

International Trade UPDATE

www.trade.gov

February - March 2010

National Export Initiative Looks to Increase Exports and Create Jobs

In his State of the Union address on January 27, President Obama called for the United States to double its exports in the next five years. The federal government's lead export promotion agency, the International Trade Administration, is ready to meet this challenge.

Signaling a change in emphasis in U.S. economic strategy, President Barack Obama, in his first State of the Union address to Congress on January 27, 2010, highlighted exports as a pillar of economic growth on which the country will depend in the future. The president announced that the goal of a new National Export Initiative (NEI) would be to double the country's total exports in five years.

Speaking to a packed joint session of Congress, with millions watching on national television, the president tied the promise of exports and trade to jobs. "The more products we make and sell to other countries, the more jobs we support right here in America," Obama said, to immediate applause from both sides of the aisle. Economists believe that doubling the country's exports would support the creation of 2 million new jobs.

ITA Ready to Meet Challenge

In his address, President Obama suggested that the United States will need a new growth model going forward, one based more on exports and investment than on domestic consumption.

In the next month, ITA is getting ready to meet the president's challenge by launching a 12-month program to help create U.S. jobs, by identifying new markets for existing U.S. exporters, increasing the number of foreign buyers to U.S. trade shows, working with private-sector partners to increase exporting through such programs as the Market Devel-



President Barack Obama speaking before both houses of Congress on January 27, 2010, where he delivered his first State of the Union address and unveiled the administration's National Export Initiative. (White House photo by Pete Souza)

INSIDE

1

National Export Initiative Looks to Increase Exports and Create Jobs

4

Doing Business with Turkey, a Long-Time Ally with Feet in Two Continents

6

Short Takes: News from the International Trade Administration

8

International Trade Calendar

10

Trade Missions to Focus on Clean Energy



INTERNATIONAL
TRADE
ADMINISTRATION

continued on page 2

National Export Initiative

continued from page 1

opment Cooperator Program, and by getting more clean energy companies involved in promising new markets.

ITA also will be putting more emphasis on programs that have a track record of success, such as the Commercial Service's Gold Key matching service, which sends out staff to find foreign buyers and distributors for American-made products.

Taking advantage of improving global economic conditions, exports under the president's NEI are expected to rise quickly to correct the severe drop in U.S. exports from 2008 to 2009, when the bottom fell out of the global economy. And as the economies of countries around the globe recover, especially in the emerging world, the stage should be set for significant export growth, with concomitant job creation here at home. According to Commerce Department estimates, in 2008 exports supported 10 million jobs in the United States, and accounted for almost 7 percent of total U.S. employment.

"Whole of Government" Approach

The new NEI will accentuate the work already undertaken by the International Trade Administration and other government agencies to leverage existing export promotion tools, remove trade barriers abroad, and to help U.S. firms—especially small and medium-sized businesses—overcome the hurdles they face when attempting to enter new export markets. The initiative will also facilitate trade financing and will pursue a "whole-of-government" approach to export advocacy abroad.

In his speech, the president was very explicit as to what he expects a coordinated federal effort to focus on: helping farmers and small businesses increase exports of their products; identifying new markets for U.S. producers; working on free trade agreements that are fair and enforceable; continuing to pursue finalizing the Doha round of trade talks; and improving commercial relationships with key trading partners in Asia and elsewhere.

"We Will Double Our Exports Over the Next Five Years"

Over the course of his State of the Union address on January 27, President Obama devoted a section of his speech to exports and job creation. Here are the portions of his speech where he spoke about the new National Export Initiative.

"[W]e need to export more of our goods. Because the more products we make and sell to other countries, the more jobs we support right here in America. So tonight, we set a new goal: We will double our exports over the next five years, an increase that will support two million jobs in America. To help meet this goal, we're launching a National Export Initiative that will help farmers and small businesses increase their exports, and reform export controls consistent with national security.

We have to seek new markets aggressively, just as our competitors are. If America sits on the sidelines while other nations sign trade deals, we will lose the chance to create jobs on our shores. But realizing those benefits also means enforcing those agreements so our trading partners play by the rules. And that's why we'll continue to shape a Doha trade agreement that opens global markets, and why we will strengthen our trade relations in Asia and with key partners like South Korea and Panama and Colombia."

“All of the Time” Focus on Export Promotion

A week after President Obama’s State of the Union address, Secretary of Commerce Gary Locke, in a speech he gave at the National Press Club in Washington, D.C., offered details about implementation of the new National Export Initiative (NEI). He noted that “before the NEI, export promotion may have been a ‘some of the time’ focus for many U.S. cabinet agencies and departments. The NEI makes it an ‘all the time’ focus.” Here is an excerpt from his speech:

“Many American companies don’t export, or export less than they should, because they simply don’t have the resources to identify promising new markets or the necessary contacts in foreign countries. This is an area where the Commerce Department’s International Trade Administration (or ITA) will be escalating its already substantial efforts.

ITA has a global network of trade specialists posted in 109 U.S. cities and at 128 U.S. embassies and consulates in 77 countries. As part of the NEI, the president’s 2011 budget is requesting a 20 percent increase for ITA, totaling \$78 million. With that, ITA plans to bring on as many as 328 trade experts—mostly in foreign countries—to advocate and find customers for U.S. companies, allowing its Commercial Service to assist more than 23,000 clients to begin or grow their export sales in 2011.

The budget also will allow ITA to put a special focus on increasing the number of small and medium-sized businesses exporting to more than one market by 50 percent over the next five years; increase their presence in emerging high-growth markets like China, India, and Brazil; and to develop a comprehensive strategy to identify market opportunities in fast-growing sectors like environmental goods and services, renewable energy, healthcare and biotechnology.”



Secretary of Commerce Gary Locke at the National Press Club in Washington, D.C., where he spoke about the National Export Initiative. (U.S. Department of Commerce photo.)

“ The more products
we make and sell
to other countries,
the more jobs
we support right
here in America ”

—President
Barack Obama

Doing Business with Turkey, a Long-Time Ally with Feet in Two Continents

Turkey is experiencing economic growth that is manifesting itself both by strong demand for investment by business and by growth in personal consumption. The Department of Commerce's senior commercial officer in Turkey talks about how U.S. companies can tap into this market.



Jim Fluker of the U.S. and Foreign Commercial Service has been counseling U.S. businesses in Turkey since 2006. (U.S. Department of Commerce photo)

Since 2006, Jim Fluker has been the U.S. and Foreign Commercial Service's senior commercial officer in Ankara, Turkey, where he oversees the Commercial Service's three offices and works with the U.S. missions in Azerbaijan, Georgia, and Armenia. He began his career with the Commercial Service in 1992, and has been posted to Kazakhstan, Spain, and Venezuela. He sat down with Doug Barry of the Department of Commerce's Trade Information Center to talk about opportunities for U.S. exporters in this country.

Barry: What are the business opportunities in Turkey and why would a U.S. business look there?

Fluker: Turkey is a market that U.S. exporters can't afford to ignore. It's big and fast growing, with a population of about 72 million and a diversifying economy. On the industrial side, there is a lot of

demand for equipment for capital improvements and new technologies. There is also growing prosperity for individuals, which increases demand for consumer goods. Aside from this, Turkey is a pretty safe country. It's also Western-oriented and has been a long-time ally of the United States and a charter member of NATO. So it mixes some of the Middle East and some of Europe.

Barry: What are the first steps that U.S. companies should take when considering whether Turkey would be a right market for them?

Fluker: I'd encourage them to come over here and take a good look. But even before doing that, I'd strongly recommend that an exporter visit the nearest U.S. Export Assistance Center. They should also check the information available on the U.S. government's export portal, Export.gov, to see what kind of opportunities exist in Turkey. The next step would be to talk to my office. We offer services that can introduce you to the market.

Barry: What about the business culture in Turkey? To what extent is it different from our own, and what rules of thumb should a U.S. company take into account when approaching their Turkish counterparts?

Fluker: Turkey could be classified as a "Mediterranean" market. In a nutshell, that means you have to take time to get to know your partner.

Barry: Does that mean years of patiently waiting and communicating, and spending a lot of money to travel there?

Fluker: No. We're talking about weeks or months. Some companies have come in here and moved very quickly, found great partners, and have done very well. It's more a matter of commitment than

time, but you have to be patient to look for the right kind of business partner.

Barry: Do you have to be a large business in order to be successful there?

Fluker: Certainly the big names are all here—Ford, GE, Cargill, 3M, etc. But we’re also seeing smaller companies, and they’re doing pretty well here.

Barry: What kinds of industries, then?

Fluker: Industries like defense, high-tech, automotive, and medical. We’re also seeing a lot of activity in education. Many people may not know that there are more Turkish students enrolled at institutions of higher education in the United States than from any other country in Europe.

Barry: That would seem to be a very good development.

Fluker: Yes. Because a lot of Turks have attended U.S. schools, they have a high regard for U.S. business and business practices, and are happy to work with U.S. businesspeople.

Barry: Because Turkey is a Muslim country, do religion and culture enter into business relationships in a way that they might not elsewhere?

Fluker: Not really. In Turkey, there’s no element of compulsion in the practice of one’s religion: you’ll meet all kinds of people. And the most important thing an outsider can do is show respect for different beliefs if and when they present themselves.

Barry: Can you give U.S. companies a couple of tips on how to interact with their Turkish counterparts, to encourage a good business relationship?

Fluker: One thing is dealing with alcohol in a social situation. Let them be the ones to offer it. In many cases, they will. But Turks who are more conservative may not. Also, you have to keep your

eye out for travel during the month of Ramadan, or “Ramazan” as it’s called in Turkish. It’s a month when many Turks, especially government officials, might be hard to get hold of.

Barry: So a U.S. business visitor should be prepared to drink lots of sweet tea and coffee?

Fluker: Well, you can sweeten the tea yourself. It doesn’t come sweet here, unlike other parts of the Middle East. But, yes, you’ll almost always be offered tea at business meetings in Turkey.

For More Information

To learn more about the Turkish markets, go to www.export.gov. In the left-hand navigation column, click on “International Offices.” From there, the entire menu of links to the U.S. and Foreign Commercial Service’s (USFCS) worldwide network will be accessible. Click on “Turkey” to obtain information about each of the USFCS’s three offices in Turkey, along with market research, information about upcoming trade shows and events, and other resources to help your company research the Turkish market. A transcript of a 2009 Webinar on Turkey can be found at www.export.gov/webinars/eg_main_019744.asp.

“ Because a lot of Turks have attended U.S. schools, they have a high regard for U.S. business and business practices, and are happy to work with U.S. businesspeople. ”

Trade Mission to Libya Looks to Open New Opportunities for U.S. Firms

A trade mission to Libya, led by Nicole Lamb-Hale, the new assistant secretary of commerce for manufacturing and services, brought 25 U.S. companies to the capital city, Tripoli, February 20–22. The mission was the first official visit by a U.S. trade delegation since the lifting of sanctions. Full diplomatic relations with between Libya and the United States were reestablished in 2008.

“All around us, we sense the opportunities for U.S. companies to extend their products and services here,” said Lamb-Hale. “This emerging market has huge potential, and the [Libyan] government has tremendous liquid capital to fund and support programs and partnerships with U.S. businesses.”

The delegation included representatives of 25 U.S. companies, coming from a wide variety of sectors, including construction, engineering, telecommunications, education, and transportation. They included a mix of large and small firms, among them Bechtel International, Harley Davidson, Motorola, Northrup Grumman, Pratt and Whitney Power Systems, and Raytheon International.

During the visit, officials on both sides discussed finalizing a Trade and Investment Framework Agreement, an important first step in formalizing the bilateral commercial relationship between the United States and Libya.

Libya’s economy, while largely tied to the fortunes of the petroleum industry, has been growing at more than 5 percent per year recently. Gross domestic product in 2009 was estimated at \$92.3 billion. The Libyan government has been seeking to rebuild infrastructure after years of underinvestment during the economic embargo, and has budgeted more than \$80 billion for major projects relating to housing, highways, railways, telecommunications, and irrigation.



In Tripoli, Libya (L to R): Issa Babba, executive director of the Libya Business Council; Nicole Lamb-Hale, assistant secretary of commerce for manufacturing and services; and David Hamod, president of the National U.S.–Arab Chamber of Commerce. Lamb-Hale led a trade mission of 25 U.S. companies to the Libyan capital February 20–22. (U.S. Department of Commerce photo)

For more information on the Libyan market, visit the Middle East and North Africa Business Information Center at www.export.gov/middleeast.

ITA Joins in Haiti Relief Efforts

The Department of Commerce and several of its bureaus, including the International Trade Administration, are participating with other federal departments in a unified, governmentwide response to reconstruction and stabilization efforts in Haiti. These efforts come in response to a directive from President Barack Obama, who on January 14, 2010, designated the acting director of the U.S. Agency for International Development, Dr. Rajiv Shah, to coordinate U.S. aid to Haiti.

“I’ve made it clear to my national security team that this has to be a top priority across agencies,” said Obama at a meeting with members of Congress on January 14, “making sure that we can get [into Haiti] as quickly as possible to engage in search and rescue and to provide immediate medical attention, and then long-term help with the recovery.”

The devastating earthquake that struck Haiti on January 12, 2010, wrought extensive damage to a country already hobbled by poverty and a weak civil structure. Once basic emergency aid chan-

nels are established, Haiti faces a long period of recovery to reestablish its economy and establish the rule of law.

The International Trade Administration will initially be assisting reconstruction by developing public-private partnerships to meet immediate needs. Later efforts will involve work that will help build economic security in Haiti, through such initiatives as creating a clearinghouse for contracting information, organizing a rebuilding and investment conference, and taking other similar steps to facilitate trade and investment between Haiti and the United States.

The Commerce Department's Haitian relief efforts are being coordinated by the Office of Reconstruction and Stabilization. This office works with the Civilian Response Corps, an interagency body led by the Department of State, that brings together people—including military, civilians, and federal employees—possessing expertise necessary in a transition from crisis, including: policing and rule of law, infrastructure development, economic stabilization, national and local governance, agriculture, and the provision of basic services. For more information, contact Merriam Mashatt at merriam.mashatt@trade.gov or Justin Sloan at justin.sloan@trade.gov.

U.S. Tourism Numbers, International Arrivals, Showed Slight Increases in Late 2009

The total number of international visitors coming to the United States showed a slight increase this past fall, posting a gain of 1 percent in October 2009 over comparable data for 2008, according to figures recently released by the International Trade Administration's Office of Travel and Tourism Industries (OTTI). But the signs of the economic recession were amply reflected by year-to-date figures for visitation in 2009, which showed an overall decline of 7 percent.

Travel and tourism is the leading services export for the United States. In 2008, the industry gener-

ated \$142 billion in sales and supported about 8.6 million jobs.

In October 2009, 4.05 million international visitors traveled to the United States versus 4.03 million in October 2008. These visitors spent \$10.3 billion (13 percent less than in October 2008).

Year-to-date visitation figures, while impressive, represented a downturn from 2008, with 40 million visitors from January–October 2009 (down from 43 million in 2008, a decrease of 7 percent), spending \$100.9 billion (down from \$119.5 billion in 2008, a decrease of nearly 16 percent).

Of the top 20 countries in October 2009, 13 posted increases in visitation to the United States, with six of them registering double-digit increases: Australia (33 percent); Brazil (34 percent); the People's Republic of China and Hong Kong (16 percent); Colombia (13 percent); South Korea (11 percent); and Venezuela (13 percent).

OTTI collects, analyzes, and disseminates international travel and tourism statistics for the United States, basing its "arrival" numbers on monthly data received from the Department of Homeland Security and spending data received from the Bureau of Economic Analysis. Monthly data are normally available within 60 days of the end of each travel month. Traveler trip characteristics and demographics are collected monthly via the Survey of International Air Travelers and are released annually. To view the office's international visitation data, including a business and pleasure arrivals rate-of-change analysis and more detailed regional and country analyses, visit www.tinet.ita.doc.gov.

New Assistant Secretaries for Two ITA Units Confirmed by Senate

Assistant secretaries for two of the International Trade Administration's four operating units were confirmed by the U.S. Senate on February 12, 2010. Both were nominated by President Barack Obama this past fall.

Nicole Lamb-Hale, the new assistant secretary for manufacturing and services, will head the Manu-

continued on page 12

March 2-4

Embedded World and Conferences 2010

Nuremberg, Germany
www.export.gov/eac/show_detail_trade_events.asp?EventID=29117

For U.S. companies in the embedded technology sector, this conference is considered one of the world's most important events. In 2009 it attracted more than 700 exhibitors and close to 16,000 visitors. For more information, contact Dagmar Winkler-Helmdach of the USFCS, tel.: +49 89-2888-769; e-mail: dagmar.winkler-helmdach@mail.doc.gov.

March 3

Webinar: Are You Getting the Most out of International Trade Shows?

St. Louis, Missouri
www.export.gov/eac/show_detail_trade_events.asp?EventID=30001

Cosponsored by PNC Bank, this Webinar will examine such topics as the differences between domestic and international trade show spaces; strategies to employ before, during, and after a show; and the necessary set-up steps to follow when exhibiting products and services. For more information, contact Kristi Wiggins of the USFCS, tel.: (314) 425-3345; e-mail: kristi.wiggins@mail.doc.gov.

March 3

The Americas Business Forum

Los Angeles, California
www.export.gov/eac/show_detail_trade_events.asp?EventID=30114

Building on the success of The Americas Business Forum held in May 2009, this year's event will include country briefings and best-practice workshops, lectures by accomplished international executives and prominent scholars, and one-on-one meetings with U.S. commercial officers stationed in 14 countries throughout the region. For more information, contact Julieanne Hennessy of the USEAC, tel.: (310) 235-7206; e-mail: julianne.hennessy@mail.doc.gov.

March 7-12

Trade Mission to Senegal and South Africa

Dakar, Senegal, and Johannesburg, South Africa
www.export.gov/eac/show_detail_trade_events.asp?EventID=29481

This trade mission will introduce U.S. product and service providers to potential representatives, distributors, and joint venture partners in two key African markets. It is expected that an assistant secretary or other Commerce Department official of comparable rank will lead the mission. It is open to U.S. firms in a range of sectors, including (but not limited to) electric power, automotive parts, construction and mining equipment, agribusiness, and clean technologies. For more information, contact George Litman of the USFCS, tel. (202) 482-1209; e-mail: george.litman@mail.doc.gov.

March 10

How to Identify International Markets for Your Products and Services

Washington, D.C.
www.export.gov/eac/show_detail_trade_events.asp?EventID=30012

This Webinar will focus on identifying the best international markets for particular products and services. Special attention will be given to assessing cultural, economic, logistical, competitive, risk, and other factors. For more information, contact Douglas Barry of the USFCS, tel. (202) 482-4422; e-mail: doug.barry@mail.doc.gov.

March 11

Belgian Key Industry Sectors Opportunities

Brussels, Belgium
www.export.gov/eac/show_detail_trade_events.asp?EventID=30071

This Webinar is designed to provide U.S. exporters with information on trends, challenges, and new opportunities in key sectors in Belgium and to discover how to take advantage of opportunities with the United States' 12th largest trading partner. Participants will hear from Belgium-based experts as well as senior commercial staff at the U.S. embassy. For more information, contact Dusan Marinkovic of the USFCS, tel. (317) 582-2300; e-mail: dusan.marinkovic@mail.doc.gov.

March 15-19

Trade Mission to the Dominican Republic and Jamaica

Santo Domingo, Dominican Republic, and Kingston, Jamaica
www.export.gov/eac/show_detail_trade_events.asp?EventID=29720

The Caribbean is a steadily growing market full of opportunities for U.S. companies. In the Dominican Republic, U.S. companies now enjoy greater access thanks to a free trade agreement that entered into force in 2007. In Jamaica, the United States is the country's primary trading partner, where proximity, quality, and the use of a common language will continue to encourage trade with the United States. For more information, contact Ashley Wilson of the USFCS, tel.:

8 (405) 608-5302; e-mail: ashley.wilson@mail.doc.gov.

March 23-25

Convergence India 2010

New Delhi, India
www.export.gov/eac/show_detail_trade_events.asp?EventID=29563

This annual show is devoted to information and communications technology. It is an excellent platform for U.S. companies active in the telecommunications, mobility, broadcast, cable, satellite, information technology, information security, and entertainment sectors. In 2008, the show hosted 405 exhibitors from 20 countries and attracted 15,000 visitors. For information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: deborah.semb@mail.doc.gov.

March 24

Webinar: A Basic Guide to Exporting: Taking Advantage of NAFTA

Washington, D.C.
www.export.gov/eac/show_detail_trade_events.asp?EventID=30064

With the ever-growing volume of trade taking place between the United States and Mexico and Canada, U.S. businesses stand to reap more benefits in the future under the North American Free Trade Agreement (NAFTA). Participants of this Webinar will learn to qualify their U.S.-manufactured products under NAFTA and how to satisfy recordkeeping responsibilities. For more information, contact Douglas Barry of TIC, tel. (202) 482-4422; e-mail: doug.barry@mail.doc.gov.

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

On The Horizon

April 11–16

FedEx Green Industries Trade Mission

Paris, France; Berlin, Germany; Rome, Italy; London, United Kingdom

www.export.gov/eac/show_detail_trade_events.asp?EventID=29995

The mission, a collaboration between FedEx and the USFCS, is designed to help U.S. companies evaluate the business climate in Europe, understand market-entry strategies, and identify potential business partners. Delegates will attend plenary sessions of key topics for doing business in Europe and will travel to two of the five participating countries for two days of country-specific activities. For more information, contact James Golsen of the USFCS, tel. (901) 598-9574; e-mail: james.golsen@mail.doc.gov.

April 19–21

London Book Fair 2010

London, United Kingdom

www.export.gov/eac/show_detail_trade_events.asp?EventID=16332

This show is the leading spring forum for rights negotiation and the sale and distribution of content from across the media spectrum. Providing direct access to customers, content, and new markets, this venue affords the opportunity to learn about and capitalize on the developments occurring in the realm of publishing. With over 200 seminars and events, the London Book Fair is attended by more than 6,000 industry professionals. For more information, contact Patricia Molinaro of the USFCS, tel. (914) 682-6712; e-mail: patricia.molinaro@mail.doc.gov.

April 25–30

Trade Winds Forum—The Americas São Paulo, Brazil

buyusa.gov/northcarolina/tradewindsbrazil.html

For companies new to exporting to the Americas or those looking for untapped export markets, this event is the ideal venue for expanding into the region. Attendees will benefit from consultations with senior commercial officers from 16 countries, representing 38 markets; prearranged business-to-business meetings with Brazilian companies; and networking luncheons and receptions. Additionally, participants will also have the opportunity to learn about energy, World Cup, and Olympics opportunities. For more information, contact Judy Kornfeld of the USFCS, tel.: (704) 235-0330; e-mail: judy.kornfeld@mail.doc.gov; or Shannon Christenbury, tel.: (704) 333-4886; e-mail: shannon.christenbury@mail.doc.gov.



The skyline of Doha, the capital city of Qatar. (photo © Klaas Lingbeek-van Kranen /iStock)

Featured Trade Event

Executive-Led Trade Mission to Saudi Arabia and Qatar

June 5–10, 2010

Riyadh and Jeddah, Saudi Arabia; Doha, Qatar

www.export.gov/MEpublichealthmission/

Commercial ties between the United States and Saudi Arabia and Qatar have expanded at a rapid pace, making the United States the largest import partner to both countries. This trade mission will seek to build on this relationship, and will focus on two important public health sectors: patient healthcare and water and waste management. To help U.S. firms leverage opportunities in these markets, a senior-level Department of Commerce official will lead the mission.

There are numerous reasons for U.S. companies to consider expanding into these two markets. For one, there has been a major push to expand public health services. Increasing populations and rapid urbanization in recent years have created a strong demand for healthcare. Both countries are upgrading and expanding hospitals, and public- and private-sector health-care systems are seeking a wide range of technologies and solutions.

Water and waste management is another area with strong potential for export growth. With decreasing water tables in both countries, water resources are in critical demand. Both countries need to invest billions of dollars in water and waste management over the next 20 years.

Both countries have rapidly growing economies. Saudi Arabia has enjoyed budget surpluses for several years, and carried cash reserves of \$452 billion in 2009. Qatar's robust GDP growth is among the fastest in the world.

Applications to participate in this trade mission must be received by March 31, 2010. To apply, visit www.export.gov/MEpublichealthmission/. For more information, visit the event's Web site or contact Jeanne Townsend of the USFCS at (410) 962-4518; e-mail: mepublichealth@trade.gov.



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For more information and news, visit ITA's Web site at www.trade.gov or contact the Office of Public Affairs, International Trade Administration, 1401 Constitution Avenue NW, Washington, DC 20230; tel.: (202) 482-3809.

Michelle O'Neill

*Acting Under Secretary of
Commerce for International Trade*

Mary L. Trupo

Director, Office of Public Affairs

John Ward

Editor

Web edition and electronic dissemination:

Jeremy Caplan

Calendar editor:

María Perez

Production assistance:

Michele Robinson

Design and composition:

*U.S. Government Printing Office,
Creative Services Division*

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Trade Missions to Focus on Clean Energy

This May, Secretary of Commerce Gary Locke will lead clean energy business development missions to China and Indonesia. Companies wishing to participate have until March 12 to apply.



Shanghai, China, will be one of the stops on a trade mission to China this May that will be led by Secretary of Commerce Gary Locke. (photo © Ludger Vorfeld/iStock)

Secretary of Commerce Gary Locke intends to lead the Obama administration's first cabinet-level trade missions on May 15–25 when he travels to China and Indonesia. The purpose of the visits will be to promote exports of leading U.S. technologies related to clean energy; energy efficiency; and the storage, transmission, and distribution of electricity. In China, the mission will make stops in Hong Kong, Shanghai, and Beijing. In Indonesia, the mission will stop in the capital city of Jakarta.

“Clean energy may be the greatest economic opportunity of the 21st century, and the development, production, and deployment of clean energy and energy efficiency technologies can be one of the most beneficial areas of cooperation in the history of U.S.-China relations,” said Locke on January 28,

in remarks to the U.S.-China Business Council in Washington, D.C., where he announced the trade missions.

The trade mission to Indonesia will demonstrate the United States' commitment to a sustained economic partnership with that country, and will build on recent commercial diplomacy focused on clean energy, science, and transportation.

China: Commitment to Clean Energy

The visit to China will begin on Sunday, May 16, in Hong Kong, continue on to Shanghai on May 18, and end in Beijing on May 21.

China's rapid economic growth has been accompanied by a huge increase in demand for energy and a dramatic jump in greenhouse gas emissions. The central government has made clean energy and energy efficiency strategic priorities, and set targets to reduce energy intensity per unit of GDP by 20 percent and reduce emissions of major pollutants by 10 percent.

China has also made a commitment to renewable energy projects, thus offering U.S. producers important opportunities to provide solar photovoltaic, waste-to-energy, biomass, geothermal, biofuel, and resource mapping technologies.

Approximately 20 to 25 companies will be selected from the applicant pool to participate in the China mission. The fee to participate is \$10,000 for large firms and \$8,500 for small or medium-sized enterprises. This fee covers one representative per company. Additional company representatives will be charged \$3,300 per person.

continued on page 12

U.S. Export Assistance Centers

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

ALABAMA

Birmingham: (205) 731-1331

ALASKA

Anchorage: (907) 271-6237

ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

ARKANSAS

Little Rock: (501) 324-5794

CALIFORNIA

Bakersfield: (661) 637-0136

Fresno: (559) 227-6582

Indio/Cabazon: (760) 342-1310

Ontario: (909) 466-4134

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

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

Monterey: (831) 641-9850

Newport Beach: (949) 660-1688

Oakland: (510) 273-7350

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

Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

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

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Middletown: (860) 638-6950

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Ft. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

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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Boise: (208) 364-7791

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Peoria: (309) 671-7815

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Lexington: (859) 225-7001

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Portland: (207) 541-7430

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Minneapolis: (612) 348-1638

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Missoula: (406) 542-6656

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Omaha: (402) 597-0193

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Las Vegas: (702) 388-6694

Reno: (775) 784-5203

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Durham: (603) 953-0212

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Newark: (973) 645-4682

Trenton: (609) 989-2100

NEW MEXICO

Santa Fe: (505) 231-0075

NEW YORK

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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

Fargo: (701) 239-5080

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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

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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

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Montpelier: (802) 828-4508

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Arlington: (703) 235-0331

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WASHINGTON

Seattle: (206) 553-5615

Spokane: (509) 353-2625

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Charleston: (304) 347-5123

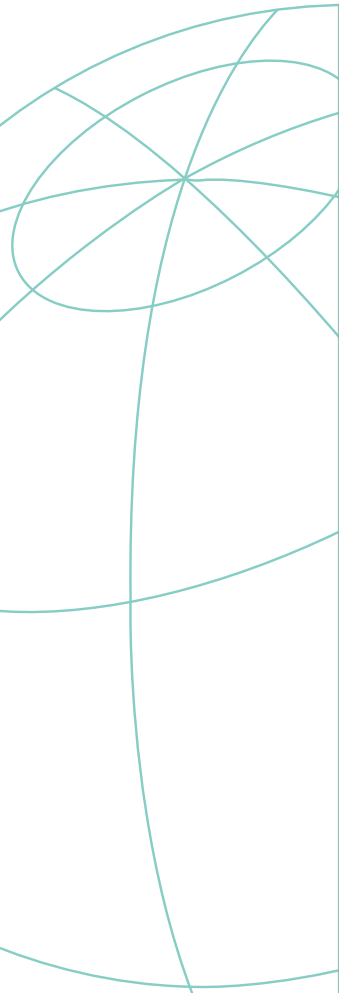
Wheeling: (304) 243-5493

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Short Takes

continued from page 7

facturing and Services (MAS) unit of ITA. With a staff of 230, MAS works to increase U.S. global competitiveness and to connect U.S. industry, particularly the manufacturing sector, to the resources and tools available in the federal government to help support the creation of sustainable, highly skilled jobs.

“Having spent much of my life living and working in Detroit, I have witnessed the impact of manufacturing job losses on every sector of the community. I am eager to bring together experts from both the public and private sectors to develop solutions to the issues faced by U.S. industry,” said Lamb-Hale.

Lamb-Hale most recently served as the deputy general counsel for the Department of Commerce. Prior to joining the Obama administration, she was the managing partner of the Detroit office of the law firm of Foley & Lardner LLP, where she specialized in business restructuring in the manufacturing sector.

Suresh Kumar, the new assistant secretary for trade promotion and director general of the U.S. and Foreign Commercial Service, will be responsible for overseeing a network of more than 100 domestic export assistance centers as well as commercial staff in more than 70 overseas posts, principally in U.S. embassies. These offices offer hands-on assistance to U.S. firms engaged in exporting.

“Ninety-five percent of the world’s consumers live outside the United States,” noted Kumar. “We must encourage and support U.S. companies, especially small businesses, to export goods and services. International trade is a proven path to global prosperity. The current economic climate makes it even more compelling to prioritize and pursue this course.”

Kumar was most recently president and managing partner of KaiZen Innovation, a management advisory firm. He also served as special advisor to the Clinton Foundation, where he worked with governments in Sub-Saharan Africa and corporate officials to establish private-public partnerships to stimulate economic development in the region. Kumar previously led Johnson and Johnson’s Worldwide Consumer Pharmaceuticals business and was vice president of consumer products for Latin America and Asia at Warner Lambert/Pfizer.

Contributors to this section include Nathan Mason and Justin Sloan of the International Trade Administration’s Market Access and Compliance unit, Richard Champley of the International Trade Administration’s Manufacturing and Services unit, and Jessica Arnold of the U.S. and Foreign Commercial Service.

For More Information

Complete information about how to apply to participate in the upcoming trade missions to China and Indonesia is available on the Department of Commerce’s Web site at www.trade.gov/cleanenergymission. The application deadline for both missions is March 12, 2010. Applications received after that date will be considered only if space and scheduling constraints permit. For additional information, contact the Department of Commerce’s Office of Business Liaison, tel. (202) 482-1360; e-mail: CleanEnergyMission@doc.gov.

Trade Missions

continued from page 10

Indonesia: Crash Electrification Program

Like the trade mission to China, the mission to Indonesia will be promoting U.S. exports in a broad range of clean energy technologies, including geothermal, biomass, hydropower, wind, solar, and energy efficiency technologies.

Indonesia’s government has undertaken a crash program to increase the production and distribution of electricity. It has also mandated that 15 percent of the country’s electricity should come from renewable energy sources by 2025—5 percent from geothermal sources, 5 percent from biomass, and 5 percent from other renewable sources. To accomplish these goals, Indonesia will likely need to add 6.7 gigawatts of new renewable energy production, thereby opening opportunities for U.S. producers in the energy sector.

Approximately 10 to 15 senior executives from U.S. companies are expected to participate in the visit to Indonesia, which will arrive in Jakarta on Sunday, May 23, and last through Tuesday, May 25. The fee to participate in the Indonesia mission is \$2,800 for large firms and \$1,900 for small or medium-sized enterprises. Additional company representatives will be charged \$900 per person.

Companies or organizations interested in participating in either (or both) the China or Indonesia missions must submit applications to the Department of Commerce (see sidebar). Expenses for travel, lodging, some meals, and incidentals are not included in the fees, and are the responsibility of the individual participants.