

## Higher Education Shows a Big Trade Surplus for the United States

Recent figures show that the United States posted a healthy trade surplus of \$11.2 billion in the education sector. Despite the effects of the recent worldwide economic slowdown, a modest increase in this vital sector is foreseen.

BY JOHN SIEGMUND

U.S. receipts from international students studying in the United States reached \$17.8 billion in 2008, the highest amount yet recorded. Those U.S. exports come primarily from travel by international students, who then pay tuition, fees, and living expenses to U.S. institutions. The Department of Commerce estimates that the \$17.8 billion represents 40 to 45 percent of the global market for education services. Thus, the United States is very competitive in education services trade. In 2008, expenses from U.S. students studying abroad were about \$5.2 billion, which yielded a positive trade balance of about \$12.6 billion.

### Long-Term Increases

From 1997 to 2008, there have been continual increases in U.S. receipts—that is, exports—and nearly continual increases in the trade balance for education services (see chart). Some of the increases seem to occur because of changes in tuition and fees



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as well as in the number of international students. The trend toward higher tuition may harm U.S. competitiveness in the long run.

Tuition and fees paid by international students are valuable revenues for public and private institutions. At public institutions, international students typically pay out-of-state tuition.

The number of international students currently enrolled in U.S. higher education institutions is impressive. In 2007/08, 623,805 international students attended U.S.

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## Higher Education

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institutions of higher learning, which is a 7 percent increase over the preceding school year. For the ninth year in a row, the United States has had more than half a million foreign students.

Five countries—four from Asia—accounted for almost half (49 percent) of all international students. India, with 94,563 students, and China, with 81,127, came in first and second.

### A Vibrant Industry

The Department of Commerce estimates that the worldwide market for international students is about \$35 billion. The estimated U.S. market share is possibly as high as 45 percent. In 2006, the Organization for Economic Cooperation and Development found that the United States attracted 22 percent of international students worldwide.

According to information published by the Council on Higher Education Accreditation, there are 7,006 degree-granting and non-degree-granting institutions in the United States. Of that num-

ber, 4,488 (or 64 percent) grant associate's degrees and above. Between 1995 and 2005, enrollment in the degree-granting institutions increased from 14.3 million to 17.5 million, representing a 22.6 percent increase. International students represented about 3 percent of students enrolled in U.S. higher education.

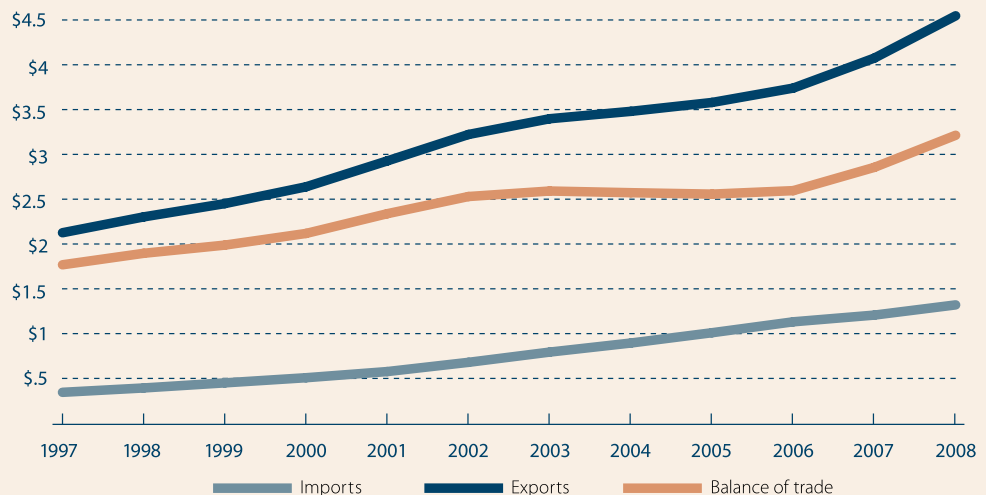
### Effects of Recession

That bright picture of U.S. trade in education services is somewhat dampened by the recent recession, which has eroded the economic position of U.S. education institutions by reducing the value of their endowments and the level of state funding of public institutions. Although limited data for the first quarter of 2009 reveal no decline in U.S. revenues from international students, complete data on the number of international students enrolled in the 2008/09 academic year will not be available until late 2009.

For community colleges, the recent economic recession has led to an increase in enrollment,

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U.S. Trade in Education, 1997–2008 (billions of dollars, quarterly rate)



Source: U.S. Department of Commerce, Bureau of Economic Analysis.

# Palm Fronds, Sweat, and Opportunities for U.S. Businesses in South India

With a growing middle class and an English-language business culture, south India offers many opportunities for U.S. businesses wanting to expand their exporting horizons. Aileen Nandi, principal commercial officer in Chennai, India, talks about what is easy and not so easy in this economically vibrant region.

**A**ileen Nandi is responsible for looking after U.S. business interests in south India, which includes Bangalore, Chennai, and Hyderabad. Nandi has served in the Chennai post since 2008 and has been with the U.S. and Foreign Commercial Service since 2002, after postings to Kolkata, India, and Mexico City. Doug Barry of the Department of Commerce's Trade Information Center talked with Nandi about the south Indian market.

**Barry:** I'm imagining palm fronds nearby and that you're probably dripping perspiration.

**Nandi:** Pretty much true. It's very hot—in the mid to high 90s.

**Barry:** What in general are the opportunities for U.S. businesses in south India?

**Nandi:** South India has a wide range of industries: automobiles, automotive components, textiles, information technology, leather, chemicals, financial services, food processing, biotechnology, engineering, aerospace components, pharmaceuticals, and renewable energy. We really work a wide gamut of industries and sectors to help U.S. companies down here.

**Barry:** What kinds of businesses are knocking on your door?

**Nandi:** Right now, we're working with a number of machinery and automotive companies. But every day in south India is really different in terms of companies that are coming to us. We see a really wide range of industries. The number one thing—and this holds true for all of India—is whether a U.S. product or service can compete on the basis of price.



Aileen Nandi (third from left), U.S. and Foreign Commercial Service's principal commercial officer in Chennai, India. (U.S. Department of Commerce photo)

**Barry:** Why leap over New Delhi and Mumbai and go directly to the south?

**Nandi:** Many U.S. companies, especially those coming to India for the first time, do choose to go to New Delhi and Mumbai. They are the political and financial capitals. But in certain industries, it makes sense to come straight down to the south. Chennai, for example, has a lot of manufacturing and a lot of automotive factories, so anything related to machine tools, automotive components, textiles, etc.—those companies should probably come straight to Chennai and bypass New Delhi and Mumbai.

**Barry:** Any other sectors of note?

**Nandi:** In another sector—energy efficiency and renewable energy—U.S. companies have done very well in the south. The state of Tamil Nadu (of which

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## South India

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Chennai is the capital) generates more than 32 percent of India's renewable energy. As this region is also a manufacturing hub, companies and builders are increasingly devoting resources to make their facilities and buildings environmentally friendly.

**Barry:** What's the standard of living in south India? And what is the size of the middle class and the infrastructure for doing business?

**Nandi:** Infrastructure is a challenge throughout India. The middle class is fairly sizable in Chennai, and the quality of living is, by Indian standards, very high. You don't have the same amount of pollution and traffic that you do in other Indian cities.

**Barry:** To what extent has the economic downturn affected businesses in south India?

**Nandi:** The economic downturn has not affected India in quite the same way as the United States and the rest of the world. U.S.-Indian trade went from about \$17.6 billion in 2007 to around \$18.6 billion in 2008. And most companies down here are still hiring, although not in the quantities that they were before. However, I am seeing major companies here becoming a little bit more conservative in terms of large purchases.

**Barry:** Should U.S. companies ride out this economic storm before jumping into the Indian market?

**Nandi:** It depends on the industry. India is still growing. The government expects it to grow 7 percent, but most people think that's optimistic. But the point is that the Indian market is growing,

whereas the rest of the world seems to be shrinking. If U.S. companies do not come here now, they're really missing opportunities because their competitors are very busy.

**Barry:** What about the business culture in India? If there's a rule of thumb for Americans about doing business in India, what would it be?

**Nandi:** Well, for every rule of thumb, there are 10 rules to the contrary. In general, India is a country where personal contacts are vital. We often see U.S. companies trying to do things by videoconference or e-mail, but that's simply not as effective as coming here and meeting people. I would also say that this market requires a lot of patience. It takes longer to sign deals.

**Barry:** In the business world in India, it seems you can get around very well just speaking English, and the legal system is one that Americans would probably recognize.

**Nandi:** Correct. In that respect, Indians are very Anglo-Saxon in their outlook, which is the result of a long period of British rule. Oftentimes, companies that have first done business in China find it much easier to do business in India for those very reasons.

**Barry:** Do you have any parting thoughts?

**Nandi:** I would just note that India has a growing middle class and a very young population of 1.2 billion people. While the exact size of the middle class is debatable, there are customers here to buy products from the United States, and U.S. companies cannot afford to ignore this market.

“ U.S.-Indian trade went from about \$17.6 billion in 2007 to around \$18.6 billion in 2008. ”

### For More Information

A longer version of this interview is posted on the Web at [www.export.gov/india/eg\\_main\\_019243.asp](http://www.export.gov/india/eg_main_019243.asp). To learn more about commercial opportunities in India, contact the Trade Information Center's India Business Center at [www.export.gov/india/eg\\_main\\_018042.asp](http://www.export.gov/india/eg_main_018042.asp); tel.: 1-800-872-8723.

# Workshop Looks at Best Practices in Customs Procedures in South America

Customs procedures under the free trade agreements that have been signed with several South American countries were the focus of a two-day workshop conducted in Lima, Peru, this past July. It was one workshop in a series designed to facilitate trade throughout the region.

BY JUDY LAO

A workshop in Lima, Peru, on July 14–15, 2009, brought together more than 60 public- and private-sector officials from throughout South America to identify customs clearance efficiency and modernization best practices.

The two-day workshop addressed ways in which Peru and other U.S. trade partners in the region could support their respective free trade agreements with the United States. Highlights included how to achieve the 48-hour border clearance timeline called for under the agreements, to understand the economic benefits of efficient supply chains, and to modernize customs procedures.

Some of the techniques discussed included developing human capital; instituting more efficient procedures; and implementing regimes that focus on ethics, integrity, and transparency. The workshop also included a roundtable forum that gave participants an opportunity to voice their concerns and to discuss potential solutions to common customs challenges.

## Public- and Private-Sector Cooperation

The workshop was developed in response to requests from the U.S. private sector and Peru's customs administration for training and a joint public-private sector forum on trade facilitation.

The Department of Commerce teamed with customs experts from the World Bank Group, Peru



After participating in a customs workshop in Lima on July 14–15, 2009, officials of the Department of Commerce and the Peruvian customs service visited port facilities in Callao, Peru. (U.S. Department of Commerce photo)

American Chamber of Commerce, Dell, and Georgia Tech Supply Chain Institute, as well as with government customs officials from Guatemala, Peru, the United States, and Uruguay.

The reactions from participants were overwhelmingly positive. According to Juan Cordara of Dell Perú SAC, "The workshop helped us to better understand how efficient customs procedures affect our supply chain and impact our customers."

## One of a Series

The July workshop is part of a series of workshops organized by the Department of Commerce that have focused on critical trade issues, such as supply chain security and border clearance procedures. In addition to Peru, other customs workshops were held in February (in Castries,

“ The workshop helped us to better understand how efficient customs procedures affect our supply chain and impact our customers. ”

—Juan Cordara  
Dell Perú SAC

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### Asian-Pacific Firms Make Big Contributions to U.S. Economy According to New Report

According to a report published in August by the Department of Commerce, foreign direct investment (FDI) in the United States by Asian-Pacific investors plays an important and growing role in the U.S. economy. The report, "Asian-Pacific Foreign Direct Investment in the United States," focuses on 10 economies that have a large FDI presence in the United States: Australia, China, Hong Kong, India, Japan, Malaysia, New Zealand, Singapore, South Korea, and Taiwan.

According to the report, Asian-Pacific companies currently employ more than 788,000 U.S. workers. That number is equal to the combined working population of Boston and San Francisco. The jobs are high paying and offer, on

average, annual compensation of \$68,000. The firms spend \$4.6 billion annually on research and development in the United States and generate \$61 billion in U.S. exports.

"Companies invest in the United States because it is the largest single-country economy in the world," noted the report, "and its labor pool is one of the best educated, most productive, and most innovative."

Among its conclusions, the report predicts that Asian-Pacific FDI will increase in the United States during the next 10 years, with China and India likely to be significant contributors to that trend.

Aaron Brickman and staff members of the Department of Commerce's Invest in America program wrote "Asian-Pacific Foreign Direct Investment in the United States." Invest in America is the primary U.S. government mechanism that manages FDI promotion at the federal level. To learn more about Invest in America, or to obtain a copy of the report, visit the office's Web site at [www.investamerica.gov](http://www.investamerica.gov).



Source: U.S. Department of Commerce, Bureau of Economic Analysis.

### Exporting Basics Focus of Webinar Series

A series of seven Webinars on the basics of exporting kicks off on September 9, 2009, and will continue through December 2, 2009. The biweekly sessions are based on the Department of Commerce's popular publication *A Basic Guide to Exporting*, which was recently revised and published in its 10th edition in 2008. (See the September-October 2008 issue of *International Trade Update*.)

“These Webinars will be an excellent opportunity for companies that are not currently exporting—especially small and medium-sized enterprises—to learn the skills they need to sell to international buyers,” said Doug Barry of the Department of Commerce’s Trade Information Center, which is the primary organizer of the Webinar series.

The first session on September 9, 2009, is titled “Export Basics: How to Identify Potential International Markets for Your Products.” The next six Webinars will be held every other week throughout the fall and will focus on topics such as finding financing, understanding export controls, finding international partners, and using opportunities offered by free trade agreements.

Registration can be made for individual sessions or for all seven sessions. There is a \$40 fee per session. Those registering for two or more Webinars will receive a complimentary copy of *A Basic Guide to Exporting*.

For more information about the Webinar series, or to register, visit [Export.gov](http://Export.gov) at [www.export.gov/basicguide/eg\\_main\\_020109.asp](http://www.export.gov/basicguide/eg_main_020109.asp).

### **Access to Credit for Small and Medium-Sized Manufacturers Focus of Manufacturing Council Recommendations**

Proposals for several government-backed programs to assist small and medium-sized manufacturers (SMMs) were forwarded to Secretary of Commerce Gary Locke in a letter that was approved by the Manufacturing Council at a teleconference held on August 25, 2009. Locke requested advice about the issue of credit availability at his meeting with the council on July 20, 2009.

“[I]n the current global economic crisis, small and medium-sized middle market manufacturing compa-

nies (SMMs) struggle to secure adequate lines of credit for basic day-to-day operations or investment in their facilities and employees,” said the council in its letter. “[W]e need to rebalance our manufacturing financing system to open up credit to those SMMs that are traditionally healthy but temporarily impaired.”

The proposals forwarded to the secretary included a government-guaranteed loan program, a government-guaranteed accounts receivable sales program, and a government-guaranteed accounts receivable insurance program.

“Until the federal government takes immediate steps to support SMMs, we expect a significant disruption in the critical supply chain across all industries, from national security to medical device production,” said the council in its letter.

According to the Census Bureau, there were 282,034 SMMs in the United States in 2006.

The Manufacturing Council is a federal advisory body that was established in 2004. It consists of up to 15 private-sector industry leaders who are appointed by the secretary of commerce to provide a channel of communication between the federal government and the manufacturing sector. To learn more about the Manufacturing Council, or to read the text of the letter that was approved at the August 25, 2009, teleconference, visit the council’s Web site at [www.manufacturing.gov/council](http://www.manufacturing.gov/council).

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*Contributors to this section include Aaron Brickman of Invest in America, Doug Barry of the Trade Information Center, and Marc Chittum of the International Trade Administration’s Manufacturing and Services unit.*

## September 1

### Webinar: Energy-Efficiency Opportunities in India

Washington, D.C.

[www.buyusa.gov/houston/indiawebinar.html](http://www.buyusa.gov/houston/indiawebinar.html)

India's burgeoning \$30 billion energy-efficiency market holds huge potential for energy-efficient products and energy services. This Webinar will show where the opportunities are and how to take advantage of them. For more information, contact Linda Abbruzzese of the USFCS, tel.: (202) 482-1086; e-mail: [linda.abbruzzese@mail.doc.gov](mailto:linda.abbruzzese@mail.doc.gov).

## 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 8-10

### MEDTEC China

Shanghai, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29032](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29032)

This show is dedicated to the Chinese medical manufacturing marketplace. About 90 percent of the exhibitors will be from Europe and the United States. It will be an excellent opportunity for U.S. suppliers of medical-grade materials, components, electronics, advanced product designs, and manufacturing technologies to meet potential Chinese buyers and partners. For more information, contact Lisa Huot of the USFCS, tel.: (202) 482-2796; e-mail: [lisa.huot@mail.doc.gov](mailto:lisa.huot@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).

## September 11-16

### PRINT 09

Chicago, Illinois

[www.export.gov/industry/paper/index.asp?EventID=27719](http://www.export.gov/industry/paper/index.asp?EventID=27719)

This trade show, which occurs every four years, is for the printing industry, which includes graphic design, digital prepress, printing, publishing, and package printing technology. About 100,000 industry professionals from the United States and from more than 100 countries are expected to attend. 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).

## September 14-18

### U.S. Nuclear 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 International Trade Administration (ITA) will be hosting a national exhibition of innovations for the future of nuclear energy, featuring U.S. technology, during the 53rd general conference of the International Atomic Energy Agency. The exhibition will attract senior energy officials from countries that are considering expanding their nuclear energy infrastructure and starting new projects. For more information, contact Sarah Lopp of ITA, tel.: (202) 482-3851; e-mail: [sara.lope@mail.doc.gov](mailto:sara.lope@mail.doc.gov).

## September 23

### Webinar: Trade Financing and International Payments

Washington, D.C.

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29648](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29648)

No export deal can be considered successful until payment reaches your account. This Webinar will look at the range of payment methods used in export transactions and will feature speakers from the Export-Import Bank of the United States and the U.S. Small Business Administration. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: [doug.barry@mail.doc.gov](mailto:doug.barry@mail.doc.gov).

## September 30-October 2

### Safety and Security Asia 2009

Singapore

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29197](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29197)

This show has earned a reputation as a hub for the southeast Asian market, where regional distributors and systems integrators come to find new suppliers. In 2007, it attracted 6,400 trade visitors, with more than a quarter of them from overseas. For more information, contact Edward Kimmel of the USFCS, tel.: (202) 482-3640; e-mail: [edward.kimmel@mail.doc.gov](mailto:edward.kimmel@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

October 6–November 24

## Export University 201

Charlotte, North Carolina

[www.buyusa.gov/northcarolina/exportuni201.html](http://www.buyusa.gov/northcarolina/exportuni201.html)

Every Tuesday morning for eight weeks, this export workshop will provide an overview of the tools needed to succeed in the global marketplace. It will feature speakers who are experts in their respective fields. There is a \$100 fee for the series. Registration includes morning refreshments and a copy of the new edition of *A Basic Guide to Exporting*. For more information, contact Dan Holt of the USFCS, tel.: (704) 333-4886; e-mail: [dan.holt@mail.doc.gov](mailto:dan.holt@mail.doc.gov).

October 15

## Dueling Tigers: Mega Markets of China and India

Miami, Florida

[www.buyusa.gov/asianow/duelingtigers\\_florida.html](http://www.buyusa.gov/asianow/duelingtigers_florida.html)

This one-day seminar will look at opportunities for U.S. businesses in China and India, which are two of the world's fastest-growing economies. Despite large economic gains, China and India remain challenging markets for companies of all sizes. The registration fee of \$195 includes breakfast, lunch, and conference materials. For more information, contact William Lawton of the USFCS, tel.: (954) 356-6640, ext. 19; e-mail: [william.lawton@mail.doc.gov](mailto:william.lawton@mail.doc.gov).

October 22

## Fourth Annual International Trade Conference: Selling to the Middle East and North Africa

Cincinnati, Ohio

[www.buyusa.gov/cincinnati/cincyconference.html](http://www.buyusa.gov/cincinnati/cincyconference.html)

This all-day conference will feature a wide array of experts from business and government who will speak on opportunities in the Middle East and North Africa. The Department of Commerce, the U.S.–Saudi Arabia Business Council, the Export–Import Bank of the United States, the Office of the U.S. Trade Representative, Procter & Gamble, FedEx, the U.S. Small Business Administration, and others will be represented. The conference will be preceded by an evening networking reception on October 21. Registration is \$75. For more information, contact Marcia Brandstadt of the USFCS, tel. (513) 684-2944; e-mail: [marcia.brandstadt@mail.doc.gov](mailto:marcia.brandstadt@mail.doc.gov).



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## Featured Trade Event

### Water and Energy Conservation: U.S. Department of Commerce Services for Agribusinesses

September 15 and September 17  
Fresno and El Centro, California

It is estimated that at least one-third of the U.S. gross domestic product is climate sensitive, with a potential economic impact of \$4 trillion per year. Many U.S. businesses are already taking steps to factor climate and sustainability into their business planning, and these two one-day conferences on water and energy conservation are designed to address those vital issues.

The conferences will focus on services and programs about water and energy conservation that the Department of Commerce offers companies in the agribusiness sector in California and neighboring states. Several sessions will be devoted to topics about manufacturing, including the Sustainable Manufacturing Initiative, the Manufacturing Extension Partnership, and the Green Suppliers Network. Other sessions will focus on climate services offered by the National Oceanographic and Atmospheric Administration (NOAA), such as the National Integrated Drought Information System.

The keynote luncheon speaker will be Jean Toal Eisen, deputy director of the Office of Policy and Strategic Planning at the Department of Commerce. She will discuss the upcoming United Nations Framework Convention on Climate Change negotiations in Copenhagen, Denmark, and their significance for U.S. businesses.

The International Trade Administration and NOAA, with California State University–Fresno's International Center for Water Technology and the Imperial Valley Economic Development Corporation, have organized this event. Other participants include the National Institute of Standards and Technology's Manufacturing Extension Partnership, the Imperial Irrigation District, and the California State Department of Water Resources.

There is a \$30 registration fee for each one-day conference, which includes lunch. For more information, or to register, visit [www.icwt.net/usdc.htm](http://www.icwt.net/usdc.htm) (for Fresno) or [www.ivedc.com/?pid=1188](http://www.ivedc.com/?pid=1188) (for El Centro).



## International Trade Update

is published monthly by the Office of Public Affairs of the U.S. Department of Commerce's International Trade Administration (ITA). You can read or download the newsletter from ITA's Web site at [www.trade.gov](http://www.trade.gov). To receive notification by e-mail when new issues are published, visit [www.trade.gov](http://www.trade.gov), click on International Trade Update, and then click on the "Subscribe" link.

For more information and news, visit ITA's Web site at [www.trade.gov](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.

### Michelle O'Neill

Acting Under Secretary of  
Commerce for International Trade

### Tu-Trang Phan

Acting Director, Office of Public  
Affairs

### John Ward

Editor

**Web edition and electronic dissemination:** *Jeremy Caplan*

**Copyediting:** *Publications Professionals LLC*

**Calendar editor:** *Lorri Crowley*

**Production assistance:**  
*Michele Robinson*

**Design and composition:**  
*U.S. Government Printing Office,  
Creative Services Division*

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## Customs Workshop

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St. Lucia), and in March (in San José, Costa Rica). Future workshops are in the planning stages for late 2009 and early 2010.

Follow-up efforts at trade facilitation will include working with Peru and other countries in the region to support the customs best practices that were identified by workshop participants. In addition, the Department of Commerce will seek to work with the World Bank Group and the American chambers of commerce in the region to identify additional opportunities that

will strengthen trade relationships between the United States and Latin America.

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*Judy Lao is an international trade specialist with the International Trade Administration's Market Access and Compliance unit.*

### For More Information

To obtain more information on the Department of Commerce's customs workshops in the Western Hemisphere, contact Tipten Troidl of the International Trade Administration, tel.: (202) 482-6294; e-mail: [tipten.troidl@trade.gov](mailto:tipten.troidl@trade.gov).

### Peru: A Fast-Growing Market for U.S. Exports

Peru is one of the fastest-growing export markets in Latin America for the United States. U.S. exports to Peru more than doubled during the past three years, from \$2.9 billion in 2006 to \$6.2 billion in 2008. In February 2009, the U.S.–Peru Trade Promotion Agreement officially entered into force. The agreement allows immediate duty-free access

for more than 80 percent of U.S. exports entering Peru. For more information on business opportunities in Peru, contact Judy Lao of the International Trade Administration, tel.: (202) 482-1536; e-mail: [judy.lao@trade.gov](mailto:judy.lao@trade.gov).





## Higher Education

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especially of laid-off workers who are seeking retraining. The lower cost and the ability for students to transfer to four-year colleges have appealed to cost-conscious students and families. That flexibility is not available in many countries competing with the United States for foreign students. Community colleges, however, have not received additional funds from state and county governments, which face budget shortfalls.

### Outlook for Modest Growth

The worldwide economic crisis contributes to the complexity of predicting future trends in the

number of international students coming to the United States. Despite recent success in attracting foreign students, the United States will continue to face stiff competition in the international market from such countries as Australia, Canada, and the United Kingdom. Yet, given the sizable increase in foreign students coming to the United States in 2007/08, a modest rate of growth is likely.

*John Siegmund is an international trade specialist with the International Trade Administration's Manufacturing and Services unit.*

### Recently Posted on the ITA Blog

**The Benefits of Corporate Partnerships:** Greg Briscoe, commercial officer with the U.S. and Foreign Commercial Service in Memphis, Tennessee, wrote, "I just completed another great phone call with a small U.S. company expanding its exporting profile as a direct result of cooperation between the U.S. [and Foreign] Commercial Service and FedEx, a [Commercial] Service corporate partner. I've been following up with the 12 small and medium-sized FedEx clients that participated in the November 2008 FedEx trade mission to India that was certified by the Commercial Service." (August 3)

**The International Conversation on Climate Change:** Frank Caliva, an international trade specialist in the Office of

Energy and Environmental Industries, wrote, "Businesses are now more commonly implementing 'green' strategies to lessen their impact on the environment. We are taking steps in the right direction, but real change will require a coordinated effort on a global level. To achieve this, we at ITA have been working with other federal agencies as participants in the United Nations Framework Convention on Climate Change negotiations." (August 20)

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

# International Trade UPDATE

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