

## Sustainable Business Practices Highlighted in Visit to Seattle Plants

This July, a nationwide facilities tour of leaders in sustainable business practices was launched in Seattle, Washington. The kick-off event and subsequent tours will highlight the importance of using practices that bring environmental and economic benefits.

BY MATTHEW HOWARD

**O**n July 13, 2009, the importance of sustainable manufacturing and supply chain practices to companies' bottom lines was highlighted at a Seattle, Washington, tour called "Sustainability 360: An Aerospace Supply Chain Event." Mary Saunders, acting assistant secretary for manufacturing and services, launched the first of this series of 2009 tours throughout the country.

Sustainability 360 showcased the benefits of sustainable business practices in an

aerospace manufacturing supply chain. It began with a presentation at Puget Sound Energy, a local utility, and continued with site visits to Tyee Aircraft, Goodrich Aerostructures, and Boeing Company.

"When suppliers become more sustainable, the benefits extend throughout the supply chain," said Saunders. "It decreases risks and costs for the OEMs [original equipment manufacturers] because components can be made more efficiently, with fewer hazardous materials and often at a lower cost. Supplier competitiveness then translates into OEM competitiveness."

### Sustainable Manufacturing

The Department of Commerce defines sustainable manufacturing as the creation of manufactured products that use processes that minimize negative environmental impacts; conserve energy and natural resources; are safe for employees, communities, and consumers; and are economically sound.

Recently, interest in sustainable manufacturing practices has grown because companies have realized that they can incorporate



Mary Saunders (second from left), acting assistant secretary for manufacturing and services, at Tyee Aircraft in Seattle, Washington, July 13, 2009. She was leading the Department of Commerce's "Sustainability 360: An Aerospace Supply Chain Event," which showcased the benefits of sustainable business practices in an aerospace manufacturing supply chain. (U.S. Department of Commerce photo)

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## Sustainable Business Practices

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manufacturing processes that are both environmentally and economically sound. Firms can then gain a competitive advantage through cost savings, lower costs of compliance with environmental and health regulations, and potentially increased marketability for their products and services.

Today, manufacturers face many pressures to become more environmentally sustainable. For example, many retailers, OEMs, and consumers now demand more sustainable and cost-competitive products. Also, government regulators often require more environmentally sound and safe products. And manufacturers face internal cost pressures from rising energy and materials costs and competition.

### Industry's Influence and Role

The environmental impact from U.S. industry is significant, although many advances in natural resource efficiency and pollution prevention have been made in recent decades. Today, industry uses around one-third of all generated energy in the United States, and it consumes many natural resources, including 9 percent of U.S. water withdrawals. Therefore, as energy and materials costs grow, so do the potential benefits

of sustainable manufacturing practices to U.S. global competitiveness and firm profitability.

### The Sustainable Manufacturing Initiative

In 2007, to enhance U.S. competitiveness and firm profitability, the Manufacturing and Services unit of the International Trade Administration created the Sustainable Manufacturing Initiative (SMI). Its goals are to identify U.S. industry's most pressing sustainability challenges and to coordinate public- and private-sector efforts to address those challenges. (See sidebar.)

SMI has worked to achieve its goals by conducting regional facilities tours similar to Sustainability 360. In 2008, such tours were held in St. Louis, Missouri; Grand Rapids, Michigan; and Rochester, New York.

Typically, each of the events has drawn approximately 30 local business and government representatives, who were able to see the benefits to U.S. companies. For instance, those benefits come from incorporating cleaner, more resource-efficient technologies and product life-cycle approaches in companies' manufacturing processes.

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## The Sustainable Manufacturing Initiative

In 2007, the International Trade Administration's Manufacturing and Services unit identified a need for U.S. government involvement in sustainable manufacturing. It then conducted extensive consultations with public- and private-sector stakeholders to develop its Sustainable Manufacturing Initiative (SMI). SMI is a unique program that supports and encourages manufacturers, particularly small and medium-sized enterprises, to implement practices that lower costs and improve the environment. Apart from organizing tours of manufacturing facilities, SMI has done the following:

- Established an interagency task force on sustainable manufacturing to formulate comprehensive sustainability solutions for U.S. businesses.

- Created a central online clearinghouse of U.S. government programs and resources that support sustainable business practices. (A preliminary clearinghouse is currently available on SMI's Web site. A more expansive and searchable site will be available in fall 2009.)
- Initiated a study within the Organization for Economic Cooperation and Development to establish an internationally accepted framework and toolkit of metrics for sustainable manufacturing that would help businesses measure the cost-effectiveness and environmental benefits of sustainable business practices.

For more information on SMI, visit its Web site at [www.manufacturing.gov/sustainability](http://www.manufacturing.gov/sustainability).

# South Africa: Gateway to Business in Africa's "Southern Cone"

Craig Allen, senior commercial officer in Johannesburg, South Africa, talks about how that country, with its English-language business culture, transparent legal system, and access to neighboring markets, offers many advantages for U.S. exporters looking to expand into Africa.

With the end of the apartheid regime in 1994, international sanctions that had been imposed on South Africa were lifted, and the country's economy opened to foreign business and investment. Since the early 1980s, the U.S. and Foreign Commercial Service (USFCS), a part of the International Trade Administration, has had a presence in South Africa. Craig Allen spoke recently with Doug Barry of the Department of Commerce's Trade Information Center about opportunities for U.S. exporters in South Africa.

**Barry:** Africa too often brings to mind headlines about the AIDS pandemic, civil war, tribal difficulties in certain places, and other misfortunes. But, as so often is the case, that image is not the entire picture. Can you give us some perspective behind the headlines on South Africa and its role on the continent?

**Allen:** One has to be careful about paying too much attention to last night's news and missing the main story. Africa is growing at an unprecedented rate of about 7 percent a year, and South Africa is growing at about 5 percent. That growth has created tremendous opportunities for U.S. exporters. South Africa is also a stable market for U.S. companies. There is rule of law, with an excellent court system that you can really trust, and very good infrastructure as well—be it ports, highways, or "human infrastructure."

**Barry:** If you were a small or medium-sized enterprise in the United States, what would be the reasons for looking to a somewhat far-off country such as South Africa?

**Allen:** I can think of three reasons. First, South Africa benefits enormously from the global demand for commodities, such as gold, diamonds,



Craig Allen, senior commercial officer in Johannesburg, South Africa. (U.S. Department of Commerce photo)

chromium, iron, and magnesium. Prices are high, and South Africa is benefiting more than any other economy. Second, there is a growing middle class that is looking for brands and products that the middle class around the world is looking to. Third, there is the 2010 FIFA [International Federation of Association Football] Soccer World Cup, which will be held in nine cities in South Africa next year. South Africa is expected to invest approximately \$60 billion in infrastructure.

**Barry:** Would an additional fourth reason be that South Africa could be an inviting platform from which to spring into the surrounding area?

**Allen:** Absolutely. South Africa and four of its neighbors—Botswana, Lesotho, Namibia, and Swaziland—have the oldest customs union in the world, which started in 1910. Therefore, if you come into South Africa, you have simultaneously entered five markets. A little bit further afield, you find the very

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## South Africa: Gateway to Business

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important markets of Angola, Mozambique, and Zambia, all of which are growing very rapidly.

**Barry:** What about the business culture in South Africa? What does an exporter need to know to avoid blunders and cultural mistakes?

**Allen:** English is the language of business throughout the region. Contracts are made and enforced in English, so there is virtually no linguistic barrier between Americans and South Africans. By law and culture, there is an emphasis in South Africa on righting historic injustices and providing opportunities for the historically disadvantaged. There is a body of law titled Black Economic Empowerment. And thus, while positioning an American company, it is important, particularly if you are selling to the public sector, to consider the Black Economic Empowerment bona fides of agents and distributors.

**Barry:** What time commitments need to be made when considering doing business in South Africa? Is there anything unusual that would make the time horizon longer or shorter?

**Allen:** South Africa is really very similar to dealing with Australia, Western Europe, or other developed economies. The business cycle is perhaps a little bit slower than in the United States. Public tenders particularly can be a bit drawn out and take longer than anticipated. But the public tenders are usually fair and are awarded in a transparent and open manner. We've had no occasion to raise concerns about such tenders.

**Barry:** Are there trade shows and other opportunities to fly in, get a feel for the country, and maybe make a quick sale?

**Allen:** Trade shows are not as developed here in South Africa as they are in the United States. South Africa does not really have the critical mass or the infrastructure to become a global trade exhibition center. There are some national-level shows, but no continental-level shows. I would recommend that readers contact our office in Johannesburg before committing to a show.

**Barry:** I'm assuming that you are not alone there in Johannesburg.

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### Database Points Way to Business Opportunities in Africa

**M**ultilateral development banks (MDBs), such as the World Bank and the African Development Bank, are international financial institutions that promote economic and social progress in developing member countries. Every year, MDBs extend about \$10 billion in loans, grants, and investments to the public and private sectors for economic and social development in Africa.

The projects offer qualified and funded supply opportunities for U.S. companies in the African market. However, many U.S. exporters may miss out on these extremely lucrative opportunities because they lack the necessary information about the projects or are unfamiliar with the tendering procedures of the MDBs and the participating foreign governments.

In an effort to make the procurements more accessible to U.S. companies, the US-FCS in Johannesburg has put together the Africa Multilateral Donor Project Database (AMDPD). This resource is available on Export.gov's Africa portal at [www.export.gov/africa/eg\\_main\\_016853.asp](http://www.export.gov/africa/eg_main_016853.asp).

"The genesis of this project was discussions with the Department of Commerce's Advocacy Center on the poor record that U.S. companies have at winning World Bank and African Development Bank tenders," noted Craig Allen, senior commercial officer in Johannesburg, South Africa. "American taxpayers supply about 17 percent of funding to these lenders, but U.S. companies win less than 1 percent of the tenders."

Exporters can access listings by industry through the AMDPD. The listings offer detailed information on active procurements, including full descriptions, procurement values, current status, links to project documents, and points of contact at the respective MDBs and the Department of Commerce.

The database has been available for less than a year, but has already proved useful. "In Johannesburg, a number of American companies have used it to discover projects that they did not previously know of," noted Allen. "It is a good start, suggesting that the data [are] useful."

# Taiwan's Accession to Government Procurement Agreement to Create Opportunities for U.S. Businesses

After a seven-year wait, Taiwan acceded to the World Trade Organization's Agreement on Government Procurement. Membership will further open a large potential market to U.S. exporters wanting to sell to government entities in Taiwan.

BY JOSHUA PIERCE AND KATRICE KELLY

On July 15, 2009, Taiwan acceded to the Agreement on Government Procurement (GPA) of the World Trade Organization (WTO). The GPA is a plurilateral WTO agreement, and Taiwan is the 41st WTO member to join. The agreement requires its signatories to provide national treatment to the goods, services, and suppliers of the other members.

## More Than 30 Ministries Covered

As part of the accession agreement, Taiwan has offered extensive coverage of its central and local government entities, as well as a number of universities and other state-owned enterprises. U.S. industry will now have access to procurements for more than 30 ministries and commissions, including the Ministry of National Defense and Ministry of Transportation and Communications. U.S. industry will also have access to Taipei City and Kaohsiung City governments, 48 universities and technical schools, three veterans' hospitals, and numerous service sectors that include engineering, information technology, and certain telecommunications. Conversely, Taiwan's firms will be eligible to compete for U.S. government procurements that are covered by the GPA at both the federal and subcentral level. In 2007, Taiwan's government procurement market was valued at more than \$21 billion.

## Procurements Published on the Web

Taiwan is now obligated to open much of its government procurement to international bidding by suppliers from other GPA members. Taiwan's procedural obligations under the GPA will provide U.S.



Confucian temple, Tainan, Taiwan (iStock/© Tsung-Heng Chen)

companies with concrete guarantees that covered procurements will have a high level of transparency and predictability. Furthermore, Taiwan will publish procurement opportunities on its Government Procurement Information System Web site at <http://web.pcc.gov.tw/newweb/new2/english/index.html>. Procurements covered by the GPA will be noted and summarized in English on the site.

The GPA also requires that members treat the products, services, and suppliers from other members in a non-discriminatory manner and provide them with "national treatment." This means that Taiwan must conduct covered procurements with a blind eye to whether the vendor is a domestic supplier or a foreign supplier from a GPA member economy. Finally, Taiwan will be required to provide a domestic review mechanism to address complaints about the conduct of covered procurements, including complaints lodged by U.S. companies.

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### Visits to China, Russia Highlight Trade Ties

U.S. trade relations with China and Russia were the focus of two trips made by Secretary of Commerce Gary Locke in July.

On July 6–8, Locke was in Moscow, Russia, where he was the only Cabinet member to accompany President Barack Obama at the U.S.–Russia Summit. It was announced at the summit that Locke would co-chair a working group on business development and economic relations with Russian Minister of Economic Development Elvira Nabiullina, as part of a new U.S.–Russia bilateral presidential commission.

In remarks made at the summit, Locke urged continued Russian integration into the world economy. “We support Russia’s accession to the World Trade Organization and encourage Russia to pursue opportunities to increase its bilateral trade and investment with the United States as well as other countries.”

Locke later travelled to China July 14–17, together with Secretary of Energy Steven Chu and Chris Lu, White House Cabinet secretary. The purpose of the joint visit was to highlight the potential for cooperation between China and the United States in the clean energy sector. Locke met with senior Chinese leaders, including Premier Wen Jiabao, Vice Premier Wang Qishan, State Councillor Liu Yandong, Zhang Ping, chairman of the National Development and Reform Commission, and Chen Deming, minister of commerce. Their discussions focused on potential areas of cooperation in clean energy and climate change and other trade matters between the two countries, including the need to avoid protectionism and efforts to stimulate domestic demand.

On July 17, Locke travelled to Shanghai to participate in groundbreaking ceremonies for construction of the U.S. pavilion at the 2010 Shanghai Expo.



On July 17 in Shanghai, China, U.S. and Chinese officials participated in groundbreaking ceremonies for the U.S. pavilion at the 2010 Shanghai Expo. L to R: U.S. Consul General Beatrice Camp, U.S. Pavilion Commissioner General Jose H. Villarreal, U.S. Secretary of Commerce Gary Locke, Shanghai Executive Vice Mayor Yang Xiong, Chinese Vice Minister of Commerce Ma Xiuhong, and Shanghai Expo Bureau Director General Hong Hao. (photo courtesy of U.S. Consulate General, Shanghai)

He also had the opportunity to witness Walmart’s announcement on July 16 in Beijing of a \$2 million pledge toward the construction of the pavilion.

### Third Americas Competitiveness Forum to Take Place September 27–29 in Santiago, Chile

The Chilean Ministry of Economy will convene the third Americas Competitiveness Forum (ACF) on September 27–29, 2009, in Santiago, Chile. U.S. Secretary of Commerce Gary Locke will travel to Chile with other department officials to participate in the forum. In addition to Locke, other participants will include Luiz Inácio Lula da Silva, president of Brazil; Michelle Bachelet, president of Chile; and Leonel Fernández, president of the Dominican Republic.

In its two previous sessions, both held in Atlanta, Georgia (see April 2008 issue of *International Trade Update*), the ACF offered a unique opportunity for leaders from the private sector, government, and academia to collectively discuss and share ways

to improve global competitiveness and to raise the standard of living for the people of the Western Hemisphere. Each conference had about 1,000 participants from across the hemisphere.

ACF 2009 will build on the momentum of the two previous conferences. This year, the main themes will be competitiveness in times of financial crisis, innovation, human capital development, and social responsibility and trade.

Besides facilitating an interactive discussion between the public and private sectors on the drivers and impediments to economic growth, ACF 2009 will also provide interested businesses with an opportunity to learn more about trade and investment opportunities in the region.

For more information on ACF 2009, or to register to attend, visit [www.competitivenessforum.org](http://www.competitivenessforum.org) or contact Alysia Wilson of the International Trade Administration, tel.: (202) 482-5327; e-mail: [alysia.wilson@mail.doc.gov](mailto:alysia.wilson@mail.doc.gov).

#### **Fourth U.S.–Brazil CEO Forum Meets**

The U.S.–Brazil CEO Forum held its fourth meeting in Washington, D.C., on July 20–21, 2009. The forum, which consists of 20 chief executive officers (CEOs) from Brazil and the United States, meets twice a year in Brazil or the United States to make recommendations to both governments on ways to strengthen the U.S.–Brazil economic relationship. The July meeting was cochaired by Gary Locke, secretary of commerce, and Michael Froman, deputy assistant to the president and deputy national security adviser for international economic affairs.

“The United States enjoys a strong commercial relationship with Brazil, representing nearly \$63 billion in bilateral trade in 2008,” said Locke. “The CEO Forum provides recommendations to the two

governments to strengthen our bilateral commercial relationship.”

During the two days, participants discussed a number of critical business issues, including the negotiation of a bilateral tax treaty and a bilateral investment treaty, customs facilitation, and energy and infrastructure issues. The forum’s recommendations have advanced discussions between Brazil and the United States on other important issues, such as visas, customs procedures, education, and infrastructure reforms.

In 2008, U.S. exports to Brazil were \$32.3 billion, which is an increase of 34 percent over 2007. Brazil is the ninth-largest export market for the United States.

#### **House Subcommittees Hear about Africa Trade**

On June 24, 2009, Holly Vineyard, deputy assistant secretary for Africa, the Middle East, and South Asia, testified before a joint meeting of two subcommittees of the House of Representatives about the state of U.S. trade relations with sub-Saharan Africa.

“With the continued growth of representative governments, and the recovery from several lengthy conflicts, much of sub-Saharan Africa is poised to see more robust economic growth and an improvement in living standards in the years ahead,” said Vineyard. “Many sub-Saharan African countries are becoming, or have the potential to become, key emerging markets for U.S. companies.”

U.S. trade with sub-Saharan Africa is small when compared to trade with larger, more developed countries and regions. But it has been growing rapidly in recent years. From 2001 to 2008, total two-way trade between sub-Saharan Africa and the United States more than tripled to \$104.5 billion.

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# August 2009

## August 4

### Webinar: Getting Your Products into India: Understanding Indian Customs

Washington, D.C.

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29659](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29659)

India continues to be a vibrant growing market despite the economic downturn. One of the main challenges for entering the Indian market is to understand the Indian customs process. This Webinar will feature USFCS experts and freight forwarders specialized in customs clearance in India. For more information, contact Barbara Lapini of the USFCS, tel.: (202) 482-0499; e-mail: [barbara.lapini@mail.doc.gov](mailto:barbara.lapini@mail.doc.gov).

## August 10-12

### Third Renewable Energy India 2009

New Delhi, India

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

This show will present excellent opportunities for U.S. exhibitors to sell their products and to learn about the latest technology trends (bioenergy, wind energy, hydro energy, and solar energy) in India. It will also be an excellent venue for cultivating business relations and preparing for the expected growth of the renewable energy market. For more information, contact Mark Wells of the USFCS, tel.: (202) 482-0904; e-mail: [mark.wells@mail.doc.gov](mailto:mark.wells@mail.doc.gov).

## August 13-14

### AES Compliance Seminar and Workshop

Jackson, Mississippi

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

The first day will walk exporters through the process of filing export information through the mandatory Automated Export System (AES). The second day will be devoted to morning and afternoon workshops on AESPclink! There is a \$139 fee to attend both days. For more information, contact Carol Moore of the USFCS, tel. (601) 965-4130; e-mail: [carol.moore@mail.doc.gov](mailto:carol.moore@mail.doc.gov).

## August 13

### Webinar: Increase International Sales without Spending More on Advertising

Fargo, North Dakota

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29674](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29674)

The USFCS and Manufacturing Extension Partnership have organized this Webinar on marketing. Nationally recognized expert Richard Johnson will be presenting this hand-on workshop. There is a \$40 fee to participate. For more information, contact Heather Ranck of the USFCS, tel.: (701) 239-5080; e-mail: [heather.ranck@mail.doc.gov](mailto:heather.ranck@mail.doc.gov).

## August 18-20

### Concreto LatinoAmerica 2009

Mexico City

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29579](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29579)

This show will feature the latest advances in concrete and cement machinery, equipment, and technology worldwide. It will be housed in Centro Banamex, a state-of-the-art convention facility, and will offer many opportunities for exhibitors to connect with potential buyers in Mexico and elsewhere. For more information, contact Graylin Presbury of the USFCS, tel.: (202) 482-5158; e-mail: [graylin.presbury@mail.doc.gov](mailto:graylin.presbury@mail.doc.gov).

## August 18-23

### Moscow Air Show 2009

Moscow, Russia

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=28946](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=28946)

Russia is one of the largest consumers of aircraft and related services, and there is continued demand in central Europe and in the countries of the Commonwealth of Independent States. In 2007, this show attracted 875 exhibitors, had more than 155,000 traders and buyers, and displayed 279 aircrafts. For more information, contact Kevin Haley of the USFCS, tel.: (202) 482-6434; e-mail: [kevin.haley@mail.doc.gov](mailto:kevin.haley@mail.doc.gov).

## August 20-22

### Great American Trucking Show

Dallas, Texas

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

This show is the second-largest trucking trade show in the United States. More than 600 exhibitors will display new and innovative products and services. In 2008, the show attracted more than 47,000 attendees worldwide. For more information, contact Youhanidou Wane Ba of the USFCS, tel.: +221 (33) 829-22-86; e-mail: [youhanidou.waneba@mail.doc.gov](mailto:youhanidou.waneba@mail.doc.gov).

## August 25

### Webinar: Upgrading China's Farm Equipment

Shenyang, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29679](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29679)

This Webinar will look at the modernization of China's farm equipment and the potential for U.S. agriculture equipment exporters, with a focus on the northeast region of China. It will provide participants with an excellent overview of current and projected demand for U.S. agricultural machinery. For more information, contact Kellie Holloway of the USFCS, tel.: (503) 326-3002; e-mail: [kellie.holloway@mail.doc.gov](mailto:kellie.holloway@mail.doc.gov).

## August 27-29

### Natural Products Expo Asia 2009

Hong Kong

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29068](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29068)

This event will be an ideal platform to meet with potential buyers, distributors, agents, importers, and retailers of natural products. Specific areas include organic foods, Western and Asian herbs, bee products, vitamins and food supplements, natural fibers, natural remedies, nutraceuticals, functional foods, cosmeceuticals, and natural personal care items. For more information, contact Sam Dhir of the USFCS, tel.: (202) 482-4756; e-mail: [sam.dhir@mail.doc.gov](mailto:sam.dhir@mail.doc.gov).

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



# On The Horizon

## September 7-10

### Product Literature Center at Asian Aerospace 2009

#### Hong Kong

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=28849](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=28849)

This event is one of the world's largest single-focus exhibitions for the commercial aerospace and civil aviation market. Through the display of its literature in the U.S. Department of Commerce's booth, a company can exhibit in a cost-effective manner at the show, which is a strictly business-to-business event. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: [deborah.semb@mail.doc.gov](mailto:deborah.semb@mail.doc.gov).

## September 9

### Webinar: How to Identify Potential International Markets for Your Products

#### Washington, D.C.

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29647](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29647)

Identifying market segments for products is critical to the success of any business, but especially for exporters. Much information must be known about each country market and its economic environment. After participating in this Webinar, attendees will be able to better identify appropriate potential markets for their products. For more information, contact Abdul Shaikh of the USFCS, tel.: (202) 482-1619; e-mail: [abdul.shaikh@mail.doc.gov](mailto:abdul.shaikh@mail.doc.gov).

## September 9-10

### Trade North America Conference

#### Detroit, Michigan

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29436](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29436)

This two-day conference will feature business experts and government officials who will speak on export opportunities and regulations in Canada, Mexico, and the United States. There will also be one-on-one appointments with commercial specialists and a keynote address by John Engler, former governor of Michigan and president of the National Association of Manufacturers. For more information, including registration, hotel information, and a draft agenda, visit [www.tradenorthamerica.com](http://www.tradenorthamerica.com).



## Featured Trade Event

### U.S.-Iraq Business Investment Summit

October 20-21, 2009

Washington, D.C.

<http://trade.gov/iraq/>

With improving security and rising living standards, Iraq presents a unique opportunity for Iraqi, regional, and global investors. This two-day international event will offer U.S. companies the opportunity to learn about business and trade opportunities in that country. Iraq's market of 28 million people, along with its considerable wealth, abundant natural resources, and decades of under-investment, provide potential opportunities in such sectors as energy, transportation, construction, agriculture, and manufacturing.

About 500 attendees are expected at the summit, including representatives of top U.S. and international businesses and senior U.S. and Iraqi government officials. General sessions will provide keynote presentations on Iraq's current trade and promotion activities. Break-out sessions will focus on specific industry sectors, and a matchmaking event will offer the opportunity to facilitate partnerships between U.S., international, and Iraqi businesses. Private meeting rooms will also be available to provide attendees the opportunity to hold one-to-one business dialogues.

The conference is being hosted by the U.S. Chamber of Commerce, and is a joint effort of the Iraqi Commercial Office, the Departments of State and Defense, and the Department of Commerce's Iraq Investment and Reconstruction Task Force.

To obtain more information about the U.S.-Iraq Business Investment Summit, go to the Web site of U.S. Department of Commerce's Iraq Investment and Reconstruction Task Force, [www.trade.gov/iraq/](http://www.trade.gov/iraq/), or contact the U.S. Chamber of Commerce's Middle East and Africa Department at [middleeastandafrika@us-chamber.com](mailto:middleeastandafrika@us-chamber.com).



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## Sustainable Business Practices

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### SME Focus

SMI has been particularly successful in getting small and medium-sized enterprises to tour facilities in a given regional supply chain that use sustainable manufacturing or business processes—or otherwise encourage the use of those practices. The tours give participants an opportunity to ask questions and to see real-world demonstrations of how sustainability practices have helped firms compete.

“The event was a great networking opportunity to hear about what our peers in the aerospace industry are doing to become more

sustainable and ultimately more competitive in a market that is becoming increasingly difficult due to the entrance of foreign firms,” remarked Rachel Kosmin of Avtech Corporation, a participant in the Sustainability 360 tour. “You often hear about companies who have implemented lean practices, but seeing them in action helped me see how we could integrate these ideas into our daily processes.”

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*Matthew Howard is team lead for industry competitiveness and outreach in the International Trade Administration's Manufacturing and Services unit.*

## Taiwan Accession

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With its accession to the GPA, Taiwan fulfilled a commitment that it made when it became a WTO member in 2002. In December 2008, after several years of negotiations, the WTO Committee on Government Procurement approved the terms of Taiwan's accession to the GPA.

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## Infrastructure Projects Prominent among Upcoming Procurement Opportunities in Taiwan

Taiwan and the United States are already significant trading partners, with two-way trade of more than \$61 billion in 2008. From 2005 to 2007, government entities in Taiwan awarded approximately 2,170 procurements that could have been covered by the GPA.

In addition to normal government procurement activities, Taiwan is engaged in two major infrastructure programs to improve transportation, communication, and education. The first program is the Special Act for Expanding Investment in Public Works to Revitalize the Economy, which uses vouchers for immediate stimulus. It also creates a four-year plan (2009–2012) for improving public works worth approximately \$15 billion.

The second program is the *i*-Taiwan 12 Project. This eight-year (2008–2016) infrastructure project is worth more than \$4 billion. Among other things, it will expand science parks, revitalize industrial parks, and create more and better-organized free trade zones and trade logistics centers.

For more information on those and other export opportunities, visit the U.S. and Foreign Commercial Service Web site in Taiwan at [www.buyusa.gov/taiwan/en](http://www.buyusa.gov/taiwan/en). To report a trade barrier in Taiwan or any other country, visit the Department of Commerce's Trade Compliance Center at <http://tcc.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](http://www.export.gov).**

## ALABAMA

Birmingham: (205) 731-1331

## ALASKA

Anchorage: (907) 271-6237

## ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

## ARKANSAS

Little Rock: (501) 324-5794

## CALIFORNIA

Bakersfield: (661) 637-0136

Fresno: (559) 227-6582

Indio/Cabazon: (760) 342-1310

Ontario: (909) 466-4134

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

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

Monterey: (831) 641-9850

Newport Beach: (949) 660-1688

Oakland: (510) 273-7350

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

Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

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

Ventura County: (805) 488-4844

## COLORADO

Denver: (303) 844-6623

## CONNECTICUT

Middletown: (860) 638-6950

## DELAWARE

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

## DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

## FLORIDA

Clearwater: (727) 893-3738

Ft. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

Miami: (305) 526-7425 ext. 27

Orlando: (407) 648-6170

Tallahassee: (850) 942-9635

## GEORGIA

Atlanta: (404) 897-6090

Savannah: (912) 652-4204

## HAWAII/PACIFIC ISLANDS

Honolulu: (808) 522-8040

## IDAHO

Boise: (208) 364-7791

## ILLINOIS

Chicago: (312) 353-8040

Libertyville: (847) 327-9082

Peoria: (309) 671-7815

Rockford: (815) 316-2380

## INDIANA

Indianapolis: (317) 582-2300

## IOWA

Des Moines: (515) 284-4590

## KANSAS

Wichita: (316) 263-4067

## KENTUCKY

Lexington: (859) 225-7001

Louisville: (502) 582-5066

## LOUISIANA

New Orleans: (504) 589-6546

Shreveport: (318) 676-3064

## MAINE

Portland: (207) 541-7430

## MARYLAND

Baltimore: (410) 962-4539

## MASSACHUSETTS

Boston: (617) 565-4301

## MICHIGAN

Detroit: (313) 226-3650

Grand Rapids: (616) 458-3564

Pontiac: (248) 975-9600

Ypsilanti: (734) 487-0259

## MINNESOTA

Minneapolis: (612) 348-1638

## MISSISSIPPI

Mississippi: (601) 965-4130

## MISSOURI

Kansas City: (816) 421-1876

St. Louis: (314) 425-3302

## MONTANA

Missoula: (406) 542-6656

## NEBRASKA

Omaha: (402) 597-0193

## NEVADA

Las Vegas: (702) 388-6694

Reno: (775) 784-5203

## NEW HAMPSHIRE

Durham: (603) 953-0212

## NEW JERSEY

Newark: (973) 645-4682

Trenton: (609) 989-2100

## NEW MEXICO

Santa Fe: (505) 231-0075

## NEW YORK

Buffalo: (716) 551-4191

Harlem: (212) 860-6200

Long Island: (212) 809-2682

New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

## NORTH CAROLINA

Charlotte: (704) 333-4886

Greensboro: (336) 333-5345

Raleigh: (919) 281-2750

## NORTH DAKOTA

Fargo: (701) 239-5080

## OHIO

Akron: (330) 678-0695

Cincinnati: (513) 684-2944

Cleveland: (216) 522-4750

Columbus: (614) 365-9510

Toledo: (419) 241-0683

## OKLAHOMA

Oklahoma City: (405) 608-5302

Tulsa: (918) 581-7650

## OREGON

Portland: (503) 326-3001

## PENNSYLVANIA

Harrisburg: (717) 872-4386

Philadelphia: (215) 597-6101

Pittsburgh: (412) 644-2800

## PUERTO RICO

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

## RHODE ISLAND

Providence: (401) 528-5104

## SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 732-5211

Greenville (Upstate): (864) 250-8429

## SOUTH DAKOTA

Sioux Falls: (605) 330-4264

## TENNESSEE

Knoxville: (865) 545-4637

Memphis: (901) 544-0930

Nashville: (615) 736-2222

## TEXAS

Austin: (512) 916-5939

Fort Worth: (817) 392-2673

Houston: (713) 209-3104

Grapevine: (817) 310-3744

San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

## UTAH

Salt Lake City: (801) 255-1871

## VERMONT

Montpelier: (802) 828-4508

## VIRGINIA

Arlington: (703) 235-0331

Richmond: (804) 771-2246

## WASHINGTON

Seattle: (206) 553-5615

Spokane: (509) 353-2625

## WEST VIRGINIA

Charleston: (304) 347-5123

Wheeling: (304) 243-5493

## WISCONSIN

Milwaukee: (414) 297-3473

## WYOMING

Served by the Denver, Colorado, Export Assistance Center

## Short Takes: House Subcommittees

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One reason for this increased trade has been the African Growth and Opportunity Act (AGOA) of 2000, which provides duty-free access to the U.S. market. The eighth annual AGOA forum, which will bring together African and U.S. trade ministers, is scheduled to be held August 4-6, 2009, in Nairobi, Kenya.

“This dynamic event will set the stage for active discussion focusing on the linkages between investment and economic growth, as well as providing African countries with the ability to take advantage of trade opportunities in AGOA and elsewhere,” noted Vineyard.

More information on U.S. trade with sub-Saharan Africa can be found in a recent report published by the International Trade Administration’s Office of Africa, “U.S.–African Trade Profile.” It is available on the AGOA Web site at [www.agoa.gov](http://www.agoa.gov). The full text of the testimony is available on the International Trade Administration’s Web site at [www.trade.gov/press/speeches/vineyard\\_062409.pdf](http://www.trade.gov/press/speeches/vineyard_062409.pdf).

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*Contributors to this section include Steven Chan, Lorrie Fussell, Alicia Robinson, Jay Thompson, Holly Vineyard, and Alysia Wilson of the International Trade Administration’s Market Access and Compliance unit.*

## South Africa: Gateway to Business

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**Allen:** We have 15 employees, located here in Johannesburg and in Cape Town. We provide the full range of business counseling services offered by the USFCS. And we collaborate with the Department of State and other U.S. embassies in the region to provide many, if not all, of those services throughout southern Africa.

**Barry:** You mentioned getting in touch with your office. Can you tell us how to do so and talk about your office’s new Web site?

**Allen:** We recently put up a Web portal covering all of Africa. It can be found on Export.gov at [www.export.gov/africa](http://www.export.gov/africa). The site contains links to the commercial sections of U.S. embassies in some 45 African countries, a plethora of information on projects that are funded by multilateral donors, and information on trade shows and upcoming events and exhibitions.

### Recently Posted on the ITA Blog

**A Day in the Life of a Commercial Officer:** Ricardo Palaez, commercial officer with the U.S. and Foreign Commercial Service, talked about the activities that fill his working day on his first overseas tour of duty in Taipei City, Taiwan: “The most exciting part of the day was the final event on my schedule. After several months of planning, long hours, and hard work, CS Taipei finally kicked off the first of three ‘America Month’ retail events promoting several hundred U.S. brands to Taiwan consumers.” (July 2)

**Learning the Ropes of Government:** David Kincaid, presidential management fellow who recently finished his graduate studies and began work at the International Trade Administration, describes his transition to the world of government:

“There was no course on TMs and IBPs, FSNs and SCOs, or how OSP works on PIPs for MAS, CS, MAC, ODUS, OCFQ, and IA through WBTs developed by folks in OCIO! It’s true; the alphabet soup was at best daunting to learn.” (July 8)

**Sustainability 360:** Mary Saunders, acting assistant secretary for manufacturing and services, wrote from Seattle, Washington, about participating in Sustainability 360: An Aerospace Supply Chain Event: “We just concluded our first Sustainability 360 event here in Seattle, and the experience was outstanding—lots of good, practical examples of how implementing sustainable manufacturing practices can reduce environmental impact and improve the bottom line for businesses.” (July 15)

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