

International Trade UPDATE

www.trade.gov

January–February 2011

U.S. Export Position Improves as National Export Initiative Marks One Year

Improved coordination among federal agencies, aggressive outreach and assistance to potential exporters, and an ambitious program of trade promotion to expanding overseas markets are bringing concrete results as the National Export Initiative marks its first anniversary.

January 27, 2011, marked the one-year anniversary of President Barack Obama's National Export Initiative (NEI), which plans to double U.S. exports by 2015 and to create millions of new jobs. And after only 12 months, there are encouraging signs that those goals are within reach. In 2010, U.S. exports of goods and services showed their strongest percent growth in more than 20 years, expanding by nearly 17 percent over 2009.

"Our economy is picking up steam as we head into this new year," noted Francisco Sánchez, under secretary of commerce for international trade, in a speech he gave to business leaders at the U.S. Chamber of Commerce in Washington, D.C., on January 27. "Exports have been an especially bright spot in this story. It is an encouraging sign that as we dust ourselves off from the recession, we are not looking backwards but with clarity toward the future."

A Year of Export Promotion

Thus far, NEI's efforts have focused on five key areas: improving trade advocacy and export promotion efforts; increasing access to credit; removing barriers for U.S. goods and services abroad; enforcing trade rules; and pursuing policies that promote strong, sustainable, and balanced growth.

At the Department of Commerce, this focus has created intense activity in the pursuit of export growth, including:

- Engaging in commercial advocacy worth \$18.7 billion in U.S. export content, which supported an estimated 101,000 jobs
- Coordinating 35 trade missions to 31 countries, with the participation of nearly 400 U.S. companies, which resulted in an anticipated \$2 billion in increased exports



Francisco Sánchez, under secretary of commerce for international trade (shown here at an event last year), spoke on January 27, 2010, at the U.S. Chamber of Commerce in Washington, D.C., at the one-year anniversary of the National Export Initiative. (photo courtesy U.S.–India Business Council)

INSIDE

1

U.S. Export Position Improves as National Export Initiative Marks One Year

2

Answering the Call to Double U.S. Exports

4

In Chile, a Sense of National Unity ... and Opportunities for U.S. Businesses

6

Short Takes: News from the International Trade Administration

8

International Trade Calendar

10

New Web Portal Helps Companies Protect Intellectual Property Rights



INTERNATIONAL
TRADE
ADMINISTRATION

continued on page 3

Answering the Call to Double U.S. Exports

In 2011, the Trade Information Center expects to receive 35,000 or more phone calls and e-mails from exporters looking for counseling and assistance. It could get many more, given the Obama administration's goal of doubling U.S. exports over the next half decade through the National Export Initiative.

BY DOUG BARRY



Tali Levine, international trade specialist with the Department of Commerce's Trade Information Center, answers a call from a U.S. company seeking export assistance. (U.S. Department of Commerce photo)

“ There is definitely a learning curve for new exporters ... We can offer them help. ”

Things are never boring—nor quiet—at the counseling center of the Trade Information Center (TIC) in Washington, D.C. For example, a man asks about selling pizza ovens to a buyer in Argentina. Seconds later come questions about selling aspirin to Iraq, Kentucky whisky to China, California wine to a safari camp in South Africa, medical devices to Peru, and plastic “Made in USA” wedding cake holders to Mexico. And so it goes on a typical day at this virtual export facilitation machine.

Since opening in 1993, the TIC, which is part of the Department of Commerce, has served as the central point of contact for U.S. exporters seeking counseling and advice. Would-be exporters ask how to start exporting, while other more experienced companies inquire about how to export a product that is already sold.

“We are constantly amazed by the innovative businesses represented by TIC inquiries,” observes Susan Lusi, director of the counseling center. “But given that only about 1 percent of U.S. companies export, there is definitely a learning curve for new

exporters and fears that must be confronted. For inexperienced companies and their employees, the paperwork and regulatory matters involved in making that first shipment can seem daunting. More experienced exporters need help choosing new markets and finding buyers in them. We can offer them that help.”

Simplifying Routine Transactions

Callers to the toll-free telephone line are offered quick online tutorials for often-requested but important tasks, such as finding estimated duties and taxes imposed by different countries. Trade specialists can facilitate export transactions by offering step-by-step assistance on the telephone or through Export.gov, the U.S. government's Web portal for exporters.

That arrangement greatly simplifies routine export transactions. For example, one situation that exporters commonly encounter is a request from an international buyer that the U.S. seller provide a quote for the full delivered cost of a purchased item. The Web site has tools that can easily provide the estimates, and it can be viewed 24 hours a day. Export.gov also offers other frequently needed export reference materials, such as commodity codes, templates of commonly used shipping documents, and the full texts of regulations imposed by different countries on different commodities.

Multiple Resources

Even more information is available to companies that register on the Web site. Registered companies gain access to market research and trade data and can be connected to a local trade specialist in one of the more than 100 Export Assistance Centers located across the United States.

Other resources offered by the TIC include more than 30 online videos; a free Webinar series about the basics of exporting; and indispensable publications, such as *A Basic Guide to Exporting*,

which is a 250-page textbook on how to export, and *Export Programs Guide*, which is a guide to federal export assistance programs.

Upselling Exports

As trade specialists field calls, they are listening for clues that indicate whether the caller's company is shipping to one or two markets but has the capability to ship to many more, which will help grow the business. "Getting reactive U.S. businesses to proactively seek new markets is one way to double the percentage of exporting U.S. companies from 1 percent to a not unthinkable 2 percent," notes Lusi.

Many companies that start out calling the TIC go on to export products and services into multiple

markets. They end up with far more markets than employees and with international sales leading total growth and profits.

Meanwhile, the phones continue to ring. Someone needs help selling custom-made recumbent tricycles to buyers in Japan. Oops, a Colorado company forgot to send paperwork with a shipment to India and needs help getting the merchandise out of customs.

Business is good, and the TIC aims to help make it better.

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

How to Contact the Trade Information Center

To access the full range of services offered by the Trade Information Center, call 1-800-USA-TRADE (1-800-872-8723) or visit the center's Web site through www.export.gov.

National Export Initiative Marks One Year

continued from page 1

- Helping more than 5,500 U.S. companies complete a successful export
- Recruiting nearly 13,000 foreign buyers to major U.S. trade shows, thereby facilitating approximately \$770 million in successful exports
- Resolving more than 82 trade barriers in 45 countries that were affecting many U.S. industries

A Multiyear Effort

In his speech, Sánchez detailed the efforts for NEI's second year. Those areas include improving awareness of the benefits of trade, especially among small and medium-sized enterprises (SMEs); expanding the New Market Exporter Initiative; and finalizing pending trade agreements.

As part of this continuing effort, Secretary of Commerce Gary Locke announced a national tour that he will lead this year, "New Markets, New Jobs: The National Export Initiative Small Business Tour." The tour will be an interagency, multicity outreach campaign designed to help connect SMEs with

the resources they need to sell more products and services overseas.

"We stand at an important crossroads," noted Sánchez. "The NEI contributed to the success of the past year, but it is not a one-year program. We are just getting started."

Every day, the International Trade Administration works to promote the growth of U.S. exports. In the following sections of this month's newsletter are stories that detail some of those ongoing efforts, including person-to-person counseling that is available from trade specialists at the Trade Information Center in Washington, D.C. (page 2); expertise offered by Mitch Larsen, one of ITA's commercial officers in Santiago, Chile (page 3); and ITA's successful collaboration with the European Union in bringing online a valuable business information resource on the protection of intellectual property rights (page 10).

For More Information

The "New Markets, New Jobs: The National Export Initiative Small Business Tour" is designed to help achieve President Obama's goal of doubling exports in the next five years to support the creation of several million new jobs. To learn more about upcoming tour dates and locations, visit www.export.gov/newmarketsnewjobs.

In Chile, a Sense of National Unity ... and Opportunities for U.S. Businesses

Despite suffering a serious earthquake in 2010, the Chilean economy has rallied and offers opportunities to U.S. exporters in many sectors. In addition to being one of the most stable and transparent democracies in Latin America, Chile is an ideal market for U.S. companies looking to grow overseas.



Mitch Larsen, senior U.S. and Foreign Commercial Service commercial officer in Santiago, with his daughter, Emily, at the Rebuild Chile Expo 2010. Chile, says Larsen, "is one of the most open economies in the world." (U.S. Department of Commerce photo)

Over the years, Latin America has proven to be an increasingly important and reliable market for U.S. exporters. Evidence of the region's commitment to expanding commercial ties was seen late last year at the Americas Competitiveness Forum in Atlanta, Georgia (see sidebar on page 5), where representatives from more than 34 countries throughout the Western Hemisphere gathered to discuss concrete ways of ensuring economic growth and improving the efficacy of trade.

Chile, an important market in the region, has had a free trade agreement (FTA) with the United States since 2004. In 2010, the United States exported \$10.9 billion in goods to Chile and had a positive trade balance of \$3.9 billion.

Mitch Larsen, senior U.S. and Foreign Commercial Service commercial officer in

Santiago, recently spoke with Doug Barry of the Trade Information Center in Washington, D.C., about opportunities for U.S. firms in Chile. Here are some excerpts from their conversation.

Barry: *We've been hearing a lot about Chile in the news lately: the earthquake in February 2010 and the mine rescue last fall. From where you sit in Santiago, what's happening there that U.S. businesspeople need to pay attention to?*

Larsen: There is a sense of national unity here, which came across in the news reports of the mine rescue. And while the earthquake was a very big blow, Chileans came together in the aftermath. Chile also qualified for the 2010 World Cup—something a small country of 17 million people doesn't qualify for every four years. Soccer is a big thing in Latin America! And finally, 2010 was Chile's bicentennial year.

Barry: *And how is Chile's economy performing?*

Larsen: Chile, like many other countries, is recovering from the global financial situation. But commodity prices are close to all-time highs. This includes copper, which accounts for more than 50 percent of Chile's export revenues. The Chilean economy has improved quite dramatically recently. In the third quarter of 2010, gross domestic product growth was about 6.5 percent. So Chile, along with other countries in Latin America, is starting to hit a good growth track.

Barry: *Why should a U.S. company consider doing business in Chile?*

Larsen: For U.S. companies, there are great opportunities there. Chile is a safe, tranquil, and stable place to do business. There are favorable exchanges rates and, under the U.S.–Chile FTA, the private sectors of both our countries have a history of working very closely together.

Barry: *Are there any particularly active sectors that U.S. exporters should look at?*

Larsen: Chile has a small manufacturing base, and it exports a lot of commodities, notably copper and other raw materials. It also exports a lot of wine, agricultural products, and processed food. But it needs the machinery and equipment to mine, harvest, and ship these things. Chilean industry has to purchase this equipment and technology from somewhere. We'd like it to do so from U.S. producers.

Barry: *Can U.S. companies already doing business in Chile use it as a springboard into neighboring markets? If so, how does a company go about doing so?*

Larsen: Once a company is doing business in Chile, it can readily access other markets in Latin America, particularly in the so-called southern cone region—Argentina, Brazil, and Uruguay. And an added advantage of using Chile as a base for doing business is that it, in turn, has FTAs with neighboring countries. You can export into or out of Chile very easily.

Barry: *Just how difficult is it to export to Chile?*

Larsen: Chile has by far the most open, transparent, and working customs regime that I have ever seen in my overseas career. Things come in and go out very efficiently, with low to no tariffs. And because it has such a small domestic market, Chile lives and dies by free trade. It is one of the most open economies in the world.

Barry: *What about U.S. small and medium-sized enterprises (SMEs)? Are they doing business in Chile? And has your office been able to give them a hand?*

Larsen: Yes, they are definitely here. SMEs are our bread and butter. We work with larger companies as well—especially when it comes to advocacy regarding government tenders. But for the most part, we are doing a lot of trade promotion work targeted at SMEs, such as our Gold Key program, various trade events, and our International Buyer program.

Barry: *What are the next steps that a small U.S. company should take to inform itself about the opportunities in Chile?*

Larsen: First, we produced a report titled, "Country Commercial Guide." It includes sections that describe 10 to 15 so-called best prospect sectors. It also includes sections on the free trade agreement, intellectual property rights protection, and much more. Second, we have a great team of commercial specialists and assistants who are responsible for specific industry sectors.

They can provide companies with a lot more detail on a particular product or industry. So I would encourage companies thinking of exporting to Chile to contact us. They should also go to our Web site, www.buyusa.gov/Chile/en/, and take a look at the list of upcoming activities offered there. If a company contacts us and tells us what product they have or what service they offer, we can then get a conversation going and figure out if there is a market for it in Chile.

AT ATLANTA, TALK OF HEMISPHERIC COOPERATION AND GROWTH

In November 14–16, 2010, representatives from more than 34 countries throughout the Western Hemisphere met in Atlanta, Georgia, to participate in the fourth Americas Competitiveness Forum. The event was hosted by the Department of Commerce and the city of Atlanta with support from CIFAL Atlanta, a UN-affiliated organization. It consisted of a series of workshops, presentations, and meetings that highlighted successful strategies to increase economic prosperity throughout the region. The focus was on four areas: innovation and green technologies; education and workforce development; entrepreneurship and small business development; and trade facilitation, border clearance, and supply chain logistics.

Secretary of Commerce Gary Locke told attendees how cooperation in these areas can bring economic benefits: "The more we can share ideas, along with goods and services, the better off all of us will be. Regional issues are not open to one-size-fits-all solutions. But there are common challenges that can be addressed to improve competitiveness."

For more information about the fourth Americas Competitiveness Forum, including links to reports on previous forums, visit www.competitivenessforum.org.



At the fourth Americas Competitiveness Forum held in Atlanta, Georgia, November 14–16, 2010, Francisco Sánchez, undersecretary of commerce for international trade (left), and Roberto Kreimerman, Uruguay's minister of industry, energy, and mines (right), signed a memorandum of intent to build international trade capacity and advance mutual interests in education and workforce development. (U.S. Department of Commerce photo)

Short Takes

On February 1, 2011, after a meeting of the U.S. Travel and Tourism Advisory Board in Washington, D.C., Secretary of Commerce Gary Locke (center) visited with two members of the newly formed Corporation for Travel Promotion (CTP): Lynda Zengerle, a partner with Steptoe and Johnson LLP (left), and Mark Schwab, senior vice president of United Airlines (right). Also in attendance was Joel Secundy, ITA's deputy assistant secretary for services (second from right). CTP is a new non-profit corporation that will promote travel to the United States and will work to improve the entry process so that visitors will want to return. A new fee paid by international travelers coming to the United States from countries participating in the Visa Waiver Program and by private-sector matching funds will fund CTP. (U.S. Department of Commerce photo)



Travel and Tourism Industry Posted Significant Gains in 2010

The U.S. travel and tourism industry posted a healthy 47 percent surge in its overall trade balance in 2010, according to figures released by Secretary of Commerce Gary Locke at a meeting of the U.S. Travel and Tourism Advisory Board (TTAB) in Washington, D.C., on February 1, 2011.

"Travel and tourism continues to be one of the bright spots in the U.S. economy," said Locke. "With a \$28.3 billion trade surplus in the first 11 months of 2010, this industry has a huge role to play in helping our country answer President Obama's call to double our exports by 2015 and win the future."

During the first 11 months of 2010, the United States welcomed more than 55 million international visitors, which was 11.4 million more visitors than 2009. While international visitation increased 10 percent, international visitor spending increased 11 percent to \$122.7 billion. The travel and tourism industry employs nearly 8 million people across the United States.

The TTAB consists of 30 appointed industry leaders from the travel and tourism industry who advise the secretary of commerce on matters about the industry and provide policy recommendations. For more information about TTAB, and to learn

more details about the travel and tourism industry's performance in 2010, visit the Web site of ITA's Office of Travel and Tourism Industries, www.tinet.ita.doc.gov.

Public Comment Sought on Proposed Changes to Foreign-Trade Zone Program

In an announcement published in the *Federal Register* on December 30, 2010, the Foreign-Trade Zones Board is soliciting public comment on revisions to the regulations that govern its operations.

Foreign-Trade Zones (FTZs) can enhance the competitiveness of a company's U.S. facilities by helping to maintain domestic activity and by creating jobs in communities where they are located. The program was established by Congress in 1934 and is administered by staff members within the International Trade Administration. Currently, more than 250 FTZs are located in the United States, and they employ nearly 330,000 workers. In 2009, more than \$28 billion in merchandise was exported from FTZs.

"The Foreign-Trade Zones program helps companies create and keep jobs here [in the United States]," said Francisco Sánchez, under secretary of commerce for international trade. "The revised regulations proposed today will make it even easier for companies to take advantage of the Foreign-Trade Zones program and to expand their exports."

The proposed regulations will simplify certain aspects of FTZ operations. For example, rather than continuing to require advance approval by the FTZ Board for export manufacturing, the proposed regulations would in many circumstances allow a company to simply report its FTZ activity at the end of the year. This proposed change should dramatically improve the flexibility and responsiveness of the FTZ program for U.S. exporters.

To help the public to understand the proposed regulations and to make the best use of the public comment period, the board's staff members have

been conducting a series of public forums. In February, sessions are scheduled in Newark, New Jersey; Detroit, Michigan; and Houston, Texas. In March, there will be forums in Atlanta, Georgia, and Miami, Florida.

For more information about FTZs, including the full text of the proposed regulations, instructions for submitting comments, and a schedule of the upcoming public forums, visit the FTZ Board's Web site at www.trade.gov/ftz.

ITA WIN: WITH ITA HELP, ALASKA EXPORTER SIGNS CONTRACT IN ETHIOPIA



Staff at DAT/EM Systems International of Anchorage, Alaska. With the help of the International Trade Administration, the company was able to obtain a funding commitment for a contract it signed with the government of Ethiopia. (photo courtesy DAT/EM Systems)

Since its inception, the International Trade Administration (ITA) has been helping U.S. companies in their efforts to expand sales overseas. Here is a story of a recent success with the help of ITA's Advocacy Center.

On December 21, 2010, DAT/EM Systems International, a developer of photogrammetric hardware and software products in Anchorage, Alaska, signed a contract with the Ethiopian government worth \$527,000. The company will install 30 digital photogrammetric (map) workstations, including personal computers, specialized 3D stereo monitors and input devices, custom

software, and large-format plotters. All of the equipment for the project will be produced in the United States.

The company was the successful bidder in a tender issued in December 2009 by the Ethiopian Ministry of Works and Urban Development. However, DAT/EM ran into delays with the funding commitment from the Ethiopian government, whose ability to implement the contract looked doubtful. But after contacting the ITA's Advocacy Center, and with assistance of staff members based at the U.S. embassy in Addis Ababa, DAT/EM obtained a funding commitment for the project. The company plans to send two full-time staff members to Ethiopia to fulfill the contract.

"The Commerce Department's Advocacy Center was indispensable to us as we encountered delays in the funding of the project," says Jeffrey Yates, general manager of DAT/EM. "The support we received was crucial to a timely resolution of the funding issue."

Since its creation in 1993, the Advocacy Center has helped hundreds of U.S. companies compete in the world market. It offers help in a variety of circumstances, but most issues involve companies that want the U.S. government to communicate a message to foreign governments or government-owned corporations on behalf of their commercial interest, typically in a competitive bid contest. For more information about the Advocacy Center, visit www.export.gov/advocacy.

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. To receive notification by e-mail when new issues are published, visit 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 or contact the Office of Public Affairs, International Trade Administration, 1401 Constitution Avenue NW, Washington, DC 20230; tel.: (202) 482-3809.

Francisco Sánchez

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

Copyediting:

Publications Professionals LLC

Production assistance:

Michele Robinson

Design and composition:

U.S. Government Printing Office, Creative Services Division

Material in this newsletter may be reproduced unless otherwise noted. When reprinting, please credit the U.S. Department of Commerce, International Trade Administration.

February 2011

February 6–11

High-Tech Trade Mission to India

New Delhi, Mumbai, and Bangalore, India
www.trade.gov/IndiaMission2011

This trade mission, led by Secretary of Commerce Gary Locke, is designed to help U.S. companies already doing business in India to increase their level of exports and business interests. And it will help experienced U.S. exporters not already doing business there to enter the Indian market. The delegation will comprise 20–25 U.S. firms that represent a cross-section of U.S. high-tech industries. Recruitment for this mission is now closed. For more information, contact the Department of Commerce's Office of Business Liaison, tel.: (202) 482–1360; e-mail: indiamission2011@doc.gov.

February 9–13

Aero India 2011

Bangalore, India
www.export.gov/eac/show_detail_trade_events.asp?EventID=31376

This show will provide U.S. companies with an excellent opportunity to tap into India's large and growing market for air defense equipment. The 2009 show attracted 592 exhibitors from 25 countries. The USFCS will be offering matchmaking services and export counseling to participating U.S. small and medium-sized enterprises, as well as a reception with the U.S. ambassador. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482–0677; e-mail: deborah.semb@trade.gov.

February 14

Grow Your Green Exports: Federal Resources to Find Buyers and Finance Sales

Kansas City, Missouri
www.export.gov/eac/show_detail_trade_events.asp?EventID=31539

This event will feature expert speakers who will show participants how to use federal resources to grow their exports of renewable energy, energy-efficient, and environmental technology products and services. One-on-one counseling sessions will be offered to participants in half-hour increments during the afternoon session. There is a registration fee of \$50. For more information, contact Danielle Pierson of the USFCS, tel.: (816) 728–6507; e-mail: danielle.pierson@trade.gov.

February 17

Webinar: Explore Your Export Opportunities in the Caribbean Region

Philadelphia, Pennsylvania
www.export.gov/eac/show_detail_trade_events.asp?EventID=31390

The Caribbean region is the third-largest market for U.S. exports in Latin America, behind only Mexico and Brazil. Its 23.5 million people imported more than \$18.5 billion in U.S. goods in 2009. This Webinar will offer participants basic information on market entry and expansion, identification of potential business partners, and more. There is a participation fee of \$40. For more information, contact Diego Gattesco of the USFCS, tel.: (304) 243–5493; e-mail: diego.gattesco@trade.gov.

February 20–24

International Defense Exhibition and Conference 2011 (IDEX 2011)

Abu Dhabi, United Arab Emirates
www.export.gov/eac/show_detail_trade_events.asp?EventID=30266

This show is one of the top three land and naval defense exhibitions and will offer U.S. companies an excellent opportunity to open doors in the Middle East's important defense market. In 2009, more than 825 exhibitors participated, along with 45 governments with national pavilions. About \$5 million in deals were completed at the show. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482–0677; e-mail: deborah.semb@trade.gov.

February 23

Webinar: Export Commodity Classification

Washington, D.C.
www.export.gov/eac/show_detail_trade_events.asp?EventID=31513

This free one-hour Webinar will feature experts from the Commodity Analysis Branch of the Census Bureau, who will provide training on using the Harmonized Code, the 10-digit number that tells customs officials worldwide what you are shipping. For more information, contact the Doug Barry of the USFCS, tel.: (202) 482–4422; e-mail: doug.barry@trade.gov.

February 24

Webinar: Free Trade Agreements—Qualify Your Products with Confidence

www.export.gov/eac/show_detail_trade_events.asp?EventID=31553

Determining how your products qualify for reduced tariff or duty-free status can be confusing. A solid understanding of how rules of origin operate under the North American Free Trade Agreement, for example, will give exporters a head start in taking advantage of free trade agreements elsewhere, such as those with Australia, Central America, Chile, Morocco, and Singapore. For more information, contact Patricia Cook of the USFCS, tel.: (515) 284–4591; e-mail: patricia.cook@trade.gov.

February 24–26

Graphics of the Americas

Orlando, Florida
www.export.gov/eac/show_detail_trade_events.asp?EventID=30959

While it is held in the United States, this show has made considerable outreach to international buyers and is now considered the largest Latin American graphics trade show. According to surveys of attendees at previous shows, 68 percent of buyers plan on making a purchase while on the show floor, while 70 percent plan on making a purchasing decision within three months of attending. For more information, contact Carol Rudman of the USFCS, tel. (202) 482–0905; e-mail: carol.rudman@trade.gov.

February 27–March 4

Water Technology Trade Mission

Bangalore, India
www.export.gov/eac/show_detail_trade_events.asp?EventID=30778

The Indian water sector is set to experience phenomenal growth. This trade mission, which partially coincides with Aquatech India (held in Mumbai on March 2–4), will allow U.S. companies to initiate or expand business ties. The USFCS will be organizing pre-screened one-on-one meetings in Mumbai and Bangalore, as well as briefing, networking, and marketing opportunities. For more information, contact Julia Rauner-Guerrero of the USFCS, tel.: (858) 467–7038; e-mail: julia.rauner@trade.gov.

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

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

March 8–10

Asian Aerospace 2011

Hong Kong

www.export.gov/eac/show_detail_trade_events.asp?EventID=31149

This show ranks among the world's top three aviation trade shows. In 2009, almost 100 U.S. companies and more than 12,600 trade visitors attended. Participating U.S. companies will have the opportunity to meet with USFCS trade specialists to discuss potential business opportunities in China, Hong Kong, and other markets in the Asia-Pacific region. A product literature center will be available for participating companies to promote their products and services. For more information, contact Deborah Semb of the USFCS, tel.: (202) 482-0677; e-mail: deborah.semb@trade.gov.

March 23

Webinar: How to Identify International Markets for Your Products

Washington, D.C.

www.export.gov/eac/show_detail_trade_events.asp?EventID=31493

One of the most important parts of a successful export plan is choosing the best international market or markets for a product or service. This free, one-hour Webinar will show participants how to use and apply proven tools and strategies for market selection, including how to evaluate cultural, economic, logistical, competition, risk, and other factors. (Please note that this Webinar was originally scheduled to take place February 2, 2011.) For more information, contact Abdul Shaikh of the USFCS, tel.: (202) 482-1619; e-mail: abdul.shaikh@trade.gov.

March 29–April 1

Business Development Mission to Morocco

Casablanca, Morocco

www.export.gov/eac/show_detail_trade_events.asp?EventID=30669

This trade mission will be led by a senior official from the Department of Commerce and will visit this major gateway to North Africa. Participants will visit port and free-trade zone facilities and will meet with high-level officials responsible for managing logistics systems and for purchasing equipment and services in ports, as well as equipment and services for infrastructure development, safety and security, and energy infrastructure. Recruitment for this mission is now closed. For more information, contact Anne Novak of the USFCS, tel.: (202) 482-8178; e-mail: anne.novak@trade.gov.



A dhow in Doha harbor, Qatar. (photo © Paul Cowan/iStock)

Featured Trade Event

Transportation Infrastructure and Multimodal Products and Services Trade Mission to Qatar and the United Arab Emirates

June 4–9, 2011

Doha, Qatar; Abu Dhabi and Dubai, United Arab Emirates

www.trade.gov/qataruaeimission2011

This trade mission will be led by Secretary of Commerce Gary Locke and will allow participating U.S. companies to learn about business opportunities in Qatar and United Arab Emirates (UAE), two vibrant and growing Middle Eastern markets.

The mission is specifically targeted at U.S. companies active in the multimodal transportation and infrastructure development sectors, including port and airport development, freight rail systems and technologies, supply chain systems and strategies, mass transportation systems, advanced vehicle technologies and intelligent transportation systems (and related services and software), and other relevant products and services.

Both Qatar and the UAE are important trading partners for the United States, and they welcome U.S. products and services. The United States is Qatar's largest import partner, accounting for 14 percent of that country's total import market. U.S. exports to Qatar grew 495 percent between 2003 and 2009, from \$454 million to \$2.7 billion. Qatar is the fifth-largest U.S. export destination in the Middle East.

The UAE is the largest U.S. export market in the Middle East and North Africa and the second-largest economy in the region. In 2009, the United States exported more than \$12 billion worth of products to the UAE, a 237 percent increase since 2002. The United States is the UAE's third-largest export partner and enjoys a very large trade surplus and a historically strong trading and investment relationship.

Participants in the trade mission will benefit from customized onsite services and opportunities, including one-on-one prescreened business appointments, detailed information on market access and business developments, and networking events to meet government and industry decision-makers.

The cost to participate in the trade mission is \$10,200 for large firms and \$8,800 for small and medium-sized firms (with 500 employees or fewer). There is a \$2,000 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 March 18, 2011. For more information about the trade mission, visit its Web page or contact Larry Brill of the USFCS, tel.: (202) 482-1856; e-mail: lawrence.brill@trade.gov.

New Web Portal Helps Companies Protect Intellectual Property Rights

A new Web-based portal developed by the Department of Commerce and the European Union was unveiled this past December. By bringing together a vast array of information, it will help U.S. companies better protect their intellectual property rights worldwide.

BY JOHN WARD



© John Foxx/ThinkStock

Enforcing intellectual property rights (IPR) abroad is not a task for the faint hearted. Copyright, trademark, and patent regimes vary immensely from country to country, and centralized sources of reliable information are either hard to come by or beyond the reach of the limited budgets of typical small and medium-sized enterprises (SMEs). Because of these challenges, the Department of Commerce recently cooperated with the European Union (EU) to produce the TransAtlantic IPR portal, a unique Web-based tool that was unveiled on December 17, 2010.

The portal was developed by the Market Access and Compliance unit of the International Trade Administration (ITA), in collaboration with the European Commission's Directorate General for Enterprise and Industry. Its initial release includes 17 country-specific IPR toolkits; links to the IPR sites of more than 32 countries; the full text of 25 IPR enforcement reports compiled by the EU; and a special section devoted to IPR-related issues that

exporters often face in China, including the EU's China IPR Helpdesk.

"This portal reflects the latest in a sustained effort to address the unique needs of U.S. SMEs doing business overseas," said Michael Camuñez, ITA's assistant secretary for market access and compliance. "SMEs can be disproportionately affected by the costs of overcoming barriers to trade, especially in a critical area like protecting their intellectual property."

A Costly Problem

Intellectual property is a significant element of the U.S. economy. It is especially important in knowledge-based and creative sectors, such as software; electronic equipment; entertainment (movies, music, and television); pharmaceuticals; clothing, fashion, and design; and auto equipment. In 2007, according to the International Intellectual Property Alliance, the value added to the U.S. economy by core copyright industries was \$889.1 billion, or approximately 6.4 percent of gross domestic product.

Unfortunately, the economic importance of intellectual property is matched by the growing prevalence of piracy, counterfeiting, and rights infringement that afflicts industries worldwide. According to the Organization for Economic Cooperation and Development, international trade in counterfeit and pirated goods grew during the past decade and now accounts for as much as \$250 billion in sales, or nearly 2 percent of total world trade.

U.S. and EU Efforts

The U.S.-EU IPR Working Group developed the TransAtlantic IPR portal. Established in 2005, the working group includes representatives from ITA,

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

Ventura County: (805) 488-4844

COLORADO

Denver: (303) 844-6623

CONNECTICUT

Middletown: (860) 638-6950

DELAWARE

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

DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

FLORIDA

Clearwater: (727) 893-3738

Ft. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

Miami: (305) 526-7425 ext. 27

Orlando: (407) 648-6170

Tallahassee: (850) 942-9635

GEORGIA

Atlanta: (404) 897-6090

Savannah: (912) 652-4204

HAWAII/PACIFIC ISLANDS

Honolulu: (808) 522-8040

IDAHO

Boise: (208) 364-7791

ILLINOIS

Chicago: (312) 353-8040

Libertyville: (847) 327-9082

Peoria: (309) 671-7815

Rockford: (815) 316-2380

INDIANA

Indianapolis: (317) 582-2300

IOWA

Des Moines: (515) 284-4590

KANSAS

Wichita: (316) 263-4067

KENTUCKY

Lexington: (859) 225-7001

Louisville: (502) 582-5066

LOUISIANA

New Orleans: (504) 589-6546

Shreveport: (318) 676-3064

MAINE

Portland: (207) 541-7430

MARYLAND

Baltimore: (410) 962-4539

MASSACHUSETTS

Boston: (617) 565-4301

MICHIGAN

Detroit: (313) 226-3650

Grand Rapids: (616) 458-3564

Pontiac: (248) 975-9600

Ypsilanti: (734) 487-0259

MINNESOTA

Minneapolis: (612) 348-1638

MISSISSIPPI

Mississippi: (601) 965-4130

MISSOURI

Kansas City: (816) 421-1876

St. Louis: (314) 425-3302

MONTANA

Missoula: (406) 542-6656

NEBRASKA

Omaha: (402) 597-0193

NEVADA

Las Vegas: (702) 388-6694

Reno: (775) 784-5203

NEW HAMPSHIRE

Durham: (603) 953-0212

NEW JERSEY

Newark: (973) 645-4682

Trenton: (609) 989-2100

NEW MEXICO

Santa Fe: (505) 231-0075

NEW YORK

Buffalo: (716) 551-4191

Harlem: (212) 860-6200

Long Island: (212) 809-2682

New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

NORTH CAROLINA

Charlotte: (704) 333-4886

Greensboro: (336) 333-5345

Raleigh: (919) 281-2750

NORTH DAKOTA

Fargo: (701) 239-5080

OHIO

Akron: (330) 678-0695

Cincinnati: (513) 684-2944

Cleveland: (216) 522-4750

Columbus: (614) 365-9510

Toledo: (419) 241-0683

OKLAHOMA

Oklahoma City: (405) 608-5302

Tulsa: (918) 581-7650

OREGON

Portland: (503) 326-3001

PENNSYLVANIA

Harrisburg: (717) 872-4386

Philadelphia: (215) 597-6101

Pittsburgh: (412) 644-2800

PUERTO RICO

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

RHODE ISLAND

Providence: (401) 528-5104

SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 777-2571

Greenville (Upstate): (864) 250-8429

SOUTH DAKOTA

Sioux Falls: (605) 330-4264

TENNESSEE

Knoxville: (865) 545-4637

Memphis: (901) 544-0930

Nashville: (615) 736-2222

TEXAS

Austin: (512) 916-5939

El Paso: (915) 929-6971

Fort Worth: (817) 392-2673

Houston: (713) 209-3104

Grapevine: (817) 310-3744

San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

UTAH

Salt Lake City: (801) 255-1871

VERMONT

Montpelier: (802) 828-4508

VIRGINIA

Arlington: (703) 235-0331

Richmond: (804) 771-2246

WASHINGTON

Seattle: (206) 553-5615

Spokane: (509) 353-2625

WEST VIRGINIA

Charleston: (304) 347-5123

Wheeling: (304) 243-5493

WISCONSIN

Milwaukee: (414) 297-3473

WYOMING

Served by the Denver, Colorado, Export Assistance Center



New Web Portal

continued from page 10

“ Both the EU and [the United States] are committed to helping companies compete fairly on both sides of the Atlantic. ”

the Office of the U.S. Trade Representative, and several other federal agencies. It has focused its efforts in three areas: engagement on IPR issues with other countries that have lax enforcement records, customs cooperation, and public-private partnerships.

Aside from the working group, the U.S. government also has Strategy Targeting Organized Piracy (STOP!), which is a long-standing program designed to stop trade in pirated and counterfeit goods. It coordinates enforcement efforts with several federal agencies that are responsible for IPR enforcement and protection, including the Patent and Trademark Office, the Library of Congress, U.S. Customs and Border Protection, and the Department of Justice.

The TransAtlantic IPR portal will be an additional tool in those efforts. “Improved IPR protection and enforcement will result in greater employment prospects and economic growth,” noted Antonio Tajani, EU commissioner for industry and entrepreneurship.

“Both the EU and [the United States] are committed to helping companies compete fairly on both sides of the Atlantic.”

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

For More Information

To access the TransAtlantic IPR portal, visit the U.S. government's "Stop Fakes" page at www.stopfakes.gov and follow the link to the portal. Additional resources for companies looking for information and assistance in protecting their IPR are also located on that page, including Webinars, online tutorials, and publications. Assistance is also offered by telephone at 1-866-999-HALT (1-866-999-4258).

International Trade UPDATE

available on the Web at www.trade.gov

Sender: OPA, H-3416

U.S. Department of Commerce
International Trade Administration
Washington, DC 200230

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300