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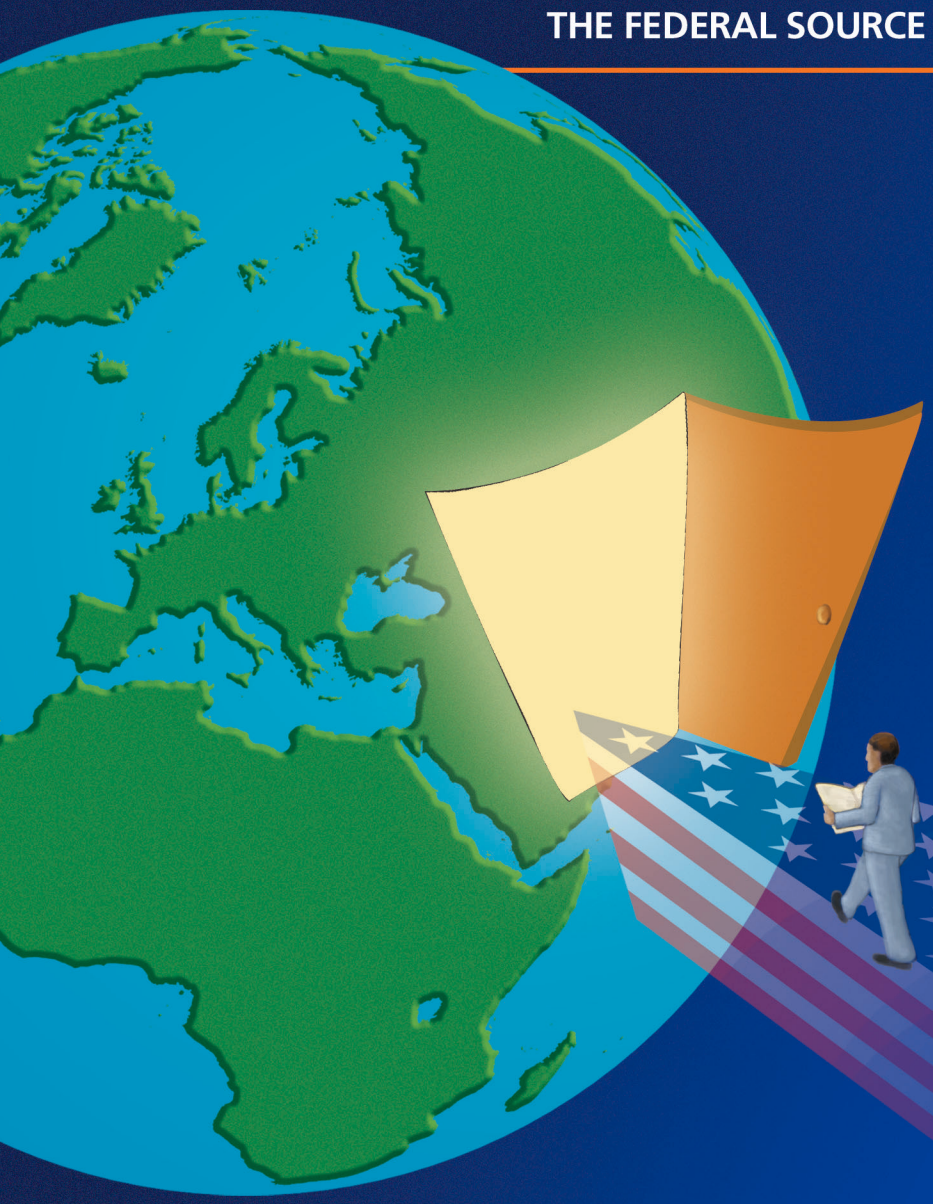

Unlocking America's Potential

INSIDE:

Secretary Evans Leads a Trade Mission to Mexico

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U.S. DEPARTMENT OF COMMERCE · INTERNATIONAL TRADE ADMINISTRATION

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MARKET DEVELOPMENT COOPERATOR PROGRAM

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What is the Market Development Cooperator Program?

The Market Development Cooperator Program (MDCP) is a competitive matching funds program that builds public/private partnerships by providing federal assistance to non-profit export multipliers such as states, trade associations, chambers of commerce, world trade centers and other non-profit industry groups. MDCP awards help to underwrite the start-up costs of new export marketing ventures, which these groups are often reluctant to undertake without Federal Government support.

The program was established in 1993 to help nonprofit organizations to promote exports by small and medium-sized businesses. Awards are limited to $400,000 each, which may last up to three years. Award recipients pay in $2 of matching funds to every federal dollar received.

More than Money

In addition to receiving funds, recipients also receive professional support from International Trade Administration (ITA) experts. Examples include briefings on markets and industries, assistance with trade missions, help with planning and project strategy, and recruitment of companies to participate in project activities.

Who May Apply?

Most export multiplier organizations that are either nonprofits or are state government trade promotion departments are eligible to apply. Private companies are generally not eligible to apply for MDCP funding. Trade associations, even if they lack nonprofit status, are usually eligible. Other types of organizations are eligible as well. Interested organizations should consult www.export.gov/mdcp for more information about eligibility.

Partnership with ITA

The assistance is provided in the form of a cooperative agreement, not a grant. Organizations need to demonstrate in their applications that they can establish positive working relationships with ITA. For most organizations, this means good relations with their local Export Assistance Center and relevant industry specialists in ITA's Trade Development located in Washington, D.C.

Visit www.export.gov/mdcp for more information and instructions on submitting an application and to read about past recipients. If the information you need is not found on the Web site, feel free to contact the MDCP Manager:
Brad Hess
Tel: (202) 482-2969
Email: Brad_Hess@ita.doc.gov

www.export.gov/mdcp

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EDITOR'S MEMO

I've recently spent some time looking through old copies of the predecessors to *Export America* to see the topics of the day, how information was conveyed to readers, and just to see how much had changed from the origins of this publication as *Commerce America* to *Business America* and now as *Export America*.

Essentially, the purpose is the same: to bring value-added information to clientele who are interested and engaged in international trade. In 1976, *Commerce America* was published twice a month. The September issue cover story was "Commerce's Field Offices…Spelling Out Domestic Services to Business." The article describes how the specialists in each office are able to help businesses in the community be more effective in marketing products, applying for patents, highlighting business security, as well as promoting exports. It goes on to say:

"For more than 60 years the Commerce offices have worked to improve the rate and quality of U.S. economic growth and to enhance the competitive position of American goods in world markets…. Expansion into export markets provides a more stable marketing base, expanded job opportunities and increased profits."

Amazing how the more things change, the more they stay the same. More than twenty-five years later, the focus and information may have changed somewhat, but the ideas and goals remain. We are still promoting the same objectives: to provide useful information and assistance to U.S. companies to ensure economic growth and global competitiveness. But now, due to advancements in technology, access to information and global reach, the firms we assist are more nimble, entrepreneurial, and tapping markets that in 1976 seemed out of reach.

This month we focus on the Administration's trade promotion agenda and the latest annual report of the Trade Promotion Coordinating Committee, The National Export Strategy. This year's report focuses on our clients, what sort of services they need and how to reach them. In delivering the report to Congress this past May, Commerce Secretary Evans focused on two commitments: (1) opening new markets for exporters and (2) expanding the base of exporting companies while providing the promotional support they need.

To bring the message closer to you and your communities, Secretary Evans will be launching a trade education tour this month. The purpose of this tour is to let you know how U.S. exports accounted for nearly 20 percent of economic growth experienced in the past decade, how manufacturing firms that export are nine percent less likely to fail and that one out of 10 American jobs (and one in five manufacturing jobs) is supported by exports. Additionally, workers in jobs supported by exports earn 13 to 18 percent higher than the national average wage.

Other articles in this month's issue offer technical advice on protecting your intellectual property abroad, useful Web sites for doing business in the Western Hemisphere, and information on Secretary Evans' upcoming trade mission to Mexico.

I would also like to introduce the newest member of the *Export America* staff. William Corley joined the magazine in May and will be contributing to the writing and editing of the magazine. Please continue to submit feedback and future article suggestions to us at Export_America@ita.doc.gov and good luck in your exporting endeavors.

Cory Churches

Cory Churches
Editor

GLOBAL NEWS LINE

MOROCCO

On March 28, Greater Casablanca signed a contract with the California-based engineering firm Brown, Vence & Associates to conduct a feasibility study on the proposed solid waste management concession for the city of Casablanca and its region. This study is being funded by the U.S. Trade and Development Agency as part of its technical assistance to Morocco.

The study will examine the technical, financial, environmental, and other critical aspects of the project in order to develop the best solid waste management system that would include street cleaning, waste collection, transportation, transfer centers, waste treatment, and a controlled landfill. Three months are slated for the preparation of bidding documents for an international tender. The final contract for the solid waste management concession by a foreign firm is expected to be concluded by the end of 2002.

The solid waste situation in Casablanca, Morocco's largest city with almost 5 million inhabitants, worsens as pressure on its infrastructure increases with urbanization. The total solid waste management capacity is nearly 3,000 tons/day for greater Casablanca. Most of the solid waste is currently being disposed of in the Mediouna landfill, which has a surface area of approximately 70 hectares. At the current disposal rates, this landfill has a remaining life expectancy of five to ten years. In addition, solid waste residues contaminate 25 percent of Casablanca water.

In its study, the U.S. consultant will develop a number of suggested alternative solutions for developing and financing a regional solid waste management facility for the city of Casablanca on a public-private partnership basis. At a minimum, the consultant will consider three options, including a long-term (e.g., 25 years) operating concession, a build-own-operate transfer structure in concert with a long-term waste supply agreement, and a joint venture project company with equity participation by the city of Casablanca.

For more information on this tender, interested U.S. firms may contact the Commercial Service of the American Consulate General in Casablanca, Attn: Latifa Essakalli, Sr. Commercial Specialist, Tel: +212-22-26-45-50 ext. 4121; Fax: +212-22-22-02-59; E-mail: latifa.essakalli@mail.doc.gov.

GERMANY

Recent statistics published by Germany's medical trade associations and manufacturers indicate substantive growth for Germany's medical technology manufacturers. In 2000, the 1,200 German companies that produce medical technology ranging from blood volume monitors to dental elevators, generated sales of more than 10 billion euro, an increase of 9.4 percent over the previous year. Ranking third behind the United States and Japan, German manufacturers are at the forefront of the global medical market with a volume of 179 billion euro and annual growth rates averaging 20 percent. Most of them count on their exports, however, since health care regulations in Germany have resulted in four years of stagnation in the local market. Local sales in 2000 reached only 1998 levels, with a value of 4.9 billion euro, an increase of 2.7 percent. Foreign sales increased by 16.9 percent to a total of 5 billion euro, accounting for over 50 percent of total sales generated in 2000. Production of medical technology increased by 13 percent to 8.5 billion euro over the same period.

ITALY

ZDNet Italia, one of the most important Italian on-line high-tech newsmagazines, recently reported the results of market research carried out by the British firm Ovum on behalf of Netscalibur, an Italian group offering Internet business services.

According to the Ovum report, the market for Internet services in Italy will grow more than 20 percent in 2002, in comparison with 17 percent in Europe. By 2005, Italian companies are expected to invest $5.2 billion in Internet services, while European companies should make total investments of $28 billion.

In Italy there are presently some 16 million Internet users, a figure expected to grow to 30 million by 2005. Ninety percent of Italian Internet users utilize e-mail on a regular basis, and 71 percent of Italian employees utilize e-mail daily, a little lower than the European average of 78 percent. Approximately 150 million e-messages are exchanged every day in Italy, and this figure is expected to increase to 500 million by 2005.

RUSSIA

As the economic recovery in Russia gathers pace, it has become more apparent that lack of financing is a major hindrance on the path for sustained upturn. Inability of the Russian banking system to provide adequate funding to many expanding companies hampers replacement of old capital equipment, as well as investment in new technologies and personnel. This problem is even more acute for small and medium-sized companies, as well as for the high-tech sector. Establishment of innovative and flexible financial infrastructure implies the development of a venture capital (VC) industry able to satisfy a growing variety of financial needs, as well as to provide the much-needed capital to expanding innovative companies.

However, the role of venture capital in Russia's financial system has not been significant in the past 10 years. The EBRD and other foreign investors created the majority of active VC funds. The total estimated investment by VC funds in Russia is $350-450 million. But indeed, the initial impulse provided by foreigners needs to be supported by national capital in order to become a substantial resource of financing the economy. The Russian government has realized the need to support VC industry growth and is taking vital steps to establish a network of regional VC funds.

JAPAN

Japanese retail chains have been criticized as being opaque and inefficient. It is often said that their multilevel distribution system and Japanese commercial customs raise distribution

costs and therefore create a complicated and expensive environment. According to the Commerce Census of July 1999, there were 1,406,850 retailers, excluding restaurants, and 425,850 wholesalers present within the compact Japanese islands.

Third party merchandising (3PMD), also known as field merchandising, has taken root in parts of Japan. Paltac K.K., a major Japanese commodities wholesaler, established its 3PMD business in a global alliance with Spar Incorporated, the dominant U.S. firm in the sector. Last year they established the first Japan-based 3PMD company, Spar FM Japan. The joint venture is targeting sales of 5 billion yen within five to six years. The company plans on using a U.S. business process based on the Internet, a method developed by Spar Inc. in the USA. Recently, a subsidiary of Kao Corporation, a major commodity manufacturer, and another wholesaler also started up new companies that provide merchandising service at retail stores.

In Japan, salespeople representing manufacturers and wholesalers regularly visit retail stores to review shelf space, exchange new or existing products, replenish sold stock, review advertisements, check price tags, and so on. A surge of newly introduced products has increased demand for this type of hands-on merchandising, and the current population of wholesalers and manufacturers cannot afford it. Under traditional pricing practices, wholesalers' profits were not clearly categorized, and the increased work requirements at retail stores threatened profits. The new business sector that is emerging takes this merchandising role away from the core business model, and as a new profit center, it takes advantage of the market-driven environment gaining strength in Japan.

SOUTH KOREA

On April 9, 2002, the Committee for Privatization of Public Corporations under the Ministry of Planning and Budget (MPB) announced its plan to sell the five power generation companies (gencos) of the Korea Electric Power Corporation (KEPCO). According to the approved framework, the Ministry of Commerce, Industry and Energy (MOCIE) will implement the sale of the five gencos in two phases. During the first phase, MOCIE plans to select one thermal genco using the recommendation of a financial advisor. The first sale of a thermal genco will begin in the second half of 2002. It is expected that the sale of a second genco will be completed by 2004. The government will sell the shares of the two gencos in an initial public offering (IPO) as well as the management rights of gencos slated for privatization. The management rights of each genco will be sold under the principle of one investor for one genco. It is anticipated that foreigners will be able to buy and control no more than 30 percent of South Korea's entire power generation capacity of 50,858 MW. However, MOCIE has not disclosed any further details of the IPO plan or the sale of management rights. MOCIE will develop a detailed schedule to privatize two thermal gencos in the first phase utilizing the recommendation of a financial advisor. Considering that KEPCO gencos' power generation capacity of 46,731 MW accounts for 92 percent of South Korea's total installed power capacity, the sale of the gencos could provide U.S. companies with excellent business opportunities in the South Korean power market.

The need for skilled translators has become apparent with South Korea's growing level of business sophistication, its increased ties to global markets, the country's desire to be a business hub, the many thousands of South Korean students studying abroad, and the rapidly approaching 2002 World Cup games. English language programs rank very high among the overseas study curriculums for South Koreans seeking full-time education in the United States. Upon finishing their programs, many of these students return to South Korea to be employed as translators in an industry that has seen marked growth during the past few years. In particular, the market for audiovisual translations has been expanding at a very rapid pace, providing robust opportunities for U.S. and foreign-based translation firms.

The audiovisual field in South Korea covers foreign television shows and movies, videos, animations, product advertising, and corporate PR films. It is important to note that with the advent of cable TV, a large amount of U.S. and foreign programming has found its way into the living rooms of South Korea. As a result, there is a constant need for more qualified agencies to translate these shows into Korean.

BRAZIL

On March 13, 2002, Solon Lemos Pinto, the Brazilian e-government executive secretary and chief of staff of the logistics and IT department of the Brazilian Ministry of Planning, announced that by December 2002, all government products and services are to be available via the Internet (75 percent of all products and services are currently available via the Internet). The e-government plan is not only designed to provide easy access to governmental issues for the public, but also to modernize the infrastructure of government systems and networks.

Brazil's federal government is spending R$1.5 billion annually to acquire software and IT services for its operations. In addition, by the end of this year, the Brazilian government will have installed 3,500 computer terminals in public places such as subways and bus stations. The first phase of the project will be implemented in cities with over 200,000 inhabitants at an expenditure of approximately R$54 million.

NEED MORE DETAIL?

Ask a Foreign Commercial Officer at one of the Department of Commerce's posts located around the globe. Contact information, including phone, fax and email, is available by calling the Trade Information Center at (800) USA-TRAD(E).

EXPORTS WITH A HEART

U.S. FIRM PROMOTES HEALTH CARE IN LATIN AMERICA

by Curt Cultice
Office of Public Affairs

Al Merritt has always liked gadgets; as a kid, he used to take apart vacuum cleaners and put them back together. Now as CEO of MD International, his gadgets of interest are of a lifesaving variety: medical devices that he helps to export around the world.

"Cardiac equipment, critical care units, operating tables, you name it," Merritt says. "As a Miami-based distributor we represent more than 30 U.S. medical device companies and help them sell to Latin American markets."

It was Merritt's earlier medical sales background that gave him expertise in Latin America and insight into the needs of smaller medical device companies, enabling him to push all the right buttons for launching his company.

"I've always had an interest in health care, and in my previous sales job I found smaller firms often lack the resources to employ a sales force to market their products internationally," he says. "So I founded MD International in 1987, a pretty good year."

Well, sure. After all, that's when he made his first export sale too.

"That's right, Paraguay," he says. "And I haven't looked back since."

Then, again, neither have his customers in Latin America, whose better equipped medical facilities are helping people reap the benefits of better health care.

"Latin America is undergoing major health care reform with the privatization of clinics and hospitals, and many countries are trying to phase out of the social health care business," says Merritt. "The result is more buying power for the purchase of high-quality U.S. products which are considered state-of-art in world markets."

"That's where we come in," he says with a smile.

With its deep-rooted knowledge and understanding of the Latin American market, MD International maximizes export opportunities through working teams of doctors, biomedical engineers, microbiologists, and marketing managers from across Latin America. These professionals have expertise in general medicine, ENT, obstetrics-gynecology, ophthalmology, physical therapy, cardiology, surgery, critical care, anesthesiology and imaging. It all adds up to results.

For example, MD International facilitated more than $400,000 in exports of examination tables, diagnostic equipment and scales to the well-known Clinica Alamana, a German-owned clinic in Santiago, Chile.

"The sale of products to our customers is only the beginning of our customer-driven approach, says Merritt. "We provide hands-on training to medical personnel in the use of our medical devices."

Merritt should know; that's exactly how his company was able to land a $2.3 million contract with the Albert Einstein Hospital in Sao Paulo, Brazil, for operating room tables, surgical lights, Tycos blood pressure equipment, generators for use in surgery, and modular bathrooms for intensive care units.

"Throughout Latin America there is a lot of emphasis on women's and children's maternal health, as the population is very young," Merritt says. "We also sell three times the amount of equipment for treatment of heart disease to Argentina than to Chile."

Then there is Costa Rica, which recently closed a deal with MD International for the $1.2 million sale of GE-OEC cardiac angiography equipment for one of their major hospitals.

"Now that was a great sale," says Merritt with a lot of satisfaction. "We beat out a German competitor in a very hot contest."

"What is interesting is that there are not many medical devices made in Latin America, most are imported to the region from the United States and Europe, including France and Germany."

OUTPATIENT CARE, A GROWING TREND

Merritt likes to think of his firm as an innovator, and with good reason. One example is the company's design of prefabricated ambulatory clinics. Similar to the concept of a prefabricated house,

the clinics, complete with medical equipment, can be assembled in just four to six months, delivering more immediate health care while saving health care systems money, design time, and planning. Merritt says he expects to secure initial contracts for the soon-to-be-built ambulatory clinics with Latin American countries, the World Bank and USAID.

"In the 1940s and 50s huge hospitals serviced highly-populated metropolitan areas, now the population has spread out and ambulatory care clinics are the best means for providing medical care closer to the population," Merritt says. "About 70 percent of health care procedures, including ear, nose and eye surgery, can be done at these ambulatory centers."

Al Merritt (second from right), President of MD International and Linda Santucci, Trade Specialist celebrate MD International's reciept of the President's E-Award for exporting.

Photo courtesy of U.S. Commercial Service

"It just makes sense," Merritt says. "Better health care, at much lower cost, closer to what is needed."

A LITTLE HELP FROM HIS FRIENDS

Ask Merritt and he'll tell you that part of MD International's success stems from taking advantage of export assistance services such as those provided by the U.S. Commerce Department.

"We've had nothing but positive experiences with the U.S. Commerce Department, he says. "I've found the Commercial Service trade specialists like Linda Santucci at the U.S. Export Assistance Center in Miami to be extremely knowledgeable and helpful."

For example, Merritt was recruited to join a Commerce Department trade mission to help recovery efforts in the wake of Hurricane Mitch in 1999. On the mission, he was able to meet with key government representatives including health ministers and local health care officials from Honduras, Guatemala, Nicaragua and El Salvador.

"I was able to make all the right connections, which I couldn't have otherwise," Merritt says, "In Honduras, for example, we were able to negotiate a contract to replace $100,000 in equipment at hospitals in both Tegucigalpa and in San Pedro Sula."

Merritt says that in the long run, his participation on the mission resulted in substantial sales totaling over a million dollars. He says his firm also continues to benefit from extensive export counseling, market research, and trade leads provided by Santucci — assistance that has translated into further sales of exports to Latin America.

Sanctucci says Merritt has been a client of the U.S. Export Assistance Center in Miami for over five years.

"Oh yes, we've done some troubleshooting for him as well," she says. "One day he called to say that he had a $1 million order pending to Venezuela, but it was being held up by Venezuelan Customs because he needed to prove the medical devices weren't intended for military use."

"I was really nervous," Merritt recalls. "This was a big deal, but Linda was able to have a letter written by the U.S. embassy and delivered within two days which we presented to the Venezuelan government, and the deal went through."

Merritt has also worked with the Export-Import Bank's regional director, Jim Morris, who has helped provide medium-term export financing for many of MD International's buyers. Last year, MD International exported more than $25 million worth of medical equipment to 28 Latin American countries. The firm has recently begun offering services in medical facilities and equipment planning, hospital interior design, and project management and procurement. In 2000, the company won the distinguished President's "E" Award for achieving outstanding export success.

We had to ask: With all this success, does Merritt still have dreams of toying with vacuum cleaners? "You know, I've really been swept up by the excitement of the medical device business," he says. "Contributing to the quality of people's lives by helping to alleviate pain is the best reward I could ask for."

More information on MD International is available at www.mdinternational.com

NEW OVERSEAS BUSINESS IS Rx FOR HEALTH CARE ARCHITECTURE FIRM

by Doug Barry
U.S. Commercial Service

Young Archibald Rogers had no idea that the company he started in 1946 in his grandmother's Annapolis, Maryland basement would one day operate around the world.

From a mundane basement to gleaming office towers took a while, but today RTKL, a Baltimore-based full-service architectural firm, has locations in Europe and Asia. Last year the company generated sales of more than $100 million. The firm's largest revenue producer is its health sciences practice, which designs and builds hospitals in the United States and, increasingly, abroad.

Rick Drake, vice president for health sciences, helps generate new international business. He recently participated in a U.S. Commercial Service Matchmaker Trade Mission focused on health care, with stops in Spain, Portugal, Italy, and Greece.

The Matchmaker Trade Delegation Program develops and facilitates industry-specific trade missions worldwide. U.S. participants say they consistently get good results, including distributor, agent, and strategic alliance agreements.

"This (Matchmaker) was a great market opener for us," Drake says. "We believe we've saved time and reduced marketing costs, and the Commercial Service brought us face-to-face with excellent prospects. Now the rest is up to us."

Well, not quite. While potential purchasers of RTKL services continue to assess the firm's capabilities, the Commercial Service has been working behind the scenes to push budding deals along a faster track. At a Matchmaker stop in Athens, Greece, Debbie Priamou, a commercial specialist at the U.S. embassy, helped marshal some impressive capabilities of the U.S. government to help Drake and his company. Says Priamou, "Greek businessmen like the fact that we are working with a U.S. firm. It makes them feel more comfortable. If the parties need our help in navigating the Greek bureaucracy, we're good at that too. After all, bureaucracy is a Greek word."

BEDSIDE DIPLOMACY

Priamou recalls the story of a U.S. maker of hospital beds that needed help winning a tender against a determined northern European competitor with an apparent edge. Priamou said she spoke to U.S. Ambassador Burns about the case, and he agreed to go with her to visit the hospital administrator who was making the purchasing decision. "They were so impressed when the ambassador arrived to advocate for the U.S. supplier." The U.S. firm got the contract.

"Debbie and the rest of the Commercial Service staff in Athens are doing a great job keeping our flame alight in Athens," says Drake. The services provided during the Matchmaker included vetting potential Greek clients, setting up meetings with the Greek parties, including government officials, interpreters, government rates at hotels, and even accompanying Drake and a colleague to a Greek taverna for a taste of Greek culture. "I didn't get home until midnight," says Priamou. "We do a lot of work for our U.S. clients. You really can't put a price on the amount of service we provide."

"It is a fabulous program," remarks Drake. "We met with many potential clients on the Matchmaker mission, and we're actively negotiating on four major projects, including the construction of a medical park in Athens. We're hopeful that one or more of the projects will come through, including the one in Athens. The whole two-week trip through Europe for two of us cost less than $10,000, and most of that was travel. We're talking tens of

millions of dollars of potential new business here."

The Matchmaker Program is designed to help U.S. companies enter overseas markets. It often serves as a springboard to other global opportunities. In the case of RTKL, Matchmaker's Bill Kutson introduced RTKL to a new hospital design project opportunity in South America.

What does RTKL offer that allows it to get such business? Drake believes that many U.S. firms, including small ones, have unique products and experience that make them competitive beyond their own established domestic market. In the case of RTKL, the firm provides planning expertise in analyzing population groups by age and the probable need for care. This analysis translates into the ability to size hospitals to particular communities, an enormous advantage considering the high cost of building on to facilities when planning assumptions – if there are any – turn out wrong. RTKL planners also monitor innovations in drug therapies to predict more accurately the number of costly surgical facilities. In addition, accurate predictions of demographic and other trends may indicate larger emergency rooms or ambulatory care facilities.

Drake believes that he and other architects at RTKL have learned by doing in international environments. "We go into different cultural settings with our minds and eyes wide open. We're not arrogant. We understand there are cultural differences that matter, and these differences will affect what we design and build."

DESIGNING CULTURE

RTKL actively partners with other firms in order to win and design new overseas business and to learn how to operate in different settings. In addition, local consultants are hired to work with planners and architects from the United States. Their functions are intended to mirror one another, with

the local consultants providing cultural insights that would likely escape an American. "In the U.S., a mother and father might go to the hospital to see a sick child," observes Drake. "In other countries, extended families would visit the child, requiring larger waiting rooms and even larger patient rooms. We need to deliver facilities with the highest level of medical care but that are also comfortable in ways people in that culture expect."

One strategy for attracting new business is to share success stories about serving clients in other international markets. "Once you have a track record, you can build on it, because everything you learn contributes to you and your company's knowledge and capabilities," notes Drake. International work definitely enhances a firm's portfolio. For instance, RTKL worked on designs for the successful Beijing Summer Olympics bid.

In doing business internationally, Drake also notes that it is important to recognize and deal with the stereotyping of Americans that can occur in foreign markets. In response to this, Drake stresses that it is important to really get to know the people you're dealing with, to be a little less direct than usual, and to ask lots of questions, rather than deliver a dissertation at the first meeting.

Whether doing business internationally or in the U.S., Drake has also learned the value of being patient and not taking offense when eagerly anticipated responses do not come when desired: "I just figure that from the first contact it may require between 18 and 36 months to get a deal signed, and that there will be a lot of back and forth."

The Commercial Service's Priamou agrees about the need for patience and persistence. "Greeks often wait until the last minute," she exclaims, rolling her eyes and shrugging her shoulders. "Don't worry. We'll come through." ■

LOCALIZE AND TRULY GO GLOBAL

by Raymond Cho
Office of Information Technology, Trade Development

Almost every business in the United States has heard the term "globalization" and the advantages of reaching out to world markets. Many are indeed doing so.

However, effectively selling a product overseas requires more than just finding a local distributor or creating a Spanish-language "About Us" link on a Web site. What is less frequently understood is the importance of truly "localizing," or adapting, content or a product to meet the linguistic, cultural, and other requirements of a target market. This is a process that differs from "internationalization," which is generalizing a product so that it can handle multiple languages and cultural conventions without the need for redesign. Localization involves tailoring a product to a specific market, in a process that goes beyond mere translation. For instance, notational conventions and other standards must be addressed. It also means understanding and accommodating cultural nuance, such as differences in color association, symbols, and payment preferences. Businesses that incorporate a localization component early on in their global strategy will be positioned far more competitively than businesses that do not.

Localization of a product involves translation, but it takes that a step further to address cultural or other issues specific to a locale. Measurement units, such as kilometers or miles, are an obvious area requiring adjustment. Other areas are often less apparent. For instance, different regions of the world use different notational conventions for writing time, date, numbers, currency, etc. The date is written in the sequence YY/MM/DD in Japan but is written MM/DD/YY in the United States; a failure to adapt to this convention (e.g., 02/03/04 in Japan and the U.S. mean two completely different things) could lead to confusion and perhaps even cause serious problems. A failure to add or change a currency unit (e.g., ¥100 versus $100) could have similar repercussions.

Knowledge of a country's social and cultural idiosyncrasies is also critical. Certain jokes, symbols, or colors that are completely acceptable in the United States may cause offense in a foreign market, or vice versa. For example, when an American company tried to sell its toothpaste in certain Southeast Asian markets by emphasizing that it "whitens your teeth," it discovered that many local residents chew betel nuts to blacken their teeth, which they find attractive. Another company marketed its cologne for men with an advertisement featuring a man and his dog. When it was marketed in Islamic North Africa, it was revealed that a dog is considered unclean and a sign of bad luck.

Localization may be particularly important for companies that have a significant on-line presence, engage in business-to-business (B2B) or business-to-consumer (B2C) transactions, or sell software and other information technology (IT) products overseas. By 2005, it is estimated that only a third of all Internet users worldwide will be English speakers. Despite this, over 96 percent of all e-commerce Web sites are currently available only in English. According to Forrester Research, businesses that present their Web sites solely in English are losing up to $10 million in potential sales per year. In addition, statistics indicate that a customer is twice as likely to stay at a Web site, and four times as likely to purchase goods or services, if the site is in his or her native language.

On-line, as in the "real world," there are cultural and social issues to consider. For instance, in many places around the world there is still a reluctance to use credit cards for on-line transactions.

Alternative payment mechanisms, specific to that market, must be found and made available. People are also understandably more comfortable dealing with amounts in their local currencies as opposed to U.S. dollars. Aside from on-line transactions, icons, clip art, graphics, and other symbols must also be reviewed for culture-specific acceptability. A clip art image of an American stop sign or a two-fingered "V is for victory" hand may resonate differently with someone in Moscow, Russia than a person in Moscow, Idaho. Even the color scheme of a Web site or product must be examined, since colors have different cultural associations in different countries. Given the nature of the competitive global marketplace, a localized Web site that successfully addresses such language and cultural issues (as opposed to potentially causing offense) will clearly attract and retain more customers than one that does not.

Supporting local languages and content may require redesign and reengineering of a Web site or product beyond simple alterations to date, time, or currency format. For example, letters that can be represented by a single byte (the common unit of computer storage) in a modern Roman alphabet often require two bytes in Chinese, Japanese, Arabic, and other languages that use a non-Western writing system. These alphabets are known as double byte character sets, or DBCSs. Another technical issue is whether a Web site is able to support a bi-directional language, such as Arabic or Hebrew, where the words may be read from left to right, or even up to down. Adapting a Web site (or other product) to these writing systems will frequently require changes to the code or product design.

Globalization and the growing complexities of localization, in both technical and non-technical spheres, have driven the growth of the localization industry. Estimates of the size of the industry range from $11 to $30 billion, with strong returns on investment for localizing companies. The 20 largest IT companies annually leverage total localization expenditures of around $1.5 billion to generate sales in excess of $50 billion. There is a diverse array of service providers that can be classified as comprising the localization industry, including translation or language tool vendors, software engineers, and consultants. The Localization Standards Industry Association (LISA; acronym is based on the French spelling) is the major industry trade group that represents these companies. Founded in 1990 and based in Switzerland, LISA provides professional support for the development of enterprise globalization guidelines, best practices, and business standards.

Localization is still too often seen as an afterthought, so each time businesses move into a new market they have to frequently start the process over from scratch. This slows the entire process down, creates duplication of effort, and is a waste of resources. It is critical that companies include localization as part of their globalization strategy from the beginning. Taking a long-term perspective on localization could save businesses money in repeated effort and duplicated workload. A good place to begin examining localization options is by taking advantage of LISA's resources, including a handy primer on localization. This can be obtained on the Web at www.lisa.org or by calling LISA at +41-21-821-3210. ■

OTHER RESOURCES:

International Organization for Standardization
www.iso.org

The Unicode Consortium
www.unicode.org

BEYOND LOCALIZATION: GLOBAL MARKETING

Globalization and localization should function together as companies develop globally while carefully tailoring products and services to specific markets. However, globalization significantly affects international marketing, and it is important to consider why. Generally, globalization reflects great macroeconomic forces that are transforming world business, such as rapid technological advances, the spread of free market economics, regional integration, and borderless business (exemplified by worldwide outsourcing and global competition).

Marketing has also changed with globalization. International marketing is now called integrated global marketing. Integrated global marketing combines standardization and customization internationally. This is why McDonald's, for example, operates restaurants in Tokyo that look very much like its restaurants in New York, except that in Japan the company has added Japanese salads and sushi to its standard menu of burgers, sandwiches, fries, and shakes.

SECRETARY EVANS LEADS A TRADE MISSION TO MEXICO

SIGNIFICANT BILATERAL OPPORTUNITIES

by William Corley
Export America

As U.S.-Mexican commercial links continue to develop significantly, U.S. Secretary of Commerce Donald L. Evans will lead a senior-level business development mission to Mexico, June 17-20, 2002.

U.S. exports to Mexico, encouraged by the North American Free Trade Agreement (NAFTA), have burgeoned from $46 billion in 1995 to $102 billion in 2001. Mexico has become the United States' second-largest export market after Canada, and it has excellent growth prospects.

Secretary Evans' mission will visit Mexico City, June 17-19, and Monterrey, June 19-20. The official delegation will include senior executives of U.S. companies from several industries, such as information technology, airport equipment and services, transportation, energy and energy efficiency, medical equipment, environmental and water resources, and manufacturing equipment. These industries represent the principal opportunities in Mexico for U.S. businesses.

The mission seeks to further U.S. commercial interests by assisting U.S. companies that wish to export to, or pursue other activities in, Mexico. Secretary Evans will help introduce U.S. participants to key government officials and potential business partners in the country. The mission also is intended to assist new-to-market companies in assessing the Mexican market, to foster dialogue between government and business on furthering the U.S.-Mexican bilateral relationship, and to highlight corporate citizenship and involvement by U.S. firms in the domestic and overseas communities in which they operate.

AIRPORT EQUIPMENT AND SERVICES

The mission's seven-industry emphasis presents significant opportunities for U.S. companies. For instance, prospects for growth are very good in the airport equipment and services industry, particularly following the Mexican government's privatization of 34 airports two years ago. Three regional operating groups now oversee these airports. These private airports handled 37.4 million passengers and 780,000 flight operations last year, approximately two thirds of Mexican airport capacity. The remaining public facilities include 50 airports.

The Mexican airfreight sector has grown more than seven percent annually for the last seven years, concurrent with the boom in trade with the United States. Major Mexican airports have expanded their cargo facilities, and private airport operators have upgrade plans. The U.S. Trade and Development Agency recently funded a $550,000 feasibility study for an airfreight facility upgrade in Puebla. Joint cargo terminal and intermodal facilities are the next expected development trend for Mexican airports.

Several other airport construction and modernization projects are under discussion. In particular, the Mexican government plans to build a new, private airport for Mexico City in Texcoco, 12 miles northeast of the existing airport. This Mexico City project alone could entail costs of $2.8 billion for a large airport with three runways, with operations starting in 2006. When construction begins, this new airport should require substantial imports of apparatus, including baggage systems, signaling equipment, emergency vehicles, communications equipment, and air navigation monitoring equipment. No Mexican manufacturer exists for all these kinds of apparatus.

MANUFACTURING EQUIPMENT

Manufacturing accounts for more than a quarter of Mexican gross domestic product (GDP). Within manufacturing, several sectors have potentially strong demand for U.S. imports:

metalworking, basic metals, nonmetallic minerals (excluding oil and coal derivatives), food, beverages, and tobacco. Mexican machine tools and equipment last year had an estimated market value of $743 million, of which U.S. exports were approximately 45 percent. Food processing and packaging equipment represents a $3.4 billion market, of which U.S. imports totaled $759 million last year.

Mexico also has a well-developed export industry in machined metal goods, which represent yet another opportunity for U.S. trade and investment. Machined goods for the motor vehicle and home appliance industries are particularly robust export sectors. The Mexican government has fostered manufactured goods exports by facilitating capital goods imports. Mexico's imports of machine tools are quite significant. U.S. products dominate this sector with a market share of almost 50 percent. NAFTA has eased market entry by eliminating tariffs on U.S. products.

Machine tools represent a significant opportunity for U.S. companies as the Mexican economy recovers from last year's recession. The *maquiladora* (in-bond processing) sector should likewise perform well in the upturn, especially due to the industry change in 2000 that has allowed the in-bond sector to sell domestically also.

ENVIRONMENTAL AND WATER RESOURCE EQUIPMENT AND SERVICES

The Mexican environmental industry also presents many viable opportunities for U.S. exporters. The industry has expanded significantly in the last few years and is forecast to grow at an average of seven percent annually over the next five years. In 2001 this industry had an estimated value of $10 billion, and 72 percent of the industry's imports came from the United States.

The Mexican government's environment and natural resources secretariat, SEMARNAT, has several infrastructure projects that will combine federal, state, local, and multilateral financing. SEMARNAT implements federal environmental policy and standards nationwide. The secretariat's 2002 budget is $1.4 billion.

The Mexican environmental industry evidently prefers U.S. environmental technology, products, and services to imports from other countries. The Border Environment Cooperation Commission, a bilateral entity that uses North American Development Bank funds, extends preferential treatment to U.S. firms in the implementation of its projects.

OTHER INDUSTRIES

Trade and investment opportunities abound as well in other Mexican industries, including intermodal transportation equipment, information technology (IT), energy and energy efficiency equipment and services, and medical equipment. For an assessment of the Mexican IT market and export opportunities for small and medium-sized technology businesses, see the May 2002 issue of *Export America*. See www.doc.gov/mexicotrademission for details about Secretary Evans' mission to Mexico as well as extensive industry information. ■

A VITAL PARTNER SOUTH OF THE BORDER

Mexico has a robust and increasingly free market economy. Strong export industries and privatization helped spur economic development in the latter half of the 1990s. The private sector now leads growth. Meanwhile, trade with the United States has more than doubled since NAFTA took effect eight years ago. Mexico is the United States' second-largest trading partner (after Canada). U.S. exports to Mexico grew at double-digit rates from 1995 through 2000 and now exceed $100 billion annually. U.S. goods comprise 75 percent of all Mexican imports. The United States in turn consumes almost 90 percent of Mexico's exports.

After several years of rapid expansion, the Mexican economy slowed last year during the global recession. Mexico is recovering this year and poised for real GDP growth that could approach 5 percent in 2003. The timing could not be better for small and medium-sized U.S. companies to enter the Mexican market.

MEXICO: FACTS AND FIGURES

Total area: 1,972,550 square km (almost three times the size of Texas)

Population: 102 million

GDP: $625 billion (2002 forecast)

Real GDP growth: 2% (2002 forecast)

Inflation: 4.5% (2002 forecast)

GDP by sector: services 68%, industry 27%, agriculture 5%

Main industries: food and beverages, tobacco, chemicals, iron and steel, petroleum, mining, textiles, clothing, motor vehicles, tourism, consumer durables

Sources: Department of Commerce, CIA, IMF, EIU.

A VITAL PARTNER SOUTH OF THE BORDER

ASK THE TIC

PROTECTING INTELLECTUAL PROPERTY RIGHTS ABROAD: RESOURCES FOR U.S. EXPORTERS

by Dean Matlack
Trade Information Center

Globalization and the rapid proliferation of technology have elevated the importance of intellectual property protection for small and medium-sized enterprises (SMEs). The intangible nature of intellectual property and the worldwide inconsistency of practices create challenges for U.S. businesses wishing to protect their ideas, brands, and business methods in foreign markets. The three most common vehicles for protecting intellectual property are patents, trademarks, and copyrights. This article provides exporters with an overview of intellectual property rights and the methods used to protect these rights internationally.

WHAT IS INTELLECTUAL PROPERTY?

The World Intellectual Property Organization (WIPO) defines intellectual property (IP) as "creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce." More specifically, IP refers to a broad collection of rights relating to such matters as works of authorship, which are protected under copyright law; inventions, which are protected under patent law; marks, which are protected by trademark law; as well as trade secrets, designs, and other related rights. It is important to note that these forms of intellectual property are very different and the protection afforded under them serves different purposes. To learn more about Intellectual Property Rights (IPR), visit the WIPO Web site: www.wipo.org.

WHAT ARE INTELLECTUAL PROPERTY RIGHTS?

Intellectual property rights give the owners of ideas, inventions, and creative expression the right to exclude others from access to or use of their property for a certain period of time. No international treaty completely defines these types of IP, and the laws of the various countries differ significantly in terms of the degree of protection and enforcement available under national law. The United States provides a wide range of protection for IP through the registration of patents, trademarks, service marks, copyrights, and trade secrets. However, the rights granted extend only throughout the United States, its territories and possessions. They confer little or no protection in other countries. To secure full rights in another country, you must apply for a patent or register a trademark or copyright in that country. Nevertheless, some advantages and minimum standards for the protection and enforcement of IP exist under treaties or other international agreements. To learn about the specific intellectual property laws and requirements of individual countries, visit the WIPO Guide to Intellectual Property Worldwide: www.wipo.int/about-ip/en.

The question of whether to pursue international protection for IP is not always clear-cut. For example, there may be cases in which it is advisable to forego patent protection to safeguard trade secrets and sensitive information that may need to be published in the patent process. In any case, the first step in determining if IP protection is right for your company is to secure the services of specialized legal counsel. It is important to note that in addition to obtaining patent protection, you should also protect your trade secrets through appropriate confidentiality provisions in employment, licensing, marketing, financing, distribution, and joint venture agreements.

HOW ARE INTELLECTUAL PROPERTY RIGHTS ENFORCED ABROAD?

The ease of IPR enforcement depends on local law, the resources of the intellectual property owner, the attitude of local officials, and many other factors. In the United States and many other countries, intellectual property owners pursue infringement claims through civil litigation. Internationally, avenues to address IP infringement vary by country and local law. It is important to seek proper legal advice on any issues related to IPR enforcement. For more information on enforcement and dispute resolution, visit the WIPO SME Web site, www.wipo.int/sme/en and click on IP for Business.

HOW DO I OBTAIN PATENT, TRADEMARK, OR COPYRIGHT PROTECTION IN ANOTHER COUNTRY?

PATENTS: A patent is a legal instrument that gives its owner certain exclusive rights for an invention. Most

patents are directed to a product or process that provides a new or improved way of doing something, or offers a new technical solution to a problem. The life span of a patent depends on many factors, but once secured, a patent generally provides protection to its owner for a period of 20 years from the filing date of the patent application. Since a patent granted by the U.S. Patent and Trademark Office (USPTO) only protects the owner of the patent in the United States, it may be necessary to obtain patent protection from foreign patent offices for any commercial activity to be conducted outside the United States.

The Patent Cooperation Treaty (PCT) streamlines the process for U.S. inventors and businesses wishing to obtain patent protection in other countries. By filing one international patent application with the USPTO, U.S. applicants can concurrently seek protection in up to 115 countries. For an invention made in the United States, U.S. law prohibits filing abroad without a foreign filing license from the USPTO, unless six months have elapsed since filing a U.S. application. For more on the benefits of filing for an international patent under the PCT, see the January 2002 ***Export America*** article, "The Advantages of Using the Patent Cooperation Treaty."

For more information on filing for a patent in the United States, visit the USPTO Web site at www.uspto.gov or call the Patent Assistance Center at (800) 786-9199 or (703) 308-4357. One may also file for a U.S. patent electronically using the USPTO's Electronic Filing System: www.uspto.gov/ebc/efs/index.html. For filing an international patent under the PCT, visit the USPTO Web site: www.uspto.gov/go/pct. Additional information on the PCT is also available on the WIPO Web site: www.wipo.org/pct/en/index.html

TRADEMARKS: A trademark is a word, name, symbol, or device that identifies and distinguishes the source of goods used in trade. In short, a trademark is a brand name. Service marks perform the same function for businesses dealing in services rather than goods.

In the United States, rights to trademarks, service marks, and other marks are acquired through use or prior foreign registration. However, in most countries, trademark rights are acquired only through registration, and many countries require local use of the registered mark to maintain the registration. Whether a given mark can be registered in a particular country depends on the law of that country. For example, some countries do not protect service marks. The United States is not a member of any agreement under which a single filing will provide international protection. Protecting trademarks in foreign markets was the subject of an earlier ***Export America*** article, "A Small Business Primer to Filing for Trademarks in a Foreign Country," published in March 2001.

To learn more about trademarks, visit the USPTO Web site: www.uspto.gov or call the Trademark Assistance Center at (800) 786-9199 or (703) 308-9000. One can also file a trademark application electronically using the USPTO Trademark Electronic Application System (TEAS): www.uspto.gov/teas/index.html.

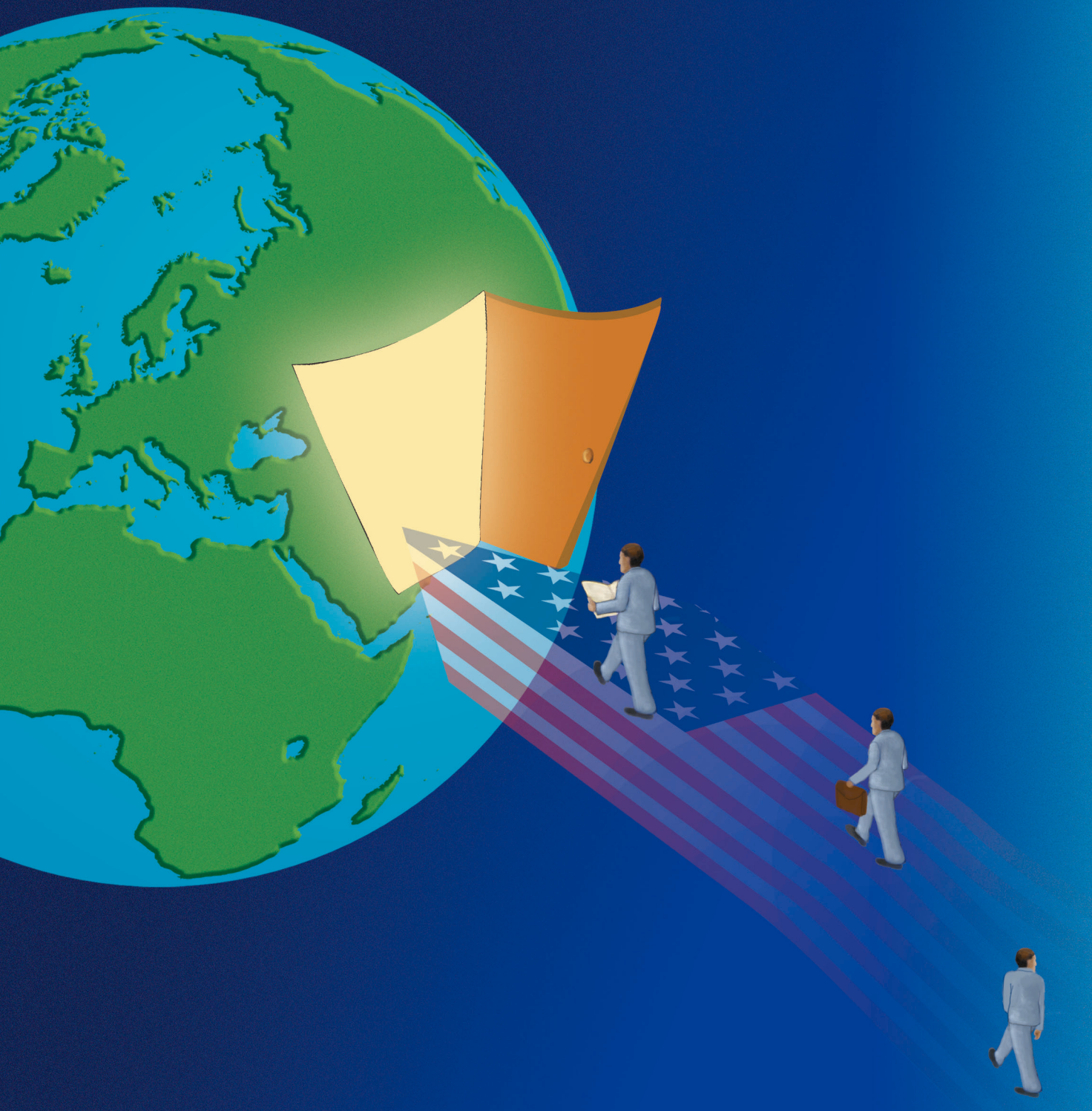
COPYRIGHTS: A copyright protects original works of authorship. In the United States, this protection gives the owner the exclusive right to reproduce, prepare derivative works, distribute copies, or perform or display the work publicly.

No "international copyright" provides universal protection for your work throughout the world. However, securing copyright protection has been greatly simplified under international copyright treaties and conventions, such as the Berne and Universal Copyright Conventions. In most countries, including the United States, registration is typically not required. Some countries, however, offer little or no protection for the works of foreign nationals. Ultimately, copyright protection depends on national law. Before publishing a work anywhere, it is advisable to investigate the scope of protection available, as well as the specific legal requirements for copyright protection in countries in which protection is desired.

To learn more about copyrights, visit the U.S. Copyright Office Web site at www.copyright.gov or call (202) 707-3000 to speak with a copyright information specialist. Certain users can also register a copyright electronically using the U.S. Copyright Office CORDS Electronic Registration System: www.loc.gov/copyright/cords.

FOR MORE INFORMATION

The Trade Information Center (TIC) is operated by the International Trade Administration of the U.S. Department of Commerce for the 19 federal agencies comprising the Trade Promotion Coordinating Committee. These agencies are responsible for managing the U.S. Government's export promotion programs and activities. You, too, can "Ask the TIC" by calling 1-800-USA-TRAD(E) toll free, Monday through Friday, 8:30-5:30 EST. Or visit the TIC's Web site at www.export.gov/tic.



UNLOCKING AMERICA'S POTENTIAL

THE ADMINISTRATION'S TRADE PROMOTION AGENDA

by the Trade Promotion Coordinating Committee and Office of Public Affairs

On May 14 and 15, 2002, Commerce Secretary Donald L. Evans led U.S. government trade promotion agencies in presenting the 2002 National Export Strategy to the Senate Banking, Housing, and Urban Affairs Committee, as well as to the House International Relations Committee. The report, entitled "Unlocking America's Potential," is the culmination of seven months of research and teamwork of the Trade Promotion Coordinating Committee (TPCC), a group of more than a dozen U.S. government agencies and departments, chaired by the secretary of the Department of Commerce (DOC). The 2002 National Export Strategy (NES), the first of the Bush administration, presents 60 recommendations with an overall goal to ensure that all U.S. companies that are interested in exporting can join the global economy.

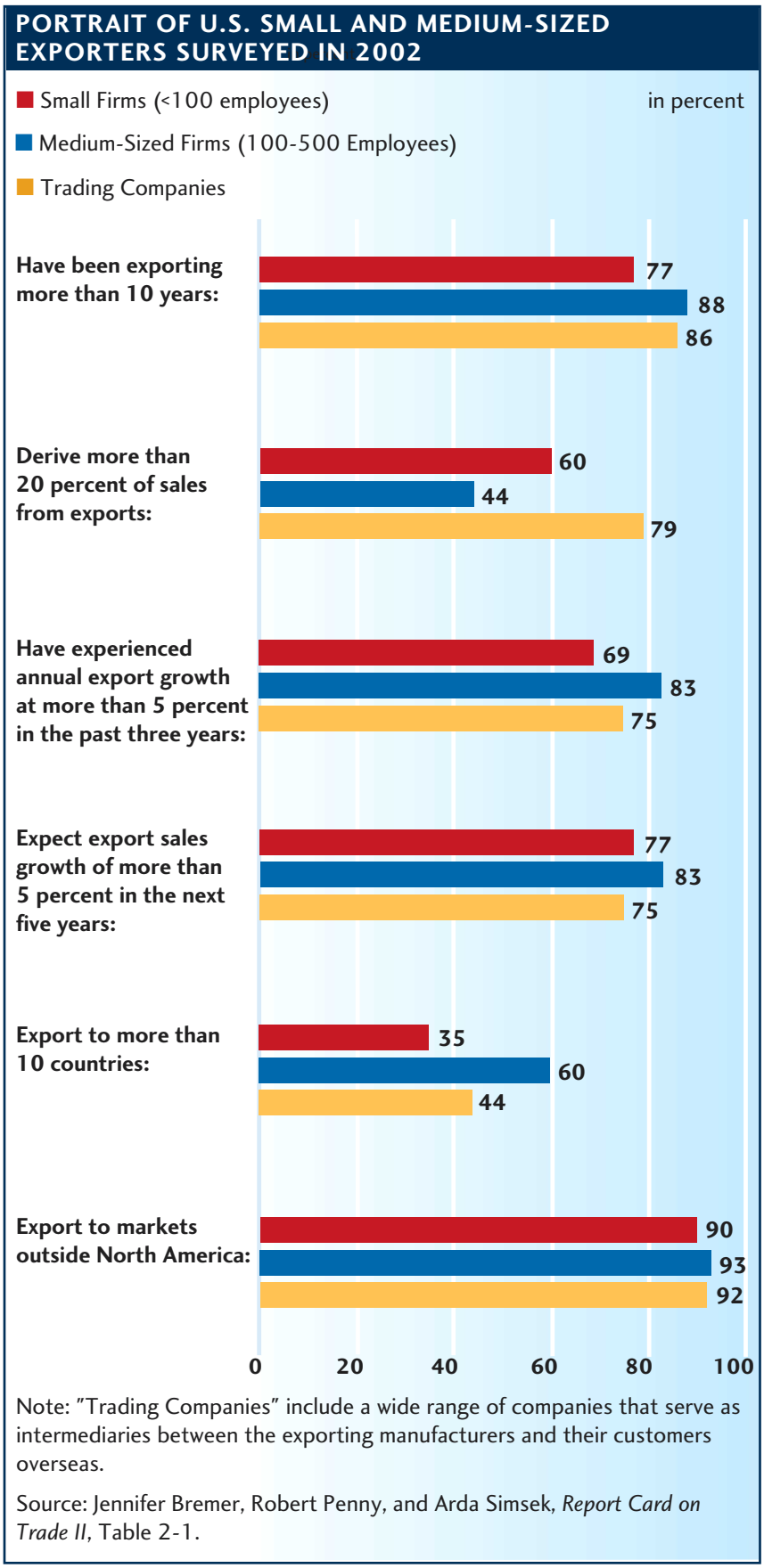
A major theme of the 2002 NES is expanding the number of U.S. exporters, particularly small and medium-sized companies, while ensuring that all exporters have the best resources available to take advantage of overseas commercial opportunities. Small and medium-sized enterprises (SMEs, companies with fewer than 500 employees) constitute 97 percent of all U.S. exporting companies and account for about 30 percent of the value of U.S. exports. However, the TPCC's survey of 3,000 SMEs shows that 30 percent of U.S. SMEs that do not currently export have an interest in doing so. Additionally, of those companies that do export, two thirds export to only one market.

In order to unlock the export potential of SMEs, the 2002 NES emphasizes improvements in customer service and the more aggressive pursuit of new export opportunities. The strategy has three major themes. First, the U.S. government will be a more active partner with U.S. exporters in major project competitions. Second, the government will provide better customer service through joint promotion, training, trade finance, and information delivery. Lastly, the strategy presents a federal government that is and will be working harder, through state and local partnerships as well as trade education, to make sure that prospective exporters are aware of and have access to the services that the government provides.

The 2002 NES is presented as an essential element of the administration's overall trade agenda, complementing the opening of new markets through trade promotion authority (TPA). The recommendations put forward ensure that U.S. exporters have the opportunity to "fill in" behind the agreements negotiated by the government.

PUTTING THE CUSTOMER FIRST

The TPCC took a broad, managerial approach to determine its course of action. For the first time, the TPCC based its recommendations on a



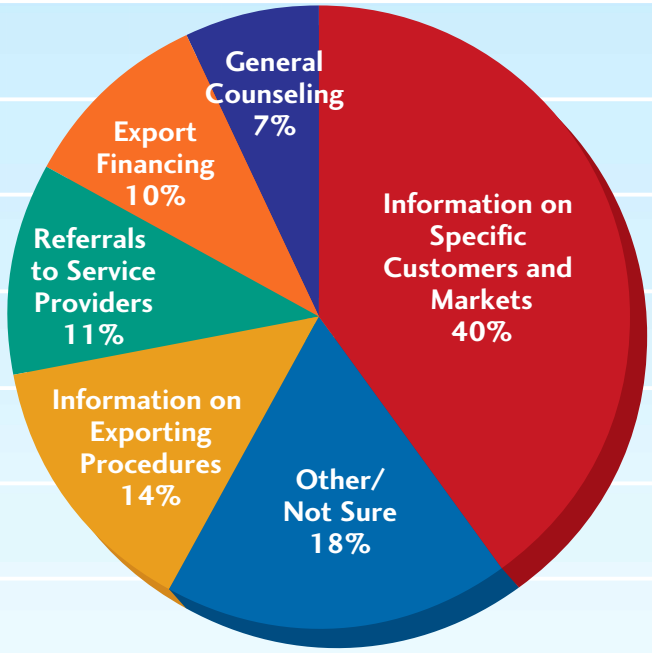
careful and deliberate examination of customer needs. The TPCC surveyed over 3,000 SMEs and spoke with another 100 exporters in focus groups and individual meetings. As Secretary Evans noted in presenting the report to Congress, "The driving force behind all of these recommendations was customer needs." The report also takes into account the best practices of some of our trading partners, highlighting what they do to help their exporters successfully enter the global marketplace. Evans summarizes the approach in words that mirror the Bush administration's goal of applying sound management practices throughout government: "follow through, results, and accountability."

According to the TPCC survey, government providers account for approximately 30 percent of all services that exporters use. The DOC and its offices in embassies make up about 50 percent of all government services in this context. While exporters credit government services with much of their export success, they indicate a strong need for improved government services. Two major areas for improvement came out of the focus on the customer: (a) the need for government to deliver services in a more seamless and timely fashion and (b) the need for government to take a more coordinated and strategic approach to helping them compete in foreign markets.

BETTER CUSTOMER SERVICE

The 2002 NES notes that even the smallest companies have very high expectations regarding the delivery of government programs. Companies expect seamless service across agencies; they are frustrated that the U.S. government does not always function as one entity. Further, companies expect government personnel to be fully trained to lead them through the labyrinth of government programs and to understand the big picture.

ASSISTANCE THAT WOULD BE MOST HELPFUL FOR SMALL NEW-TO-EXPORT FIRMS



Note: "Small" firms are those with less than 100 employees. Figures have been rounded.

Source: Jennifer Bremer, Robert Penny, and Arda Simsek, *Report Card on Trade II*, Table 8-3.

Discussions with exporters and the survey results revealed that expectations and desires regarding government support differ significantly depending on company size, experience, and position in the product cycle of an export. Companies that are new to exporting and investment generally need more comprehensive training and support. More experienced or strong exporters expect greater coordination between and among the trade promotion programs they use.

Experienced exporters also seek a more holistic approach to new market penetration, including support for both their trade and investment activities. Many firms could expand their exports by investing overseas in facilities that enhance their overseas sales of products and services. The 2002 NES calls for a more sophisticated approach to supporting activities of U.S. companies that directly or indirectly further their export sales.

ACCESS TO FINANCING

For both new and experienced exporters, lack of access to competitive financing is often cited as an obstacle to doing business overseas. Many small exporters find their primary bank unwilling or unable to help them develop international transactions. Banks may be inexperienced in foreign transactions or find that fixed handling costs make only large transactions attractive. The 2002 NES addresses these and related issues by recommending coordination and joint marketing efforts by the Commercial Service (CS), Export-Import Bank of the United States (Ex-Im Bank), Overseas Private Investment Corporation (OPIC), Small Business Administration (SBA), and the U.S. Trade and Development Agency (TDA).

Experienced exporters are familiar with programs offered by one or more

TRADE PROMOTION COORDINATING COMMITTEE

Department of Commerce

Department of State

Department of Treasury

Department of Defense

Department of the Interior

Department of Agriculture

Department of Labor

Department of Transportation

Department of Energy

Office of Management and Budget

Office of the United States Trade Representative

Council of Economic Advisors

Environmental Protection Agency

Small Business Administration

U.S. Agency for International Development

Export-Import Bank of the United States

Overseas Private Investment Corporation

U.S. Trade and Development Agency

National Economic Council

All export programs are available through the U.S. government portal, Export.gov, or you may request a copy of the Export Programs Guide from the Trade Information Center by calling 800-USA-TRAD(E) (800-872-8723).

government agencies, but they are frustrated by the lack of program coordination and harmonization. Their bottom lines would benefit from a coordinated approach among agencies when they have transactions that involve multiple programs. This is particularly the case in trade financing. For example, the export working capital programs of the SBA and Ex-Im Bank could be more closely coordinated. Along with the CS, the SBA and Ex-Im Bank will jointly promote the best of both programs so that exporters and lenders see one seamless U.S. government program. Feasibility studies funded by the TDA could be designed to translate more readily into projects supported by the Ex-Im Bank. Additionally, the Ex-Im Bank, SBA and OPIC will explore a more streamlined due diligence process by which a firm that has been approved by one agency could obtain expedited approval elsewhere.

ACCESS TO INFORMATION

According to the TPCC survey, SMEs want above all basic information on overseas market opportunities. Interestingly, exporters rely on the government for market information more than any other source (private sector or non-governmental organizations). The survey confirmed that the government is an important resource for Web-based information. The DOC sites and the federal trade portal, export.gov, were the leading government Web resources. The 2002 NES recommends making export information more accessible by adding a search engine to export.gov to enable U.S. firms to search across many different sites. The Trade Information Center (TIC), the one-stop resource for export assistance from 19 federal agencies, is very important to exporters (whether on-line, linked to export.gov, or off-line, at the 800-USA-TRAD(E) call center).

As stated in the 2002 NES, the TIC will work with export.gov to improve customer service by adding advanced features such as assisted Web browsing and a direct Web connection with live trade specialists. At the same time, the DOC will improve the quality of market information and trade leads. Fundamentally, the goal is to enhance the use of the Internet as a communications tool so that exporters can find the government's best information in one place.

EARLY PROJECT DEVELOPMENT

Our major foreign competitors often have the upper hand in winning major projects competitions long before the project is publicly tendered. Agencies responsible for market intelligence, technical assistance, and financing closely coordinate their efforts, and an early indication is often given to the

foreign buyer that financing will be available. Therefore, the 2002 NES proposes a strategic approach to project development. As stated in the report, "To ensure U.S. companies have the same opportunities as their foreign competitors, the CS, State Department, Ex-Im Bank, OPIC, and TDA will more proactively and strategically coordinate the development of project opportunities, especially in key markets." By demonstrating the interest of U.S. industry and the readiness of U.S. government services, foreign procurement officials will seriously consider U.S. bidders. At the same time, U.S. exporters will be more interested in pursuing such opportunities.

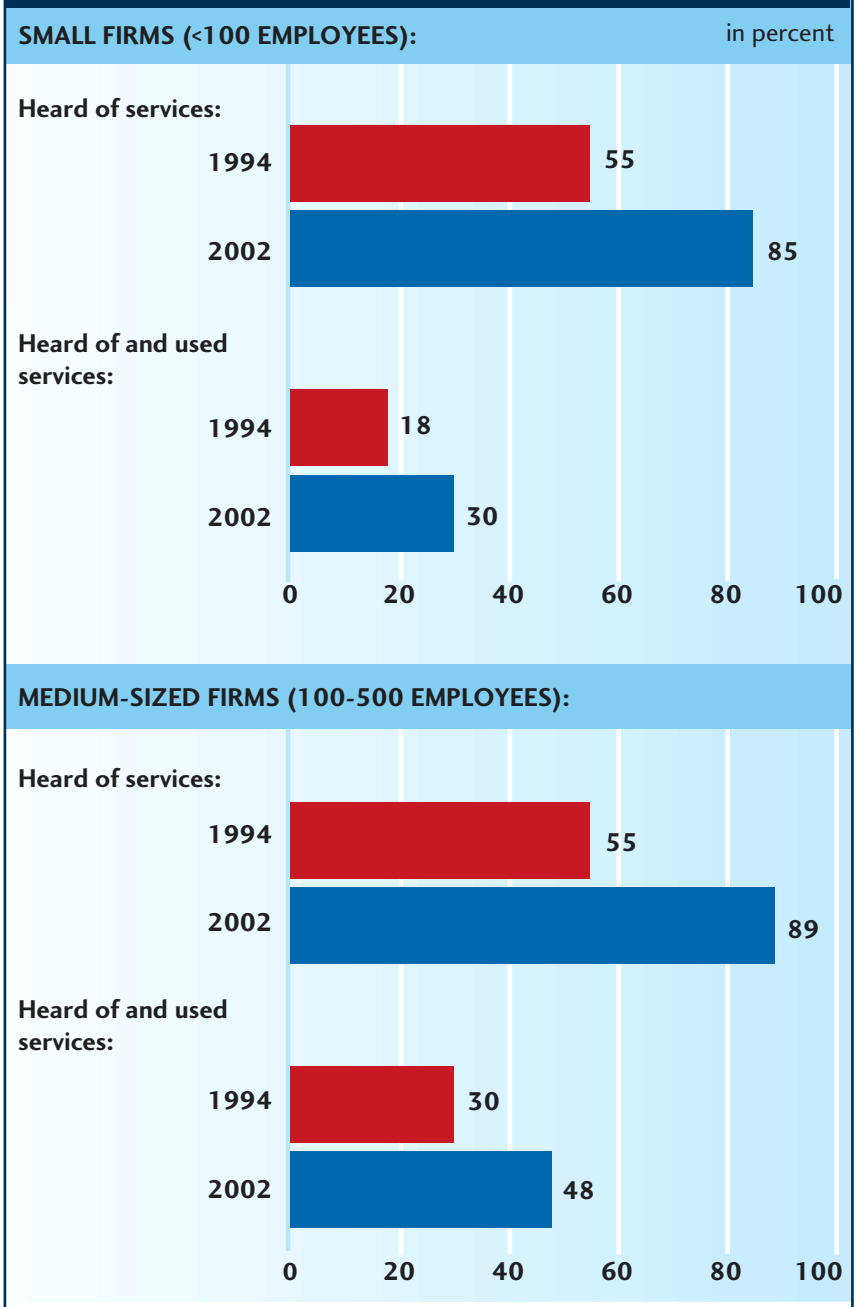
The TPCC will launch early project development teams in six pilot countries: Brazil, China, South Africa, Mexico, Russia, and Turkey. TPCC agencies will develop the appropriate cross-training and personnel infrastructure to pursue projects proactively around the world. In a year, the TPCC will evaluate the effectiveness of these teams and apply successful approaches worldwide. Ineffective approaches will be terminated.

EARLY PROJECT DEVELOPMENT

Exporters also indicated that project development does not end with the signing of a contract; it needs to continue throughout the life of a project. U.S. exporters and investors expressed a need for a more transparent and predictable U.S. government process for requests for post-transaction advocacy support. Exporters appreciate the high caliber of assistance generally provided by federal agencies and overseas posts; but they suggest that closer coordination between and among agencies in Washington, D.C., as well as more consistency in the quality of help from post to post, would enhance their viability and competitiveness in the long run.

Exporters frequently cited the DOC's Advocacy Center as a model for such a process, particularly the Advocacy Center's procedures, the professionalism and customer service of the staff, and the timely feedback on U.S. government steps taken. Exporters also valued the Advocacy Center's interagency coordination framework (established by the TPCC in 1992). Close coordination with the State Department and U.S. embassies has been integral to the success of U.S. government advocacy on behalf of U.S.

FAMILIARITY WITH AND USE OF U.S. DEPARTMENT OF COMMERCE EXPORT ASSISTANCE SERVICES IN 1994 AND 2002 (PERCENT)



Source: Jennifer Bremer, Robert Penny, and Arda Simsek, *Report Card on Trade II*, Tables 6-1 and 6-2.

EXPORT SERVICES MOST FREQUENTLY USED	
Small and Medium-sized Exporters	**Intermediaries**
1. Basic "how to export" information	**1. Basic "how to export" information**
2. Managing shipping operations	**2. Information on markets from a Web site**
3. Export counseling	**3. Government procedures in foreign countries**
4. Trade leads	**4. Export counseling**
5. Information on markets from a Web site	**5. Export finance assistance**
Source: 2002 National Export Strategy	

companies. U.S. exporters would like to see the assistance approach of the Advocacy Center applied to a wider range of post-transaction problems that can arise with existing projects, investments, or procurements.

In response, the TPCC will develop ways of matching problems to the specific skills and strengths of agencies, while promoting teamwork, cooperation, and the most effective use of resources. The 2002 NES states that the TPCC, along with interested agencies and exporters, will work to establish a process to provide U.S. companies with coordinated and consistent support throughout the life cycles of viable projects in foreign markets.

OUTREACH

Along with improved customer service and a more strategic approach to projects, the 2002 NES notes the need to improve awareness of government programs. Improved awareness fundamentally addresses the untapped potential of many non-exporting companies. The 30 percent of non-exporters that are interested in exporting cite basic challenges such as lack of information about export markets, customers, and export procedures. Most non-exporting companies with a potential interest in exporting have a fairly good idea of where to begin to look for information, and such companies cite government and non-government sources about equally. Nevertheless, about 30 percent of small companies and 20 percent of medium-sized companies are not certain about where to begin looking for information.

The 2002 NES, therefore, proposes that the federal government work more closely with state and local trade groups, as well as elected officials, to expand awareness and outreach. Continuous improvement is key. As Secretary Evans noted frankly in his House testimony: "Although our study found that awareness is better today than it was five years ago, we can certainly do a better job of connecting with business people that want to take advantage of new trade opportunities."

Specific recommendations include tighter federal linkages with state export promotion agencies, coordination of federal and state programs, and outreach to private sector intermediaries such as shipping firms and export management companies. The 2002 NES proposes expanding educational efforts, especially for new-to-export companies, in a nationwide partnership that could include the SBA, Ex-Im Bank, Department of Agriculture, CS, world trade centers, and state and local trade agencies.

NEXT STEPS

The 2002 NES puts great emphasis on the needs of customers, and it advocates a comprehensive approach to trade. Many of the recommendations can be implemented immediately, while others will take more time and require formal benchmarking. Secretary Evans and the TPCC agencies are holding themselves accountable to regular meetings to oversee these changes and measure results. The TPCC will report to Congress next year on the progress made toward helping U.S. companies compete globally. See www.trade.gov/media for more information about the 2002 NES. ■

export.gov

Export.gov is the federal government's export portal. By visiting this one-stop, on-line resource, you will find for export assistance programs from 19 federal agencies. Topics range from export counseling to trade events and users can easily find the information necessary to explore exporting, complete transactions or get in touch with trade specialists to resolve trade problems or disputes.

Export.gov

UPCOMING TRADE EVENTS

JUNE - DECEMBER 2002

DATES	EVENT	LOCATION
June 14 - 15	**Fieldays** Fieldays is New Zealand's leading agriculture, floriculture and horticulture trade event. The exhibition hosts more than 900 exhibitors and is attended by over 110,000 visitors. Exhibitors participating in Fieldays generate aproximately $65 million in sales from the event.	Wellington, New Zealand
June 17 - 20	**Athens 2004 Tourism and Infrastructure** In view of the Athens 2004 Olympic Games and the tourism infrastructure opportunities that exist in the Greek market, U.S. Department of Commerce will organize the "Athens 2004 Tourism Infrastructure and Development" Conference. This event will introduce and network participating U.S. companies and industry association representatives with Greek business and government decision makers. A heavy emphasis will be placed on meetings with key Athens 2004 Olympic games committee members.	Athens, Greece
June 17 - 20	**Secretarial Business Development Mission** Secretary of Commerce Donald Evans will lead a senior-level business development mission to Mexico City and Monterrey. The focus of the mission is to help U.S. companies explore business opportunities in Mexico. This delegation will include approximately 15 U.S.-based senior executives of firms of all size.	Mexico City and Monterrey, Mexico
June 24 - July 2	**SIIA and USITO Trade Mission to China** SIIA – the Software & Information Industry Association – is organizing a trade mission to Beijing and Shanghai, in cooperation with the U.S. Information Technology Office in Beijing. Mission members will meet with major Chinese software organizations, visit the China Software Industry Association's International Soft China 2002, and hold individual business meetings.	Beijing and Shanghai, China
July 10 - 12	**PAACE Automechanika Exhibition** PAACE Automechanika is the largest and most important automotive trade event in Latin America. Mexico bought over $12 billion U.S. automotive parts in 2000, a 35 percent increase over 1999. Commerce Department automotive industry specialists will focus on identifying business opportunity leads for U.S. companies	Mexico City, Mexico
July 31 - August 2	**Analitica Latin America 2002** The American Products Literature Center at Analitica Latin America offers smaller firms an opportunity to have their literature showcased at Brazil's largest trade show for analytical instruments and laboratory equipment. Commerce staff provide each company with sales leads of foreign buyers.	Sao Paulo, Brazil
August 3 - 6	**ISPO Summer 2002** Each year at the ISPO Summer in Munich, the sports equipment and fashion industry sets the tone for the following summer season in sports articles and sports fashion. Exhibitors from over 40 countries present their range of products, focusing on both summer and non-seasonal sports.	Munich, Germany
August 25 - 31	**Aerospace Trade Mission** The Office of Aerospace will lead a trade delegation to Vietnam to explore substantial market opportunities for U.S. aerospace companies. This mission will include representatives from a variety of U.S. firms interested in gaining a foothold in the fast-growing Vietnamese aerospace market.	Hanoi and Ho Chi Minh City, Vietnam
August 26 - 29	**Comdex Korea** Comdex Korea is one of the largest IT and telecommunication exhibition in Korea. U.S. IT and telecommunication companies will find this event the most valuable chance to expand their market exposure in Korean market. Revenue from the information and communications industry in Korea, which was recorded around 90 trillion won ($70 billion) is expected to increase to 135 trillion won ($104 billion) by 2002. Number of internet users is expected to increase to 10 million by 2002 and more than 75percent of businesses will be taking advantage of e-commerce.	Seoul, Korea
September 1 - 3	**Lyon Mode City** Lyon Mode City is the top lingerie and swimwear trade show in the world, and brings together over 800 exhibitors from some 27 different countries. For several years, the show has confirmed its international reputation by attracting lingerie and swimwear trade professionals. The last show in 2000 attracted more than 18,000 visitors.	Lyon, France

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Multi-industry	Jennifer Andberg Tel: (202) 482-1360 Email: Jandberg@doc.gov
Computer Software, Services, Information Services	Tu-Trang Phan or Eric Fredell Tel: (202) 482-0480 or (202) 289-7442 Email: Tu-Trang_Phan@ita.doc.gov or Efredell@siia.net
Automotive Parts and Services Equipment	Michael Thompson Tel: (202) 482-0671 Email: Michael_Thompson@ita.doc.gov
Laboratory Scientific Instruments	Stephen Harper Tel: (202) 482-2991 Email: Steven_Harper@ita.doc.gov
Sporting Goods Equipment and Apparel	Amanda Ayvaz Tel: (202) 482-0338 Email: Amanda_Ayvaz@ita.doc.gov
Aerospace	Mara Yachnin Tel: (202) 482-6238 Email: Mara_Yachnin@ita.doc.gov
Computers/ Peripherals, Software, Services	Chris Ahn Tel: (82 2) 397-4186 Email: Chris.Ahn@mail.doc.gov
Apparel	Pamela Kirkland Tel: (202) 482-3587 Email: Pamela_Kirkland@ita.doc.gov

HIGHLIGHTED EVENTS

BUSINESS DEVELOPMENT MISSION TO ITALY AND SPAIN

JULY 6 – 15, 2002
ROME AND MILAN, ITALY AND BARCELONA AND MADRID, SPAIN

Assistant Secretary of Commerce and Director General (AS/DG) of the U.S. and Foreign Commercial Service Maria Cino will lead a senior-level business development trade mission focusing on women or minority-owned and/or – managed businesses to Rome and Milan, Italy, and Barcelona and Madrid, Spain. This Business Development Mission is being organized to coincide with the Global Summit of Women, to be held on July 11 to 13, in Barcelona, Spain. The Global Summit of Women will bring together many high-level female private and public sector participants from around the world. While the trade mission and summit focus on women or minority-owned and/or managed companies, participation in the mission is not limited to such businesses and all interested U.S. companies are encouraged to apply to this four-city two country trade mission.

The overall focus of the trip will be commercial opportunities for U.S. companies, including joint ventures and export opportunities, in the thriving markets of Spain and Italy. In Rome, Milan, Barcelona and Madrid, the participants will have one day of one-on-one business meetings with potential buyers/partners. The Barcelona portion of the trip will also include participation in The Global Summit of Women.

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MEDICAL DEVICE TRADE MISSION

SEPTEMBER 15 – 24, 2002
BEIJING, CHENGDU, HONG KONG

The Commerce Department is organizing a trade mission expressly to help U.S. medical device companies make the contacts they need to establish or expand a strategic presence in this increasingly important medical market. Hospitals in China enjoy a high degree of purchasing power and discretion. They are keen to buy high quality and technologically advanced products from U.S. manufacturers. The United States already exports over $500 million worth of medical devices a year to China and Hong Kong.

- China's growing middle-class is seeking high-quality medical care provided by imported equipment.
- U.S. medical-device exports to China are expanding 12 percent annually.
- China offers both short-term sales prospects and long-term growth potential, making it an essential market for all U.S. medical-device exporters.

continued on page 27.

DATES	EVENT	LOCATION
September 3 - 6	**GlobTronics**	Singapore
	GlobTronics is Asia's premier event integrating six specialized electronics exhibitions. The event covers the full spectrum of products and services in microelectronics systems integration and components. The Commerce Department is sponsering an American Products Literature Center and will display participating company catalogs, sales brochures and other graphic sales aids.	
September 3 - 6	**La Cumbre**	Las Vegas, Nevada
	La Cumbre is the premier travel industry conference for the sales and marketing of travel to the United States from Latin America and the Caribbean. The event, now in its 13th year, features a structured, computer-matched marketplace enabling buyers and suppliers to meet during scheduled appointments.	
September 4 - 7	**Asia Food Expo 2002**	Manila, Philippines
	Asiafood Expo 2002 is the largest trade show for the food industry in the Philippines. Over 600 local and foreign exhibitors participated in the 2000 show, which attracted over 18,000 visitors.	
September 10 - 13	**Gartex 2002**	New Delhi, India
	Gartex 2002 is the 12th International Garmet Machinery, Textiles, Accessories and Textile Machinery Exhibition. This exhibition will feature the state of the art machinery and technology for the textile industry. It is estimated that the apparel/textile industry will grow at a steady pace over the next decade with ever increasing demand for quality products.	
September 18 - 20	**Global Franchising 2002**	Suntec City, Singapore
	The fourth annual Global Franchising Expo 2002 will be held in the International Convention and Exhibition Center in Suntec City, Singapore. This year's themes for franchising opportunities include: retail trade, food service and service industries.	
September 24 - 28	**SMM Shipbuilding, Machinery & Marine Technology International**	Hamburg, Germany
	SMM is the world's largest exposition for the international shipping and shipbuilding industry. SMM2002 will attract 35,000 buyers from more than 60 nations. More than 1,200 exhibitors representing shipyards from over 45 countries will be participating.	
September 26 - 29	**Aquatech 2002**	Amsterdam, Netherlands
	Aquatech is one of the largest and most important events in the water sector – and draws not only Europeans but a worlwide audience. American Products Liteature Center offers smaller companies new to Europe a very cost-effective market introduction – and contact with potential representatives.	
September 30 - October 2	**Golf Europe**	Munich, Germany
	Golf Europe is a specialized show for golf course operators. Germany itself is the fastest growing and fith largest foreign market for U.S. Golf equipment. The focus of the show is on golf equipment, accessories, apparel and other golf related products.	
September 30 - October 4	**Electrical Power Mission**	Hanoi and Ho Chi Minh City, Bangkok, Vietnam and Thailand
	The Deputy Assistant Secretary for Basic Industries will lead an electric power trade mission to Vietnam and Thailand to promote U.S. electric power company participation in these markets. The mission will include representatives from the U.S. electric power companies and equipment manufacturers interested in entering or expanding their presence in Southeast Asia.	
October 7 - 12	**The Bucharest International Trade Fair**	Bucharest, Romania
	The Bucharest International Trade Fair is the leading commercial event in Romania and one of the most prominent trade fairs in Eastern Europe. It is a general technical fair, with a strong emphasis on industrial equipment and industrial consumer goods.	
November 20 - 22	**Metal Mechanica 2002**	Mexico City, Mexico
	This is the fourth international exhibition and conference for precision metal forming, steel construction, manufacturing, transportation, welding, electro-mechanical technologies and related arts and sciences. This event attracts more than 200 exhibitors and 4,500 professional trade visitors.	
December 2 - 7	**ITU Telecom Asia 2002**	Hong Kong, China
	This fair will be the largest and most successful regional Telecom event ever, attracting world and regional leaders from key segments of the telecommunications industries and from Information technology fields, as well as key government officials from accross the region. More than 30,000 buyers and 20,000 exhibitors will be present.	

INDUSTRY	CONTACT INFORMATION
Microelectronic	Marlene Ruffin Tel: (202) 482-0570 Email: Marlene_Ruffin@ita.doc.gov
Tourism	La Cumbre, Inc. Tel: (904) 285-3333 Web: www.lacumbre.com
Food Processing/ Packaging Equipment	Cleo Alday Tel: (632) 888-6619 Email: Cleo.Alday@mail.doc.gov
Textile Machinery and Equipment	Elizabeth Ausberry Tel: (202) 482-4908 Email: Elizabeth.Ausberry@mail.doc.gov
Franchising	Sharon Slender Tel: (201) 652-7070 Email: Sharon@kallmanic.com Web: www.kallman.com
Multi-industry	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
Water Resources Equipment/ Services	Anne Marie Novak Tel: (202) 482-8178 Email: AnneMarie_Novak@ita.doc.gov
Sporting Goods	Amanda Ayvaz Tel: (202) 482-0338 Email: Amanda_Ayvaz@ita.doc.gov
Electrical Power Systems	Andrew Collier Tel: (202) 482-0680 Email: Andy_Collier@ita.doc.gov
Electronics production, telecom, and plastics production	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
Machine tools, materials handling machinery	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov
Telecom equipment and service	William Corfitzen Tel: (202) 482-0584 Email: William.Corfitzen@mail.doc.gov

Doing business in China — registering products, understanding local procurement policies, protecting intellectual property rights, and observing rules governing business activity by foreign firms — remains tricky. Participation in this trade mission will aid you in developing the good connections that are a prerequisite for business success in China.

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AEROSPACE BUSINESS DEVELOPMENT MISSION

OCTOBER 14 – 18, 2002
DURBIN AND JOHANNESBURG, SOUTH AFRICA

The Office of Aerospace is organizing a trade mission to South Africa. The purpose of the mission is to create a forum for U.S. companies to explore the many trade and investment opportunities resulting from plans for significant regional airport modernization and enhanced aircraft maintenance operations throughout South Africa. Airports to be visited include:

- Johannesburg International Airport (Gauteng)
- Grand Central Airport (Gauteng)
- Wonderboom (Gauteng)
- Lanceria Airport (Gauteng)
- Vereeniging Airport (Gauteng)
- La Mercy-King Shaka Airport (KZN)
- Pietermaritzburg-Oribi Airport Project (KZN)

The Commerce Department will arrange for mission members to participate in meetings with high-level civil aviation decision makers from South Africa's public and private sectors. Local U.S. business representatives and embassy officials will brief mission delegates on these business opportunities.

Recent structural changes in the South African economy have encouraged the participation of private companies in activities traditionally pursued by the state. These changes bring extensive trade opportunities for foreign businesses in South Africa's aerospace sector, a sector specifically targeted for growth by the South African Government. Also, South African companies are being encouraged by their government to partner with international firms.

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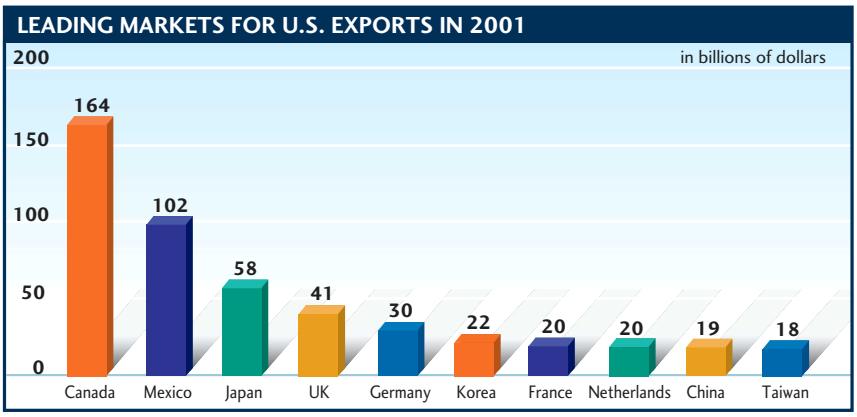
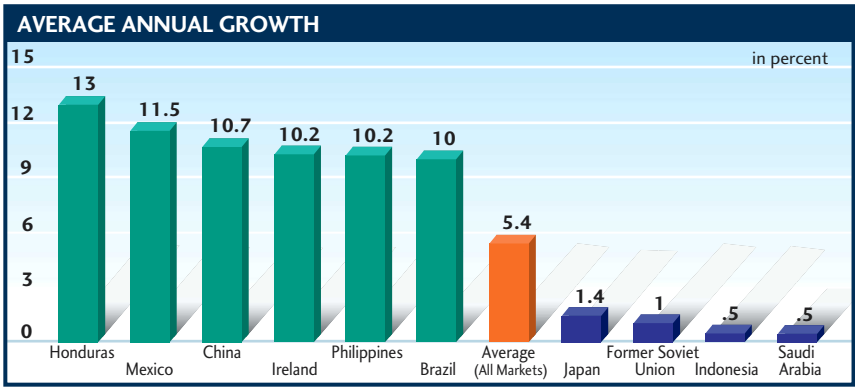
A full listing of upcoming trade events is available via http://export.gov.

A LOOK AT U.S. EXPORTS

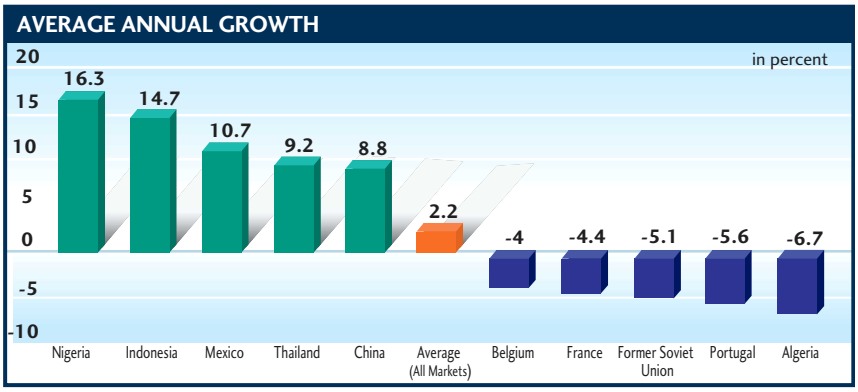
LEADING MARKETS OF GROWTH

ALL GOODS





FOOD & ENERGY

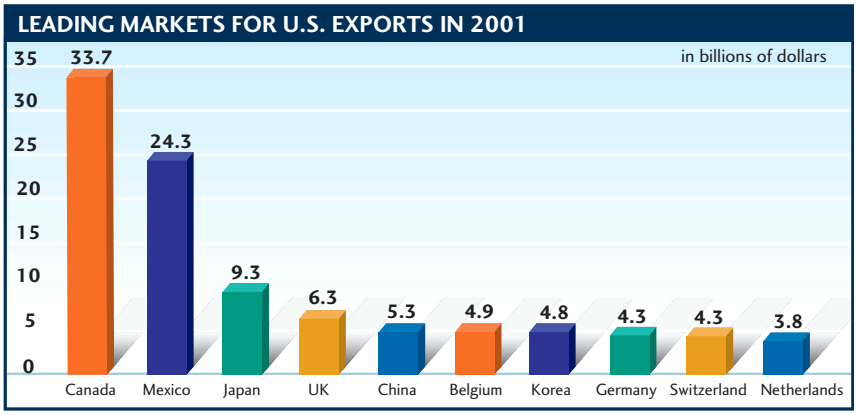


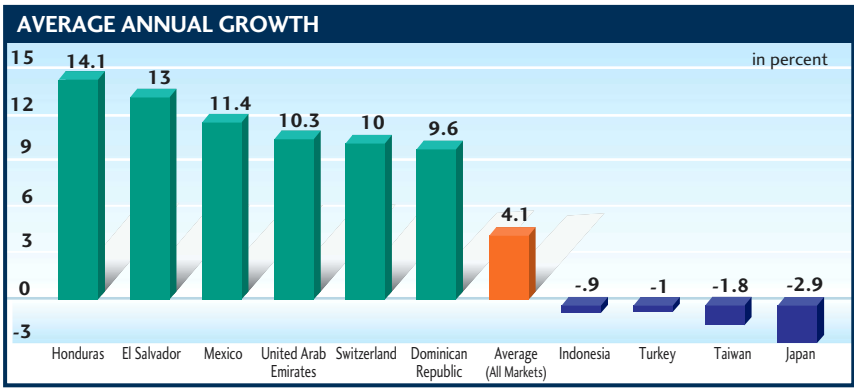
Product categories are based on end-use classification.

Growth rate calculations use 1989-1995 averages as their starting points and annual data for 2001 as their end points.

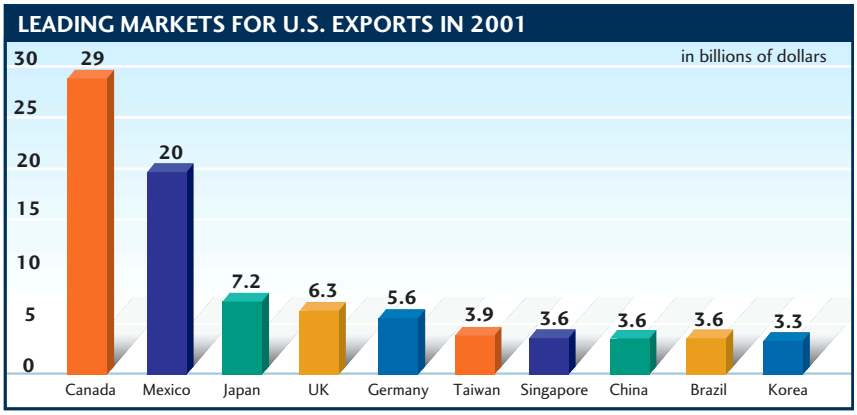
The selected markets in each growth chart are the ten for which the computed rates of growth differ most from the average for all markets. However, markets which represent less than one quarter of one percent of U.S. exports in 2001 are excluded.

MATERIALS

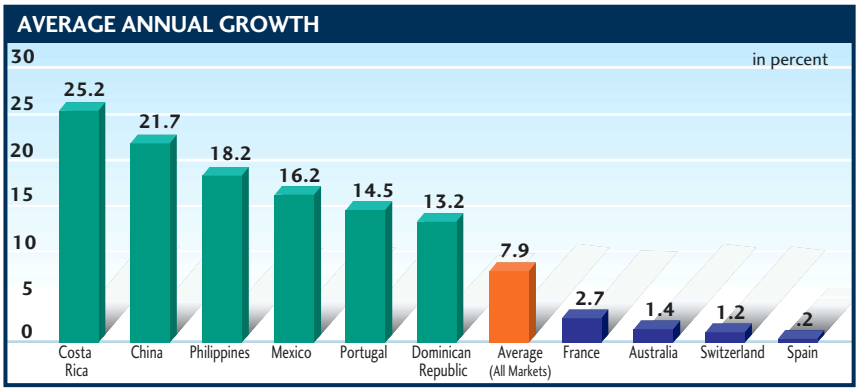




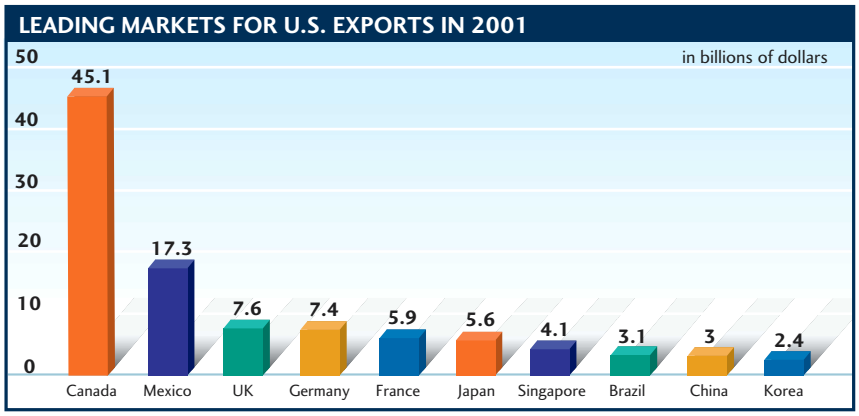
MACHINERY

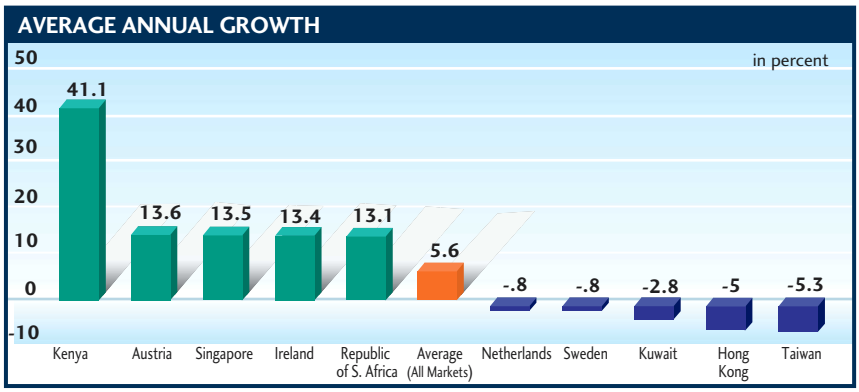


ELECTRONICS & INSTRUMENTS



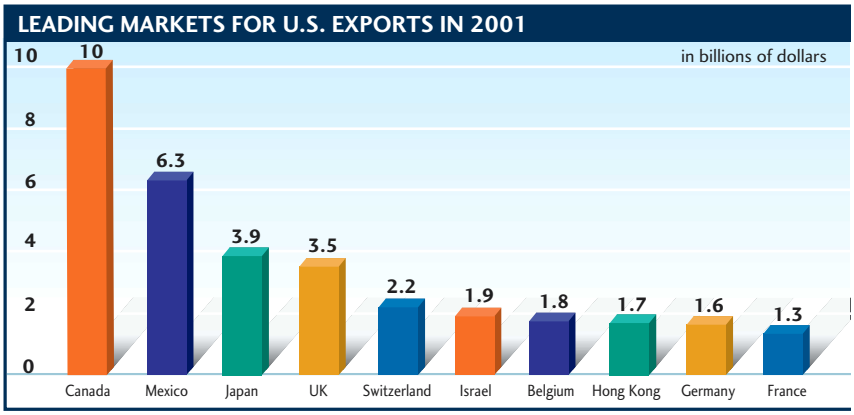
TRANSPORTATION EQUIPMENT (CIVILIAN)

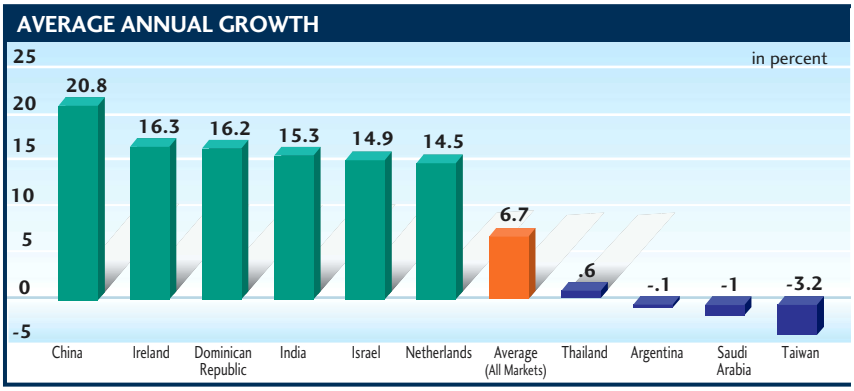




Source: Bureau of the Census.

CONSUMER DURABLES





CONSUMER NONDURABLES

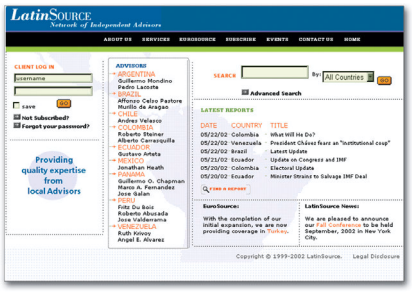
Additional information is available from the International Trade Administration (www.ita.doc.gov/tradestats/),

and the Bureau of the Census (www.census.gov/foreign-trade/www/).

TRADE IN THE WESTERN HEMISPHERE

A WEALTH OF INFORMATION ON-LINE

Trade among the countries of the Western Hemisphere has grown significantly in the last decade. According to the World Trade Organization, trade in the Western Hemisphere accounted for nearly 22 percent of world trade in 2001, up from 20 percent in 1980. We have provided a cross-section of useful sites to help you navigate the waters of trade within the Western Hemisphere.



LatinSource

www.latinsource.com provides research and analysis from economists and political analysts that reside in Latin America. These advisors are based in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Panama, Peru and Venezuela.

Financial Equity Companies in USD

http://fecu.com is a resource for locating public information on financial institutions in Chile, Peru, Argentina, and Central Banks of South America.

Latin Reports

www.latin-reports.com provides current economic and financial information on the economies of Latin America.

LatinFocus

www.latin-focus.com is intended for financial services firms, international investors and multinational companies that seek to identify key issues affecting regional economic growth and to capitalize on the business opportunities offered by the key emerging Latin American economies (Argentina, Brazil, Chile, Colombia, Mexico, Peru and Venezuela).

U.S. GOVERNMENT RESOURCES

U.S. Department of Commerce:

Export.gov http://export.gov

Buy USA.com www.buyusa.com

Country Commercial Guides
www.export.gov/cntryind.html

Trade Information Center
www.export.gov/tic

The Trade Compliance Center
www.export.gov/tcc

U.S. Patent and Trademark Office
www.uspto.gov includes searchable patent databases

U.S. Trade Representative

www.ustr.gov/regions/whemisphere/index.shtml

U.S. Department of Agriculture, Foreign Agricultural Service

www.fas.usda.gov

U.S. Department of State

www.state.gov/p/wha

U.S. International Trade Commission www.usitc.gov

MULTI-LATERAL ORGANIZATIONS

Free Trade Area of the Americas

www.alca-ftaa.org/alca_e.asp This site contains documents from the process initiated in the 1994 Summit of the Americas to integrate the economies of the Western Hemisphere into a single free trade arrangement.

Association of Caribbean States

www.acs-aec.org is an organization for consultation, cooperation and concerted action among the countries of the Greater Caribbean. Its current focus is on cooperation in trade, transport, sustainable tourism and natural disasters.

Economic Commission for Latin America and the Caribbean ECLAC/CEPAL

www.eclac.cl was founded for the purposes of contributing to the economic development of Latin America, coordinating actions directed towards this end, and reinforcing economic relationships among Latin American countries and with the other nations of the world.

Summit of the Americas Center

www.americasnet.net/SOAC_Home/index.htm offers timely news, analysis and comment on Summit implementation, with special emphasis on the Free Trade Area of the Americas (FTAA) negotiations.

GENERAL INFORMATION

The Border Trade Institute

www.tamiu.edu/coba/bti tracks the flow of U.S.-Mexico goods (5-digit SITC code) by U.S. Customs border ports, on a monthly basis.

Center for the Study of Western Hemispheric Trade

University of Texas at Austin – ILAS **http://lanic.utexas.edu/cswht/** is a list of Web-based resources by country, including trade agreements, publications and international resources.

Latin America and the Caribbean Canada's Department of Foreign Affairs and International Trade

www.dfait-maeci.gc.ca/latinamerica/menu-e.asp

Latinexpo

www.latinexpo.com is an electronic marketplace geared toward the Latin American market.

National Law Center for Inter-American Free Trade

www.natlaw.com provides links to the Inter-American Trade Report, a monthly publication covering recent legal developments affecting trade and investment in Latin America and the InterAm Database, which provides documents regarding legal and government documents in 23 Latin American countries.

Foreign Trade Information System (SICE, OAS)

www.sice.oas.org is the information technology arm of the Trade Unit of the Organization of American States (OAS). Its goal is to provide the most complete information and documents on trade in the Western Hemisphere as possible.

NEWS SOURCES

Latin News

www.latinnews.com is a comprehensive Latin-focused news resource. Readers can subscribe and be notified of news updates.

World Trade Magazine

www.worldtrademag.com

Latin Trade Magazine

www.latintrade.com/newsite/index.cfm

Journal of Commerce

www.joc.com

FINANCING

Inter-American Development Bank

www.iadb.org — a comprehensive resource for doing business in Latin America, including country specific information and IADB projects in each.

The International Finance Corporation

www.ifc.org is part of the World Bank Group, funds activities globally and gives strategy and approach for its activities in each country.

TRADE DATA

Trade Data Online Canadian and U.S. Trade

http://strategis.ic.gc.ca/sc_mrkti/tdst/engdoc/tr_homep.html

Data INTAL Web

http://estadisticas.sieca.org.gt/datointalweb/ is a data resource for trade from countries of Latin America, trading blocs and the rest of the world.

DataWeb

http://dataweb.usitc.gov is an interactive tariff and trade database.

Export.gov

www.export.gov/tradestatistics.html provides export statistics from the United States to the world.

U.S. DEPARTMENT OF COMMERCE
INTERNATIONAL TRADE ADMINISTRATION
Room 3414, 1401 Constitution Avenue, NW,
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U.S. DEPARTMENT OF COMMERCE

U.S. Commercial Service

Helping America Export

www.export.gov • www.buyUSA.com

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

U.S. Export Assistance Centers

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

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