and the meeting of the U.S.–Iraq Business Dialogue (see the November 2009 issue of *International Trade Update*). This trade mission will build on those events and will take representatives from 15 to 20 U.S. companies to Baghdad for four days of briefings and one-on-one business appointments.

Security continues to improve in Iraq, and the government has made progress in building a commercial environment that is more conducive to trade and economic development. In November 2009, for example, the Iraqi parliament passed an amendment to the country's investment law that allows foreigners to own land for housing projects. The government has also budgeted more than \$80 billion for infrastructure development, which will focus on a number of large construction, highway, railway, telecommunications, and security and defense projects.

Iraqi business culture emphasizes personal contacts; therefore, this trade mission will allow participants to personally meet a broad range of Iraqi government officials and potential business partners.

The fee to participate in the mission is \$5,200 for a single participant from a small or medium-sized enterprise and \$6,000 for a participant from a large firm. Interpretation and security detail services are included in the fee. The deadline for applying is July 19, 2010. Applications received after that date will be considered only if space and scheduling constraints permit.

For more information, visit the mission's Web page or contact Jessica Arnold of the USFCS, tel.: (202) 482-2026; e-mail: [iraqmission@trade.gov](mailto:iraqmission@trade.gov).



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# Building a Prosperous and Sustainable Future for the Americas

The fourth Americas Competitiveness Forum, which is a unique gathering of representatives from market-based economies throughout the Western Hemisphere, is scheduled to take place November 2010 in Atlanta, Georgia.

BY PETER BOWMAN



In 2009, leaders from throughout the Western Hemisphere met in Santiago, Chile, to participate in the third Americas Competitiveness Forum (ACF). The fourth ACF will be held November 14–16 in Atlanta, Georgia. (U.S. Department of Commerce photo)

The fourth Americas Competitiveness Forum (ACF), which is a gathering of representatives from countries throughout the Western Hemisphere, is set to take place November 14–16, 2010, in Atlanta, Georgia. Secretary of Commerce Gary Locke will convene the meeting along with Mayor Kasim Reed of Atlanta, CIFAL Atlanta (a United Nations affiliate organization), and other stakeholders from throughout the region.

The ACF is an initiative co-hosted by the Department of Commerce. It grew out of a commitment made by the United States at the November 2005 Summit of the Americas to cooperate to advance common prosperity, combat inequality, and achieve sustainable economic growth.

Since that time, the ACF has established itself as the preeminent economic and commercial event in the Americas. It attracts approximately 1,000 participants from the Western Hemisphere's public and

private sectors, including heads of state; ministers of economy, commerce, trade, and industry; and leaders from academia, civil society, and business.

## Unique Blend of Policy and Business

The ACF distinguishes itself from other international gatherings by presenting a unique blend of policy dialogue on national, regional, and local best practices in competitiveness. It combines this dialogue with business-to-business and business-to-government interaction.

This year, ACF attendees will focus on four main topics: (a) innovation and green technologies; (b) education and workforce development; (c) entrepreneurship and small business development; and (d) trade facilitation, border clearance, and supply-chain logistics.

## Opportunities for Business Interaction

This year, the ACF will offer ways to explore new business models and to hear about innovative practices and experiences that are designed to create jobs, to increase trade and investment, and to enhance hemispheric productivity. In addition, during the three-day event, the Department of Commerce's International Trade Administration (ITA) will facilitate tailored business-to-business and business-to-government meetings, which will promote export opportunities and other business partnerships. During ACF 2008, ITA provided more than 200 one-on-one export-counseling sessions.

ACF participants will also hear firsthand from numerous foreign government officials about new trade and investment opportunities in the region.

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# U.S. Export Assistance Centers

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

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## CALIFORNIA

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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

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Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

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

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Denver: (303) 844-6623

## CONNECTICUT

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## DELAWARE

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

## DISTRICT OF COLUMBIA

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Miami: (305) 526-7425 ext. 27

Orlando: (407) 648-6170

Tallahassee: (850) 942-9635

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Savannah: (912) 652-4204

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Peoria: (309) 671-7815

Rockford: (815) 316-2380

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Des Moines: (515) 284-4590

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New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

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Greensboro: (336) 333-5345

Raleigh: (919) 281-2750

## NORTH DAKOTA

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## OHIO

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Cincinnati: (513) 684-2944

Cleveland: (216) 522-4750

Columbus: (614) 365-9510

Toledo: (419) 241-0683

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Tulsa: (918) 581-7650

## OREGON

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## 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) 777-2571

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

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Houston: (713) 209-3104

Grapevine: (817) 310-3744

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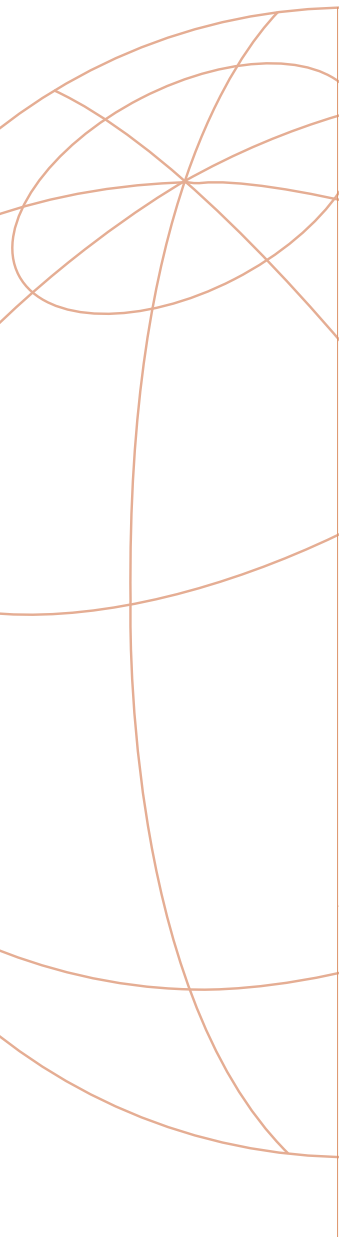
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## Building a Prosperous and Sustainable Future

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These targeted market-opportunity sessions and one-on-one business-counseling sessions will focus on small and medium-sized enterprises and will provide numerous avenues for companies to develop trade and investment opportunities with governments and companies throughout the Western Hemisphere.

### **Growing Institutional Commitment**

The United States hosted the forum for its first two years, and since then, it has grown to attract institutional commitments from a variety of national and regional organizations. The third ACF, which convened in September 2009, was held for the first time outside the United States, hosted by Chile's Ministry of Economy in Santiago, Chile.

That same year, the Executive Secretariat for Integral Development of the Organization of American States (OAS) formally joined ACF and took respon-

sibility for coordinating the future actions of the region's public and private competitiveness councils. As a result, the Inter-American Competitiveness Network (IACN) was officially launched with support from the participating governments and the OAS. The first annual meeting of the IACN will be held at this year's ACF to encourage the implementation of joint initiatives to strengthen and promote competitiveness in the Americas.

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*Peter Bowman is an international economist in the Market Access and Compliance unit of the International Trade Administration.*

### **For More Information**

Additional information on the fourth annual Americas Competitiveness Forum, as well as registration instructions, can be found on the forum's Web site at [www.competitivenessforum.com](http://www.competitivenessforum.com).

# International Trade UPDATE

available on the Web at [www.trade.gov](http://www.trade.gov)

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