

# International Trade UPDATE

www.trade.gov

July 2011

## Winning the Future through Exports

As both a report card and a call to action on U.S. export policy, the newly released *2011 National Export Strategy* shows where the federal government has been and where it needs to go to meet the National Export Initiative's goal of doubling U.S. exports by the end of 2014.

BY JOHN WARD



Container ships at the industrial port of Miami, Florida. The port is among the top 11 container ports in the United States and in 2010 processed approximately 7.4 million tons of cargo. Improving supply-chain infrastructure such as port facilities is one of the recommendations of the 2011 National Export Strategy. (photo © Roberto A Sanchez/iStock)

The challenge to the U.S. business community from President Barack Obama in January 2010 was bold, and came in the form of a very specific goal announced during his State of the Union message: double U.S. exports by the end of 2014. The vehicle for reaching that goal was subsequently given substance with the National Export Initiative (NEI) and the first-ever Export Promotion Cabinet.

Now, with the release on June 28, 2011, of the *2011 National Export Strategy*, the many details of how the president's goal will be achieved and measured have been revealed, along with instructions for action by federal export promotion agencies and Congress. These directions cover many areas and include a call for the following:

- Improving collaboration with states, metropolitan areas, and border communities
- Supporting exports by U.S. companies selling technologies in high-growth sectors
- Passing surface and aviation transportation reauthorization legislation to address the accumulated infrastructure deficit that impedes the efficient movement of exported goods
- Improving data collection and measurement of exporting by the services sector
- Removing barriers to trade, including passing pending free trade agreements with Colombia, Panama, and South Korea
- Increasing funds for key federal trade promotion programs to adequately implement the NEI

Obama made plain the strategic importance of this ambitious agenda in his introductory message to the report. "How we win the future ... is one of the biggest challenges facing our nation in the generation to come.... [T]he federal government must

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## Winning the Future through Exports

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“The federal government must constantly look for ways to promote U.S. exports, enforce trade agreements, and work to ensure that U.S. businesses are able to compete—and compete fairly—on the world stage.”

### Commitment to Growth

The heart of the *2011 National Export Strategy* is the NEI, which, according to Obama, “is my administration’s commitment to U.S. businesses that the federal government will work more closely together to help more U.S. businesses access export markets. The NEI’s goal of doubling exports by the end of 2014 is designed so that U.S. government agencies are focused and are working together to ensure that our companies have access to these markets, and that all companies, large and small, get the assistance they need to compete on a fair and level basis with foreign competitors.”

The results have already been encouraging. In 2010, NEI’s first year, U.S. exports of goods and services grew 17 percent over 2009, which was the highest year-on-year increase in exports in more than a decade. That growth contributed significantly to the overall economic recovery of the United States.

Total U.S. exports of goods and services in 2010 came to \$1.83 trillion. Those exports supported millions of jobs and contributed as much to the growth of U.S. gross domestic product (GDP) as business investment.

### Metrics and Progress Report

To maintain that momentum, the United States must have a consistent export promotion strategy. Such a strategy was contained in 70 recommendations made in a previous report on the NEI that was transmitted to President Obama in September 2010 by the new Export Promotion Cabinet. (See the October 2010 issue of *International Trade Update*.)

The *2011 National Export Strategy* highlights actions already taken on 31 recommendations

contained in the September report. These address the 8 priority areas for government action that were identified in Executive Order 13534, which officially launched the NEI in March 2010 (see sidebar on page 3). It also lays out a comprehensive set of NEI progress metrics based on the programs, services, and initiatives of the Export Promotion Cabinet and the 20 Trade Promotion Coordination Committee (TPCC) agencies.

According to the report, “These metrics will help measure the progress of core NEI recommendations, encourage interagency collaboration toward common NEI goals, and provide greater transparency for the public on the government’s role in promoting exports.”

The first of two appendices in the *2011 National Export Strategy* provides a status update of the federal government’s progress on all 70 NEI recommendations along with a full account of upcoming implementation efforts. The second appendix details the export promotion activities of the states, which are critical partners in NEI efforts to engage and mobilize U.S. businesses at the local level.

### An Essential Role

The *National Export Strategy* is the annual report of the TPCC, which is an interagency body comprising 20 federal agencies. The TPCC is chaired by the secretary of commerce.

The Export Enhancement Act of 1992 established the TPCC to coordinate the export promotion and export financing activities of the U.S. government and to develop a governmentwide strategic plan for implementing them.

In his introduction to the new report, Secretary of Commerce Gary Locke noted the crucial role that future TPCC reports will play in the coming years. “The annual *National Export Strategy* will fill the essential role of tracking and measuring the federal government’s progress in

“The federal government must constantly look for ways to promote U.S. exports, enforce trade agreements, and work to ensure that U.S. businesses are able to compete—and compete fairly—on the world stage.”

President Barack Obama

## EIGHT EXPORT PROMOTION PRIORITIES

implementing the NEI. Each year, the TPCC will also assess new opportunities and seek new ways for the TPCC agencies to improve coordination and increase their effectiveness.”

### Facing a Changing World

The United States faces formidable challenges in its efforts to remain economically competitive in a constantly changing global marketplace. But the strategies and tools put forth in the *2011 National Export Strategy* point the way toward success in this environment.

As Obama notes in his introduction, “Technology and new foreign competition ... are a reality. But our country was built on change and an abiding belief in our ability to shape our own destiny. With exports rising, U.S. companies, including small enterprises, have already taken the first steps to reinvent themselves as global enterprises.”

The strategies outlined in the *2011 National Export Strategy* will help ensure that there are second and third steps as well.

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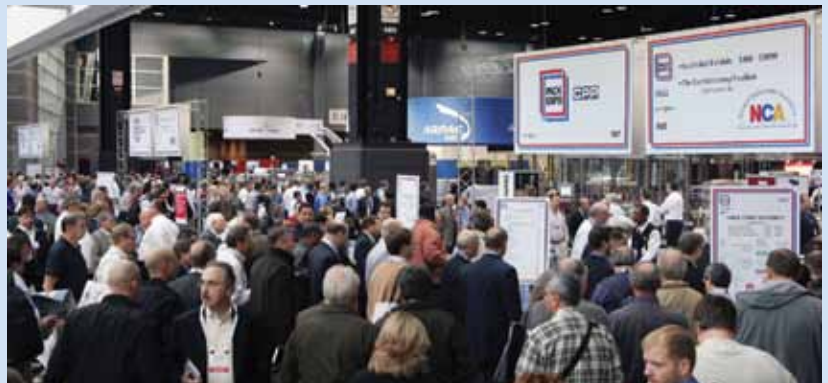
*John Ward is a writer in the International Trade Administration's Office of Public Affairs. John Larsen of the Trade Promotion Coordinating Committee Secretariat contributed to this report.*

### How to Obtain the 2011 National Export Strategy

Copies of the *2011 National Export Strategy* are available for downloading from the International Trade Administration at [www.trade.gov/publications/abstracts/national-export-strategy-2011.asp](http://www.trade.gov/publications/abstracts/national-export-strategy-2011.asp). For more information on export programs, services, and initiatives of the Trade Promotion Coordinating Committee agencies, visit the government's export assistance portal at [www.export.gov](http://www.export.gov).

In March 2010, President Barack Obama issued Executive Order 13534 establishing the National Export Initiative. It identified the following eight priority areas of activity:

- **Exports by small and medium-sized enterprises (SMEs).** Tremendous opportunity exists for the U.S. government to help SMEs participate more actively and effectively in export markets through advocacy and promotion, as well as through the provision of export financing.
- **Federal export assistance.** Improving the federal government's core trade promotion programs can substantially enhance the ability of U.S. companies to export.
- **Trade missions.** These missions provide a practical way for the government to encourage exports by allowing U.S. companies to receive individually selected, one-on-one meetings with business contacts.
- **Commercial advocacy.** Commercial advocacy is designed to help level the playing field for U.S. businesses competing for international contracts against foreign firms that may benefit from strong home-government support.
- **Export credit.** Export financing is a crucial part of exporting. Government trade and investment financing agencies, such as the Export-Import Bank of the United States, step in to fill market gaps when the private sector cannot provide adequate credit to support certain transactions with greater real or perceived risk.
- **Macroeconomic rebalancing.** During the next few years, economic growth of U.S. trading partners will be a key determinant of U.S. export growth. To sustain a strong global economic recovery, the United States and its G20 partners will need to work together to ensure that the global economy shifts smoothly to more diversified sources of economic growth.
- **Reduced barriers to trade.** As the U.S. government works to open new markets, it must ensure that U.S. exporters have the opportunities they were promised in prior agreements. Robust enforcement is a short- and long-term priority and an effective way for the federal government to help increase exports.
- **Promotion of service exports.** The federal government should design and implement specific advocacy and trade promotion efforts for services. The services sector accounts for nearly 70 percent of U.S. gross domestic product and is the largest driver of job creation in the United States.



A trade show, Pack Expo, has partnered with the International Trade Administration's U.S. and Foreign Commercial Service since 1992 to bring foreign buyers to the United States. The *2011 National Export Strategy* calls for the continued allocation of resources in support of such programs. (photo courtesy Pack Expo)

# Helping U.S. Manufacturers Expand Exports

The U.S. and Foreign Commercial Service is actively helping U.S. manufacturers be more competitive and realize their growth potential through exports. With a push from the National Export Initiative and the potential embodied in pending free trade agreements, there is room for yet more growth.

BY SURESH KUMAR



U.S. exports of goods grew from \$1.1 trillion in 2009 to \$1.3 trillion in 2011. Sustaining this growth will require continued efforts to help more U.S. companies begin exporting. (photo © Alex Potemkin/iStock)

**O**n June 27, 2011, I had the opportunity to travel to West Virginia to discuss progress on President Barack Obama's National Export Initiative (NEI) and to promote U.S. manufacturing exports. As you probably know, the NEI, announced in 2010, aims to double U.S. exports by the end of 2014. I am glad to report that the NEI is off to a good start. Exports last year composed 12.5 percent of gross domestic product, which is up from 11.2 percent in 2009.

In West Virginia, exports of merchandise grew 34 percent in 2010—double the national growth rate of 17 percent for goods and services. Thus far for 2011, the United States remains on pace to achieve the NEI goal.

The NEI is critical because we need more U.S. companies to export so that the United States can bolster its economy and support new jobs at home. Of the 30 million companies in the United States, less than 1 percent export, and of those, 58 percent only sell to one market. The NEI helps create deep market links and connects innovation to the marketplace. It also works to inform U.S. companies of their export potential and shows them the U.S. government and private-sector services available to help them export.

## Export Assistance at Work

The U.S. and Foreign Commercial Service (USFCS), a unit of the International Trade Administration, operates a global network of 108 domestic offices as well as locations in more than 75 countries. These centers employ more than 1,400 trade specialists who provide U.S. businesses with comprehensive services and programs.

West Virginia is an excellent example of how the USFCS's counseling and collaboration with businesses and state and local governments are resulting in many export sales for U.S. companies. In 2010, the USFCS offices in West Virginia recorded 53 export successes, which totaled more than \$11 million in sales.

One of those export successes was from Kanawha Scales and Systems of Poca, West Virginia, a world leader in batch loading systems for the mining industry. USFCS trade specialists worked with Kanawha and helped facilitate an agreement with an Indian coal mining company. This work then led to another order worth \$3.5 million with a large Indian steel and coal company. New full-time jobs were created within Kanawha to support its growing exports to India.

Kanawha is just one of thousands of U.S. companies that benefit from USFCS assistance every year. In 2010, the USFCS helped facilitate 12,300 export successes worth \$34.8 billion in U.S. export sales.

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# Freight Forwarders Support Push to Grow Exports

Freight forwarders are an indispensable, and often hidden, part of the export process. Their primary trade association has taken on the challenge of reaching out to its members' clients and connecting them with government resources, thereby supporting the growth of U.S. exports as envisioned under the National Export Initiative.

BY DOUG BARRY

**F**reight forwarders are the oil that helps drive the U.S. export machine. Every year, they facilitate more than 80 percent—more than a trillion dollars—of U.S. exports. Largely unheralded, freight forwarders move products from U.S. producers to customers worldwide by ship, airplane, train, and truck. They handle the paperwork and regulatory details at every step of the supply chain. They figure out which ship goes where, how many days the trip takes, and where the goods will sit on the ship depending on how fast the client wants the goods unloaded or how low the client's shipping cost needs to be. Freight forwarders then help clear the goods through customs and arrange at the port of arrival for conveyance to the final destination, even arranging for pushcarts or rickshaws if necessary.

It is no wonder that the International Trade Administration (ITA), through the U.S. and Foreign Commercial Service's Trade Information Center, is working with the National Customs Brokers and Forwarders Association of America (NCBFAA) to help increase U.S. outbound sales under the National Export Initiative (NEI).

"Freight forwarders are ideal multipliers for us," said Susan Lusi, director of the Trade Information Center. "We'd never in a hundred years be able to reach all of the more than 265,000 U.S. exporters, plus untold others, who can benefit from our international buyer-finding and other services. Working with the forwarders, now we can."

## Partnering and Outreach

Currently in the third year of working with ITA, Barbara Reilly, NCBFAA's vice president, noted the relationship is of equal value to both organizations. "Our members found the customs brokerage side of the business more profitable during the boom years when the United States imported much more than it exported," she said. "Nowadays we need more exports to balance the decline



Freight being loaded on a jet plane. Freight forwarders handle 80 percent of U.S. exports, and are vital link in the supply chain. (Digital Vision)

in imports, and partnering with the Commerce Department is a huge help to our members and their exporting customers."

In addition to offering Webinars and other resources in export basics, ITA has sent speakers to NCBFAA's annual conference to talk with owners and executives of the freight forwarding companies, which range from small family-owned businesses to shipping giants such as UPS and FedEx. In 2010, this included Francisco Sánchez, under secretary of commerce for international trade, who spoke at the association's conference in San Antonio, Texas, an important hub for U.S.-Mexico trade.

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# Short Takes



Nicole Lamb-Hale, assistant secretary for manufacturing and services, shown here in a file photo, spoke to representatives from more than 150 companies in Wichita, Kansas, on June 2, 2011. The gathering was organized by the Department of Commerce as part of the national “New Markets, New Jobs” tour that is designed to connect small and medium-sized enterprises with the resources they need to sell overseas. (U.S. Department of Commerce photo)

## Belgian Delegation Hears of U.S. Investment Opportunities

Members of a Belgian business delegation heard about the benefits of investing in the United States and expanding U.S.–Belgian trade when Michelle O’Neill, deputy under secretary of commerce for international trade, spoke at an investment seminar in Washington, D.C., on June 27, 2011.

“Companies invest in America because it represents the world’s largest fully developed single-country economy and because our labor pool is one of the best educated, most productive, and most innovative in the world,” noted O’Neill. “We are a global leader in science and technology and a center for innovation. We reward creativity, and we safeguard it by a strong intellectual property rights protection and enforcement regime.”

The Belgian embassy and SelectUSA, a new Department of Commerce initiative that was announced on June 15, 2011, organized the event. SelectUSA is the first-ever governmentwide program at the federal level designed to aggressively pursue and win new business investment in the United States for domestic and foreign companies.

Foreign-owned companies play a significant role in U.S. exports. In 2009, about 18 percent of all U.S. exports came from U.S. subsidiaries of foreign-owned firms. Their growth will be an important factor in doubling U.S. exports by the end of 2014, which is a goal of the National Export Initiative.

During the delegation’s nine-day visit to the United States, its 300 members, who were led by Prince Philippe of Belgium and several regional ministers, also visited Boston and New York City. Many of the representatives were from the biotech and pharmaceutical sectors and attended the BIO 2011 convention while in Washington, D.C.

Historically, Belgium has been one of the most reliable commercial partners of the United States. In 2010, bilateral trade totaled more than \$40 billion, with Belgium ranking as the 14th-largest goods export market for the United State. With

a population of fewer than 11 million, Belgium is the 10th-largest source of investment, with a U.S. investment of more than \$45 billion. In 2010, Belgian firms employed more than 180,000 workers in the United States.

For more information about SelectUSA, visit [www.selectusa.gov](http://www.selectusa.gov).

## Kansas Exporters Hear Message of “New Markets, New Jobs”

On June 2, 2011, representatives from more than 150 Kansas companies heard about the economic opportunities of international trade when they met with senior federal officials at the “Export Now: New Markets, New Jobs for Kansas” event in Wichita.

“President Obama challenged the nation to double U.S. exports by 2015 because the simple fact is that the more American and Kansas companies export, the more they produce,” noted Nicole Lamb-Hale, assistant secretary for manufacturing and services, in a keynote speech she delivered at the event. “The more they produce, the more workers they need. And that means jobs—good-paying jobs here at home.”

This event was the fifth in a series of gatherings organized as part of the national “New Markets, New Jobs” tour, which is an interagency, multicity outreach campaign spearheaded by the Department of Commerce (see the March 2011 issue of *International Trade Update*). It is specifically designed to connect small and medium-sized enterprises with the resources they need to sell overseas.

The message was well received by participants. Karyn Page, chief executive officer of the Kansas World Trade Center, remarked, “Bringing together federal, state, and local export resources and experts in one place for the benefit of Kansas exporters is sure to result in increased exports. The National Export Initiative, and Kansas’ own initiative to increase its exports, [will be] a large part of

the prescription to heal our ailing economy and bring needed jobs.”

Kansas has a vigorous export sector, with a particularly strong aviation sector. In 2010, exported goods from Kansas totaled \$9.9 billion, up 11 percent over 2009. This growth continued in the first quarter of 2011, with exports of goods totaling \$2.6 billion, up 11 percent compared to the first quarter of 2010. In 2009, the Wichita

metropolitan area accounted for nearly half of merchandise exports from Kansas.

For news of upcoming “New Markets, New Jobs” events, visit the home page of the National Export Initiative at [www.export.gov/nei](http://www.export.gov/nei).

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*Contributors to this section include Ellen House of the International Trade Administration's Market Access and Compliance unit and Michael Masserman, director of the ITA's Office of Advisory Committees.*

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## Helping U.S. Manufacturers Expand Exports

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### Moving forward with the NEI

Obama recognizes that increasing global trade provides opportunities for growing U.S. small and medium-sized enterprises, which is why the pending free trade agreements with Colombia, Panama, and South Korea are a priority. At stake are more than \$10 billion in increased exports of goods that will support more than 70,000 American jobs.

U.S. manufacturing companies will see increased competitiveness and growth in exports because of the trade agreements. Their passage and implementation will significantly reduce tariffs, which in some cases will be eliminated within 10 years. In a state such as West Virginia, this change will spur growth and significantly improve the state's chemical and primary metal manufacturers' competitiveness in the global marketplace.

The trade agreements will better the economy and add jobs, but the United States also has an obligation to retrain and reposition its workers. Although trade positions U.S. companies for success in the global marketplace, it also requires

adjustments for a U.S. worker. The Obama administration is committed to a strong and robust renewal of the Trade Adjustment Assistance program and supports workers who need training and other services when their jobs are adversely affected by trade.

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*Suresh Kumar is the assistant secretary of commerce for trade promotion and director general of the U.S. and Foreign Commercial Service. A version of this article appeared on the Department of Commerce's blog on June 27, 2011.*

### For More Information

If your company is looking for help to begin or expand exporting, the Department of Commerce offers a variety of services. To find out more, contact the Trade Information Center at 1-800-USA TRAD(E) (1-800-872-8723) or visit the U.S. government's export portal at [www.export.gov](http://www.export.gov). A list of U.S. Export Assistance Centers can be found on page 11 of this issue.

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For more information and news, visit ITA's Web site at [www.trade.gov](http://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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# August 2011

## August 4

### Import/Export Workshop

Sacramento, California

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=32232](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=32232)

This morning workshop, which is hosted by the Sacramento Export Assistance Center and the Business Information Center of Sacramento, will highlight how to create an international market strategy, how to get paid and to reduce risk, and what resources are available to help with exporting and importing. For more information, contact Anthony Hill of the USFCS, tel.: (916) 566-7011; e-mail: [anthony.hill@trade.gov](mailto:anthony.hill@trade.gov).

## August 10

### Webinar: A Basic Guide to Exporting: Resources You Should Know

Washington, D.C.

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31503](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31503)

Small and medium-sized enterprises now have the opportunity to capitalize on new export assistance. This free, one-hour Webinar will look at free sources of information, such as sales leads from the best Web sites, state and federal assistance for exporters, and assistance for trade associations and nonprofits. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: [doug.barry@trade.gov](mailto:doug.barry@trade.gov).

## August 16–19

### AUVSI Unmanned Systems North America 2011

Washington, D.C.

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30938](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30938)

The Association for Unmanned Vehicle Systems International (AUVSI) is a nonprofit organization devoted to advancing the unmanned systems industry. AUVSI's annual convention brings together an extensive display of robotic and unmanned systems technologies, including air, ground, maritime, and space systems and components. The event is expected to attract more than 6,500 attendees, with 450 exhibitors coming from more than 50 countries. For more information, contact Mark Batipps of the USFCS, tel.: (202) 482-1765; e-mail [mark.batipps@trade.gov](mailto:mark.batipps@trade.gov).

## August 16–21

### Moscow Air Show

Zhukovsky, Russia

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31498](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31498)

Economic growth in Russia and Central and Eastern Europe is driving demand for aircraft and parts, as well as airport and aviation infrastructure, in the region. In 2009, the Moscow Air Show attracted 65,000 trade visitors from 80 countries and recorded approximately \$10 billion in sales agreements. USFCS Moscow will be arranging Gold Key service for two or three U.S. companies during the show. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: [deborah.semb@trade.gov](mailto:deborah.semb@trade.gov).

## August 21–24

### Sourcing at MAGIC

Las Vegas, Nevada

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31781](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31781)

This event occurs twice a year and showcases apparel and footwear manufacturers, fabric and textile mills, textile and print design studios, and supply chain service providers. A U.S. pavilion will give participating U.S. manufacturers and suppliers the opportunity to connect with thousands of sourcing executives, designers, wholesalers, private label buyers, and top retailers. For more information, contact Kim Bang Nguyen of the USFCS, tel.: (202) 482-4805; e-mail [kim.nguyen@trade.gov](mailto:kim.nguyen@trade.gov).

## August 21–27

### Certified Business Development Mission to Peru and Chile

Lima, Peru, and Santiago, Chile

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31731](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31731)

This trade mission, organized by Le Centre International of Lafayette, Louisiana, and the Louisiana District Export Council, and certified by the U.S. Department of Commerce, will help companies launch or increase their export business to the Andean region. Registration for this event is now closed. For more information, contact Delilah DeSouza of the USFCS, tel.: (504) 915-3301; e-mail: [delilah.desouza@trade.gov](mailto:delilah.desouza@trade.gov).

## August 25–27

### Natural Products Expo Asia 2011

Hong Kong

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30584](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30584)

This show is an ideal platform for meeting potential buyers, distributors, agents, importers, and retailers of natural goods, such as organic food, Western and Asian herbs, bee products, vitamins and supplements, natural fibers, natural remedies, and nutraceuticals. In 2010, the show attracted 275 exhibitors and nearly 10,000 trade visitors. For more information, contact Sam Dhir of the USFCS, tel.: (202) 482-4756; e-mail: [sam.dhir@trade.gov](mailto:sam.dhir@trade.gov).

## August 28–September 2

### Export Green Trade Mission

São Paulo, Brazil

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=32218](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=32218)

This trade mission, organized by the Brazil-U.S. Business Council in cooperation with the National Chamber Foundation, Traderoots, and certified by the U.S. Department of Commerce, is designed for U.S. companies in the green building and energy sectors that are looking for opportunities in Brazil. A companion conference will offer networking opportunities with other companies. Registration for this event is now closed. For more information, contact Cora Dickson of the USFCS, tel.: (202) 482-6083; e-mail: [cora.dickson@trade.gov](mailto:cora.dickson@trade.gov).

**See additional trade events at [www.export.gov](http://www.export.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).

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

September 13–16

## Defence & Security Equipment International 2011

London, United Kingdom

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31404](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31404)

Certified by the Department of Commerce, this trade fair is one of the world's largest fully integrated defense and security exhibitions covering land, naval, and air systems. It will provide participating companies with face-to-face opportunities to share ideas, to conduct business, and to network for future growth. The USFCS office in London will organize roundtables with prime contractors in the United Kingdom, an ambassador's reception, preshow outreach, and export counseling on the show floor. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: [deborah.semb@trade.gov](mailto:deborah.semb@trade.gov).

September 18–24

## U.S. Industry Program at the IAEA General Conference

Vienna, Austria

[www.buyusa.gov/austria/en/iaea.html](http://www.buyusa.gov/austria/en/iaea.html)

The Department of Commerce is organizing a series of promotional activities for U.S. companies and organizations in the nuclear energy industry during the 54th General Conference of the International Atomic Energy Agency (IAEA). Activities include a preconference welcome briefing, a U.S. technology and services exhibit booth, and assistance in gaining access to IAEA staff members and country energy decisionmakers. Registration for this event is now closed. For more information, contact Marta Haustein of the USFCS, tel. +43 (1) 31339-2205; e-mail: [marta.haustein@trade.gov](mailto:marta.haustein@trade.gov) or Jason Sproule of the USFCS, tel. (949) 660-7105; e-mail: [jason.sproule@trade.gov](mailto:jason.sproule@trade.gov).

September 20–23

## Lisdevmash 2011: Woodworking and Furniture Show

Kiev, Ukraine

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30553](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30553)

This show, which occurs every two years, focuses on equipment for the timber, woodworking, and furniture industries. The USFCS office in Kiev will organize a product literature center (PLC), which will allow participating companies to display their product catalogs and price lists and have them distributed to interested Ukrainian companies. There is a fee of \$350 per company to participate in the PLC. For more information, contact Myroslava Myrtsalo of the USFCS, tel.: +380 (44) 490-4064; e-mail: [myroslava.myrtsalo@trade.gov](mailto:myroslava.myrtsalo@trade.gov).



Charminar, a 16th century monument in Hyderabad, India. (© R.R./iStock)

### Featured Trade Event

## Clean Technologies Trade Mission to India

November 7–11, 2011

New Delhi, Hyderabad, and Ahmedabad, India

[www.export.gov/trademissions/indiacleantech/](http://www.export.gov/trademissions/indiacleantech/)

This four-day trade mission will present numerous opportunities for U.S. companies looking to do business in India's fast-growing clean technologies market—one of the largest clean technologies markets in the world. A senior Department of Commerce official will lead the mission, which will include business-to-business matchmaking meetings with local companies, market briefings, and networking events.

The trade mission will target a broad range of clean technologies, such as wind, hydro, waste-to-energy, solar power, and clean coal. The mission will also focus on energy-efficiency technologies, such as smart grids, and wastewater treatment and solid waste management.

Demand for power in India has been increasing rapidly due to development and industrialization. But the gap between demand and availability is a major concern for the Indian energy sector because it threatens to slow the growth of the economy. The Indian renewable energy market is estimated at more than \$17 billion for 2011 and is growing at a rate of 15 percent per year.

The booming Indian economy enjoyed a gross domestic product growth rate of 6.8 percent in 2009 and 10.4 percent in 2010. This economic expansion, along with rapid industrialization and urbanization, has contributed to severe environmental degradation, which has resulted in increased opportunities for U.S. solutions providers. Because of the availability of financing, the demands of an expanding urban population, greater environmental consciousness, and stricter enforcement of environmental laws and regulations, India's clean technologies sector will continue to thrive and to offer new opportunities.

The cost to participate is \$5,000 for large firms and \$4,500 for small and medium-sized firms (with 500 employees or fewer). There is a \$750 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 September 9, 2011. For more information about the trade mission, visit its Web site or contact Anne Novak of the USFCS, tel.: (202) 262-2798; e-mail: [anne.novak@trade.gov](mailto:anne.novak@trade.gov).

# ITA Win in Kenya

The recent seizure of counterfeit packaging in Kenya demonstrates how the concerted efforts of the International Trade Administration, along with other federal agencies and their foreign counterparts, can bring concrete benefits to U.S. companies.

BY JOHN WARD

Through its network of domestic and international offices, the International Trade Administration (ITA) helps U.S. businesses succeed in the global marketplace. This article is one in a series of stories that highlight recent U.S. export successes that benefited from services offered by ITA. For more information on export assistance programs offered by ITA and other federal agencies, visit [www.export.gov](http://www.export.gov).

Efforts of the International Trade Administration (ITA) and several other U.S. government agencies to curtail the international sale of counterfeit goods achieved a resounding success in May, when Kenyan customs officials intercepted a shipment of more than 140,000 fake Hewlett Packard (HP) packaging components and labels. The seized materials, shipped to the Kenyan port of Mombasa from China, represented a potential loss of \$1.3 million in sales to HP.

The enforcement action by Kenyan customs officials coincided with a regional workshop on the protection and enforcement of intellectual property rights (IPR) that was held in Nairobi May 17-20. According to Robert D. Moore, vice president for global security services at HP, the seizure of the fake goods came as a direct result of this conference. "During the event, HP received information on the shipment, and with the help of the U.S. government was able to bring together ... four Kenyan enforcement agencies to agree on a swift course of action."

The IPR workshop, which attracted approximately 100 participants, was organized by ITA, the Commerce Department's Commercial Law

Development Program (CLDP), other U.S. government agencies, and the government of Kenya. It included a two-day public-private sector portion that featured presentations on such topics as IPR enforcement strategies, public awareness campaigns, and capacity building. A session on the final day focused on how to spot fake goods, and included presentations from several U.S. companies, including Dolby Laboratories, Eminence Speaker LLC, HP, Microsoft, and Sara Lee.

Commercial diplomacy and education efforts such as the IPR workshop are among the key strategies deployed by ITA to support the long-term interests of U.S. companies doing business overseas. According to Michael Camuñez, assistant secretary for market access and compliance, "We employ such commercial diplomacy to resolve trade barriers and leverage our bilateral and multilateral trade agreements. This government-to-government action helps ensure that our trading partners live up to their commitments, and was particularly effective in this instance."

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*John Ward is a writer in the International Trade Administration's Office of Public Affairs. Ludwika Alvarez of ITA's Market Access and Compliance unit assisted with this report.*



In May, Kenyan customs officials intercepted a shipment of more than 140,000 fake Hewlett Packard (HP) packaging components and labels. (photo courtesy Hewlett Packard)

# 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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Sacramento: (916) 566-7170

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## WYOMING

Served by the Denver, Colorado, Export Assistance Center

## Freight Forwarders Support Push to Grow Exports

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### Additional Learning Tools

The Department of Commerce offers a variety of learning tools for companies that want to learn more about topics related to shipping, including a number of archived Webinars that are part of the "Basic Guide to Exporting" series produced by the Trade Information Center. These resources can be found on the U.S. government export portal, Export.gov, at [www.export.gov/mrktresearch/eg\\_main\\_018213.asp](http://www.export.gov/mrktresearch/eg_main_018213.asp).

### Generating New Exporters

This year, ITA challenged NCBFAA's membership to cultivate 10 new exporting customers and to work with ITA to help existing customers export to new markets. Similar to other U.S. exporters, most of the forwarders' customers export to only one or a handful of countries.

According to Reilly, "We have over 900 members, so generating 9,000 new exporters in a year is a realistic goal, and one we hope to exceed."

Reilly added that, before working with ITA, few of NCBFAA's members were aware of the Department of Commerce's nationwide network of Export Assistance Centers, nor had many met

with their local trade specialists. That's changing now as members receive weekly e-mail updates about ITA-sponsored export events and resources for their employees who deal with the public and customers.

"We want to be part of the local network of innovation and economic development in the communities where we live and do business," said Reilly. "Joining forces with ITA and working together to achieve NEI goals is now a major focus of [our] efforts."

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*Doug Barry is a senior international trade specialist in the Trade Information Center.*

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