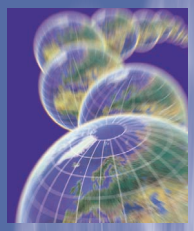
Export Finance Matchmaker • Brazil Online • Women in Business Trade Mission to Africa

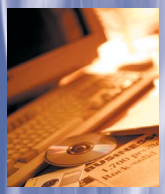
EXPORT America

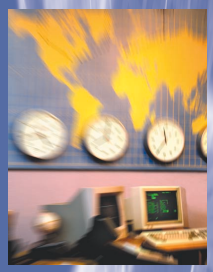
June 2000 Volume 1 Number 8
http://exportamerica.doc.gov

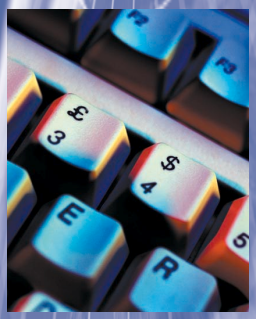
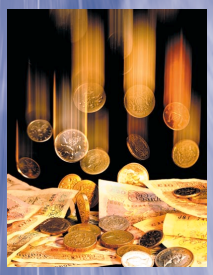
THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS

E-Japan: Rusty Nails, Turnstiles, & Good Opportunities







AES*Direct*

Reduce Exporting Stress with AES

Attention exporters and freight forwarders:

Would you like to avoid the hassle and expense of filing paper copies of the Shipper's Export Declaration (SED)?

www.aesdirect.gov

Now, with just a click of your mouse, you can file your SEDs **fast,** and **FREE** of charge using AES*Direct*, the electronic alternative to filing paper SEDs. This Internet-based processing technology assures accurate, efficient filing of your export information to the Automated Export System (AES).*

Created by the U.S. Census Bureau's Foreign Trade Division, AES*Direct* is designed for quick, cost-effective document handling and storage. AES*Direct* detects errors instantly so you can correct them as you enter your data. You can also file at your own convenience, because AES*Direct* is operational 24 hours a day, 7 days a week. There's even a help desk available for you to get answers to your filing questions quickly.

AES*Direct* will help you put an end to costly cargo tie-ups due to incorrect or incomplete paperwork, and you're virtually assured compliance with complicated U.S. Government reporting requirements. Use AES*Direct* to speed your goods to market!

Learn the filing process the quick and simple way. Come and visit us today at **www.aesdirect.gov**.

You can register online and be operational before the end of the next business day. We even have an online tutorial to help you get started. For additional information, please call our toll-free numbers: 1-800-549-0595 or 1-877-715-4433.

Remember, log onto **www.aesdirect.gov** for fast, free, and easy filing of your SEDs!

For more information on AES visit:
www.census.gov/foreign-trade/www/ *or* www.customs.ustreas.gov/aes

*AES is the time-saving, export information gathering and processing system cooperatively developed by members of the export community, the U.S. Customs Service, and the U.S. Census Bureau's Foreign Trade Division. This system is nationwide, operational at ports, and is used for all methods of transportation.

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

FOREIGN TRADE STATISTICS YOUR KEY TO TRADE

U. S. CENSUS BUREAU

CONTENTS

EXPORT America
THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS
June 2000 Volume 1 Number 8 http://exportamerica.doc.gov

NEW OPPORTUNITIES

E-Commerce in Japan: U.S. Exporters Can Encounter Rusty Nails, Turnstiles and Good Opportunities 14
by Doug Barry

GLOBAL NEWS LINE

Briefs on Egypt, Israel-Palestinian Authority, Kazakhstan, Poland, Brazil, Canada & Colombia 4
Prepared with the assistance of the U.S. & Foreign Commercial Service.

SUCCESS STORIES

Hurricane Mitch Hits Hard: Baker Concrete Construction, Inc. Assists in Central American Reconstruction 6
by Regina DeLeonardis

NEWS FROM COMMERCE

Export Finance in Just a "Click" Away: Export Finance Matchmaker 8
by John R. Schuman

Women in Business Mission to Africa 10
by Molly Costa

TECHNICAL ADVICE

ASK THE TRADE INFORMATION CENTER 12
How Foreign Trade Zones Can Help You Export
by James Golsen

INSIDER'S CORNER

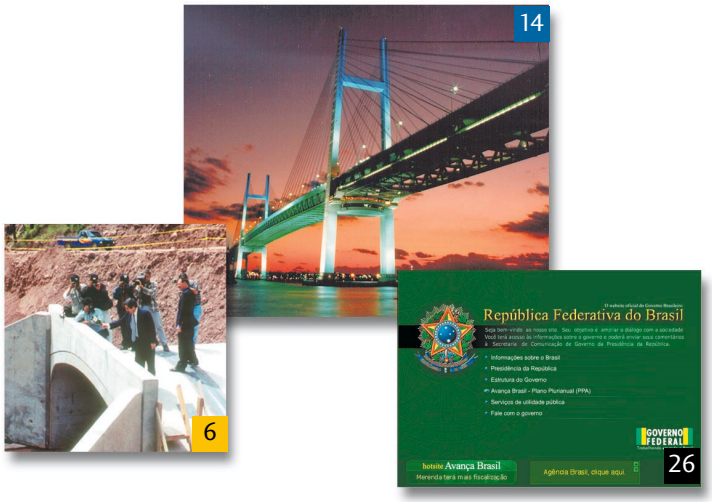
Trade Events Schedule: Upcoming Trade Events, August-December 2000 18
Prepared with the assistance of the U.S. & Foreign Commercial Service.

A Look at U.S. Exports 22
Prepared by the Office of Trade & Economic Analysis, Trade Development.

INTERNET MARKETING

Brazil Trade: Export Advice Online 26

COVER BY DANIEL STAFFORD



U.S. DEPARTMENT OF COMMERCE
International Trade Administration

William M. Daley
Secretary of Commerce

Robert L. LaRussa
Acting Under Secretary
for International Trade

Daniel Cruise
Director of Public Affairs

Arrow Augerot
Editor

Published monthly by the U.S. Department of Commerce, Washington, D.C.

Subscription rates are pending. All subscription inquiries should be sent to the Government Printing Office, Superintendent of Documents, Mail Stop: SSOM, Washington, D.C., 20401.

Other inquiries should be sent to the U.S. Department of Commerce, Room 3414, 1401 Constitution Avenue, NW, Washington, D.C., 20230.

First-class postage paid at Washington, D.C.

Contents of this publication are not copyrighted unless indicated, and if not so indicated the articles may be reproduced in part or in full without any prior consent. The Secretary of Commerce has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this department.

EDITOR'S MEMO

When companies are looking to expand into new markets,

it is important to keep an open mind. Sometimes even markets that seem closed to your product will actually turn out to be great opportunities if approached in the right way.

A lot of U.S. businesses that are looking to reach new international customers via their online presence, for example, don't consider Japan because they assume that the costs of entry are too high or that Japanese buyers are not really interested in buying online. Well, the truth is that direct marketing methods, including mail order, telemarketing, direct response, television, and network transactions, are attractive ways for suppliers to reach the Japanese consumer while bypassing traditional distribution channels. As it says in the 2000 Country Commercial Guide for Japan, "with increasing Internet bandwidth and accepted e-commerce practices, direct marketing, modest by U.S. standards, is growing noticeably [in Japan]."

This month's feature article provides a detailed analysis of the potential opportunities existing in the Japanese market for online direct marketing sales. It also gives good sources of contact information and illustrates ways that the U.S. & Foreign Commercial Service can assist small and medium-sized companies to build and advertise their sites.

This month's issue also contains our latest installment in our Internet export assistance series, with a reference guide to finding online advice on how to export to Brazil. The Commercial Service staff in Sao Paulo, Brazil provided us with their top list of websites containing key information on how to do business in the Brazilian market.

We will see you next month with a feature article on the Latin American telecommunication market. Until then, good luck with your business. Let us know if you have any questions or comments (Export_America@ita.doc.gov).

Arrow Augerot
Editor

GLOBAL NEWS LINE

EGYPT

Egypt has seen rapid improvement in its communications and information infrastructure and now has a growing market for investment and exports in these sectors. The largest private sector telecom investment is in mobile phones. The Government of Egypt (GOE) is a major user of information technology (IT) in Egypt and intends to enlarge the IT market by increasing public sector demand. Over the last year, several high-tech multinationals have initiated investments in human resources and training. Barriers to IT and e-commerce include still-limited basic telephone service and a lack of broad availability of commercial data lines and services, which are under the control of the national Telephone Company. In addition, growth of the IT revolution in Egypt is constrained by a "lack of wiring" of most Egyptian companies' back office operations.

ISRAEL–PALESTINIAN AUTHORITY

On April 3, 2000 the **Israeli-Palestinian Environmental Management Initiative (IPEMI) was launched** at Jericho Village Resort, Jericho with an opening conference entitled, ISO 14001: An Environmental Management System for Profitable, Sustainable Development. The U.S. Department of Commerce (USDOC) is supporting this initiative as part of the follow-up to Secretary Daley's visit to Israel and the West Bank last October and his commitment to encourage more U.S. environmental firms to visit the region. The IPEMI, which involves the Palestinian-Israeli Environmental Secretariat (PIES), the Israel Economic Forum for the Environment (IEFE), the Palestinian Society for the Protection of Nature (PSPN), and three non-government organizations (NGO), is partially funded by the U.S. environmental firm Chemonics International.

The goal of the IPEMI is to enable five Palestinian and five Israeli companies to move closer to implementing sound environmental management plans (EMP) that meet the International Standards Organization's (ISO) criteria for ISO 14001 certification. Over the next ten months, the companies will take part in conducting an environmental management audit with the assistance of experts provided by the program. In a year, another conference will take place that will focus on sharing the experiences of the Palestinian and Israeli firms. The U.S. & Foreign Commercial Service was particularly impressed by the amount of interest that Palestinian and Israeli firms showed in this program. In fact, the selection process for the Palestinian companies had to be expanded in order to identify the best five candidates out of the numerous applications. IPEMI truly represents the kinds of programs that the region is most interested in and the kind of program which can be best initiated by NGOs in cooperation with local governments and outside support. The Ministries of Environment in both the Palestinian Authority and Israel have declared that they are committed to promoting ISO 14001. The U.S. Department of Commerce is excited about this initiative because of the potential for U.S. environmental technologies to be introduced as solutions to the private sector's environmental concerns. The first phase of implementing an EMP usually focuses on saving water, energy and materials, and producing less waste, since the payoff in these areas is usually immediate. Providing both simple and state-of-the art environmental technologies is the role the USDOC encourages U.S. firms to play in the region and around the world.

KAZAKHSTAN

The Commercial Service (CS) Almaty and Ambassador Richard H. Jones hosted Counselor for the U.S. Department of Commerce, Jan Kalicki at the **inaugural meeting of the Business Facilitation Working Group (BFWG) of the Business Development Committee of the U.S.-Kazakhstan Joint Commission (April 25-27, 2000).** At the conclusion of the meeting, the Minister of Energy, Industry and Trade Vladimir Shkolnik, Ambassador Jones and Counselor Kalicki jointly signed a protocol agreeing to hold regular meetings with government and business representatives, the goal of which will be to resolve business issues, develop additional trade and investment opportunities and create a more favorable investment and trade environment in Kazakhstan.

The Commercial Service Almaty welcomed Trade and Development Agency (TDA) and Export-Import (Exim) Bank representatives from the Caspian Finance Center at an event sponsored by the American Chamber of Commerce April 24-28, 2000. This event was followed by individual counseling sessions with U.S. and Kazakhstani business representatives and Kazakhstani government officials. Working closely with CS Almaty, TDA Caspian Finance Center representative Deborah Forhan and Kazakhstani government officials finalized and **signed two TDA grant agreements** for a $600,000 feasibility study on gas utilization and a $110,000 feasibility study on Kazakhstan's air navigation system.

The Kazakhstani government announced that it was lifting its recently unpopular oil export quota, which was put into effect earlier this year. Both international and Kazakhstani companies were worried that the quota would significantly hurt their businesses and coordinated closely with Kazakhstan's diplomatic community to bring their concerns to the attention of the Government of Kazakhstan.

POLAND

On November 6, 1999, Poland adopted **new regulations in research and commerce regarding genetically modified organisms (GMO)**, covering registration, packaging and labeling of GMOs, and products containing GMOs. The new regulations provided for a six-month adaptation period to give industry the opportunity to conform to the new labeling requirements, which came into force on April 22, 2000. According to these new requirements, the packaging of all foods with GMOs sold in

Poland must now have special labels that mark the product as "genetically modified" and provide specific information to consumers. The labels must reference or indicate those ingredients that contain GMOs. The labels should be on a background that contrasts with the color of the package and other labeling on the package. The label must also state the proper usage of the product, date and ministerial license numbers, and proper storage and sale instructions. New legislation, however, is currently under consideration that would allow for amounts of GMOs below a certain threshold to be exempt from GMO labeling. For more information on this issue or the food-processing sector in Poland, please contact the U.S. Commercial Service in Warsaw at Warsaw.Office.box@mail.doc.go

BRAZIL

Brazil is considered by the U.S. petroleum industry as the hot market for potential new oil finds. This is partially based on the fact that **Petrobras, which held a monopoly on the Brazilian oil market for more than 40 years, has begun selling off concessions to oil exploration blocks.** The first round of bidding took place in June 1999, resulting in 11 major U.S. companies winning from a total of 21 blocks. A second round is scheduled for June 2000 to include more onshore oil blocks, aimed at attracting the smaller-sized operators. To support this expansion of upstream activities, investment in oilfield infrastructure equipment and services is expanding by about 15 percent annually, or $1.2 billion in 1999. The main types of equipment imports are flexi-pipes, subsea control lines, compressors and special chemicals. Forty-five percent of all Petrobras purchases are centralized at the Rio de Janeiro head office, although a large proportion of procurement is also effected at the Houston office of Petrobras. DECEX, the Brazilian Foreign Trade Bureau of the Ministry of Finance, plans to abolish the import license requirement for oil and gas company spare parts and materials. However, rented equipment, such as oil rigs and supply vessels, will be excluded from the benefits of this import modification.

The Brazilian Government is in the process of creating a new National Water Agency (ANA) to regulate water resources in Brazil. The goal is to reduce water losses and water pollution, and resolve conflicts among competitive water users, such as irrigation facilities, hydropower plants and industry. The establishment of a pricing mechanism is expected to yield substantial investments in river cleanups, water, wastewater and industrial effluent treatments, as well as in water recycling technologies.

Telemar, South America's largest telecom operator in revenue ($3.6 billion in 1999) as well as in telephone terminals (10.5 million in December 1999) is embarking on a **significant high-tech expansion program** to consolidate its market position. Sales opportunities exist for U.S. suppliers of equipment and services. Reportedly, Telemar's partnership with a large foreign (probably U.S.) telecom firm is in the offing.

CANADA

Quebec's focus on industries of the future has led to the **creation of a Photonics City.** This initiative is expected to generate C$1.0 billion in revenues and 5,400 new highly-specialized jobs by 2004. Various tax and other financial incentives are being offered to attract international and regional companies specializing in products and services related to the photonics industry. The province of Quebec holds roughly 40 percent of the Canadian photonics market, which was estimated at C$8-10 billion in 1999. Industry leaders such as JDS Uniphase and Nortel, as well as newcomers such as Lumenon, have experienced dynamic growth in the last couple of years. In terms of photonics research and development, Canada's strengths are in the telecommunications, avionics and laser sectors. For more information on the rapidly-expanding market sector and the unique business opportunities for U.S. firms, contact Martin Landry, U.S. Commercial Service Quebec City at Tel: (418) 692-2087 or Fax: (418) 692-4640.

COLOMBIA

Chronic political and drug-related violence notwithstanding, Colombia has for decades enjoyed a stable economy and consistently impressive growth. In 1999, however, the economy experienced negative growth (minus five percent) for the first time in 35 years. Overall industrial production fell by 13.5 percent in real terms, unemployment jumped to 20 percent at the end of 1999, and financial sector loses were huge. **Despite lingering problems that continue to affect the economy, there are signs that Columbia will recover during this year.** Colombia is complying with the economic adjustment negotiated with the International Monetary Fund for the 2000-2002 period, the main objectives of which are the gradual reduction of the fiscal deficit to 1.5 percent of GDP by 2002, the stabilization of the current account deficit to levels of around 3 percent of GDP and progressive economic growth to reach a level close to 5 percent by 2003. Soaring international oil prices are significantly improving Colombia's foreign exchange reserves and are making up for the reduction of income from other exports. New exploration contracts have been signed with international oil companies. Additionally, international coffee prices (the second most important source of foreign exchange for Colombia after oil) are recovering. During the first three months of 2000, Colombian industrial production increased by 11.2 percent, and the Colombian government predicts with optimism that GDP growth will reach 3 percent by the end of 2000.

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 1-800-USA-TRADE.

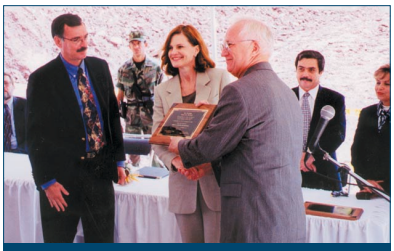
HURRICANE MITCH HITS HARD

BAKER CONCRETE CONSTRUCTION, INC. ASSISTS IN CENTRAL AMERICAN RECONSTRUCTION

by Regina DeLeonardis
Trade Development

The economic and social impact of Hurricane Mitch on the Central American countries was enormous. Between October 27 and November 1 of 1998, Hurricane Mitch killed over 10,000 people and caused billions of dollars in damages. Honduras and Nicaragua were the hardest hit, sustaining damages equal to nearly two-thirds of their gross national products.

The U.S. Department of Commerce (USDOC) is playing an active role in the Clinton Administration's efforts to support Central America's reconstruction, with programs being developed by three of its bureaus: the International Trade Administration (ITA), the National Institute of Standards and Technology (NIST) and the National Oceanic and Atmospheric Administration (NOAA). Consistent with its environmental mandates, DOC's goal in assisting with the reconstruction is to support Central America's ability to make decisions that minimize their exposure to future disasters and promote sustainable uses of natural resources. The Department's objectives are to provide key infrastructure elements, develop much needed predicting and warning systems, help promote more sustainable and resilient uses of coastal resources, encourage disaster-resilient economic revitalization and infrastructure development, and ensure the transparency and accountability of international donor funds.



Baker Vice President of Business Development Steve Lydy joins CON/SPAN President Bill Lockwood in presenting a commemorative plaque to Honduran First Lady Mary Flake de Flores. The plaque recognizes the outstanding cooperation between the Honduran agencies and the U.S. firms.

ON A MISSION

ITA's first major initiative to support Central America's reconstruction was a business development mission of 16 U.S. companies to Central America led by Ambassador David L. Aaron, former Under Secretary for International Trade. The mission visited Guatemala, Honduras, Nicaragua and El Salvador.

Focusing on reconstruction, the mission sought to expand opportunities for U.S. companies in the following sectors: general infrastructure (roads and bridges, power generation/distribution, urban construction, environment, water, tourism, telecommunications, port expansion/management and emergency preparedness equipment), finance, light manufacturing and agribusiness. In each country, meetings were held with senior government and multilateral development bank officials, leaders of the local business communities and members of the American Chambers of Commerce.

BAKER CONCRETE CONSTRUCTION, INC.

One of the firms to participate in Ambassador Aaron's mission was Baker Concrete Construction, Inc. represented by Vice President Steve Lydy. Baker Concrete Construction, Inc. was started in 1968 in Oxford, Ohio by Daniel L. Baker who learned the cement finisher's trade under the guidance of his grandfather, Elmer Baker, a cement and stone mason for 60 years. Dan started his own business with his two brothers, and Baker Cement, as it was first known, placed and finished concrete in the residential market.

With the development of a reputation for hard work, customer satisfaction, quality and the ability to meet a schedule, the size of the company and scope of their work increased. Residential work was expanded to include light commercial and industrial floors, concrete paving, site concrete and ultimately, total concrete packages, including high rise structures, parking garages and heavy industrial projects.

In 1976, Baker diversified into heavy highway projects, and then expanded in 1991 to include mainline paving. Beginning in 1982, Baker broadened its operations, opening offices in Houston, Texas (1982), Orlando, Florida (1989) and Phoenix, Arizona (1995). In 1996, Baker opened Baker Bahamas, Ltd.—their first international office—in Nassau, Bahamas. Baker Concrete Construction continues to pursue work contracts both nationally and internationally.

DOING GOOD IS GOOD BUSINESS

Ambassador Aaron's Business Development Mission to Central America last spring provided Baker with an opportunity to present its engineering and construction techniques and components of Precast Concrete Bridge Systems. During the mission, Baker Concrete Construction, Inc. joined forces with CON/SPAN Bridge Systems to donate a bridge to the government of Honduras. CON/SPAN is a network of pre-cast producers supplying bridges, culverts and underground structures. With its design headquarters based in Dayton, Ohio, CON/SPAN installations can be found in 46 states, Canada and the Caribbean.

Baker-CON/SPAN International worked with the Honduran government, and local engineers and construction crews, to build the 20-foot span bridge, which was installed on October 28, 1999 in an area just outside of Tegucigalpa called the Valley of the Angels. A ribbon cutting ceremony was held with Baker Concrete, the first lady of Honduras Mary Flake de Flores, the Honduran Minister of Public Works, Transportation, and Housing, and representatives from the U.S. Embassy.

This donation represents a demonstration of engineering technology and follows the intentions of the Commerce mission. "The catastrophe of Mitch presents American companies with the opportunity not only to do good, but to do business," said Ambassador Aaron. "We lead the world in our engineering, construction and environmental expertise, and these are precisely the fields in which Central America most needs our help."

A large mobile crane transfers the bridge units from the trucks to their final position on the base slab.

Following upon this donation, Baker Concrete Construction, Inc. was awarded a $1.2 million bid for the manufacture, design and assembly of prefabricated structures (bridge and arch type) in Honduras under the U.S. Agency for International Development/ Government of Honduras Roads and Bridges Emergency Reconstruction Project (RECAP).

RESOURCES

As Baker's experience has shown, the private sector can potentially play a significant role in the reconstruction and transformation of Central America. To help U.S. companies participate in internationally funded reconstruction projects and other trade and investment opportunities in Central America, the Commerce Department has focused its efforts on three areas:

- Providing information on reconstruction efforts and possible projects;
- Facilitating U.S. company contacts with host countries' executing agencies, multilateral development banks and potential business partners; and
- Raising awareness in Central America of U.S. companies' skills and expertise. The Commerce Department also serves as an important source of information about other U.S. Government programs available for U.S. companies interested in reconstruction projects.

The Trade Information Center's website (www.ita.doc.gov/tic) provides information for U.S. businesses on how to get involved in the relief and reconstruction effort. In addition, the November 1999 issue of *Export America* contains information on how your business can get involved with reconstruction efforts.

In addition to the resources of the Department of Commerce, the U.S. Agency for International Development (http://hurricane.info.usaid.gov) and the Inter-American Development Bank (www.iadb.org) websites continue to be excellent sources of information on Central American reconstruction efforts and project opportunities.

EXPORT FINANCE IS JUST A "CLICK" AWAY

EXPORT FINANCE MATCHMAKER

by John R. Shuman
Office of Finance, Trade Development

On March 9, 2000, the U.S. Department of Commerce's International Trade Administration announced the availability of a dynamic new free interactive website (www.ita.doc.gov/td/efm) that allows exporters to quickly find firms that finance sales to overseas buyers.

The ExportFinance Matchmaker (EFM) contains the most comprehensive database of banks and other export finance service providers offering direct links to sources of export financing. The program also facilitates the tedious task financial firms face in locating new customers. By opening the door to a variety of export financing options offered by a diverse group of export finance firms from coast to coast, EFM provides U.S. businesses with a marketing tool to succeed in competitive international markets.

EFM'S 5 SIMPLE STEPS TO FINANCING

1. **Go to: www.ita.doc.gov/td/efm**
2. **Click "Enter"**
3. **Click "Exporters" on the left menu**
4. **Complete the "Exporter Form" and click "Submit"**
5. **Review the results and choose the option to have EFM send an email to all, a select few, or only one matched firm!**

Export, Export, Export...

The Office of Finance, a part of the International Trade Administration's Trade Development Unit, developed EFM. The program works toward both the Department of Commerce's goal to be truly an E-Commerce Department, and the International Trade Administration's mission to help U.S. companies sell products and services abroad in support of U.S. jobs at home. EFM backs up a variety of existing export financing products, including pre-export working capital, direct loans to foreign buyers, forfaiting, export factoring, documentary credit products, export credit insurance and various other miscellaneous financial services.

Export financing firms define their target customer. Such firms know what they are looking for in terms of attracting exporters that are right for their risk appetite and fit their overall business strategy. On the other hand, the exporting business community knows its business and the direction in which it wants to go. by bringing the parties to the table, EFM brings everyone one step closer to successfully completing an export transaction and at a faster pace than would be otherwise attainable.

EFM is quick and user-friendly. Exporters simply fill out the online

THE EXPORT FINANCE MATCHMAKER PROVIDES A VARIETY OF FINANCIAL PRODUCTS:

- **Pre-Export Working Capital** — Financing to fill export orders.
- **Direct Loans to Foreign Buyers** — Financing the overseas buyer.
- **Forfaiting** — Converting foreign buyer's medium/long-term receivables to cash.
- **Export Factoring** — Converting short-term foreign account receivables to cash.
- **Documentary Products** — Facilitating collections from overseas buyers using various bank products.
- **Export Credit Insurance** — Reducing exporter's credit and political risk with insurance.
- **Miscellaneous Types** — Offering collection activity, FX, purchase order financing, and structured trade finance/offsets among others.

form, providing information about a proposed export, and then sit back and watch EFM match their business to an export-financing firm. The more thorough the exporter is in completing the form, the more precise is the match. Once EFM has matched an exporter to one or more export financing firms, the exporter can contact the export-financing firm via e-mail through EFM. In the event no match is made, EFM suggests that the exporter modify its search and then try again.

In addition to the matching function, the EFM website contains extensive information on export financing, including practical references to other relevant government websites. ■

For more information, log on to www.ita.doc.gov/td/efm or contact the Office of Finance, U.S. Department of Commerce, International Trade Administration at Tel: (202) 482-3277.

THE EXPORT FINANCE MATCHMAKER WEBSITE AT WWW.ITA.DOC.GOV/TD/EFM HELPS YOU:

- Match with financing firms that are likely to facilitate your overseas sales
- Understand export financing terminology and techniques
- Link to other U.S. Government and State export finance websites
- Contact other U.S. Government agencies for more information

EXPORT FINANCE MATCHMAKER

WOMEN IN BUSINESS MISSION TO AFRICA

by Molly Costa
Office of Domestic Operations, U.S. & Foreign Commercial Service

Acting Assistant Secretary and Director General of the U.S. & Foreign Commercial Service Marjory E. Searing will lead a senior-level, business development trade mission October 1-7, 2000 to Cairo, Egypt; Nairobi, Kenya; and Johannesburg, South Africa with an optional stop in Cape Town. The focus of the mission will be on women-owned and women-managed businesses, although all interested U.S. companies may apply.

At each destination, the U.S. and Foreign Commercial Service will coordinate briefings and set up pre-screened matchmaking business appointments for members of the business delegation. In Johannesburg, the delegation will attend the *Global Summit of Women 2000: Africa* on October 1-5, 2000.

NEW OPPORTUNITIES FOR U.S. BUSINESS

Market liberalization and privatization measures adopted in all three countries represented on this mission have created new opportunities for U.S. businesses.

- Egypt will continue to be a significant player in the Middle East/North Africa region. As the recipient of $2 billion per year in economic aid since the Camp David Accords, Egypt is now moving from a posture of "aid to trade". Their total imports last year equaled $17 billion, $3 billion of which were exported by the U.S. This is up from $2.21 billion in 1995. The Egyptian government has instituted a number of reforms that have reduced inflation, liberalized trade and increased economic growth to a 5-6 percent annual rate. Some of the best sectors for opportunity in Egypt include environmental services and equipment, telecommunications, construction materials and project management, the power sector, oil and gas development, hotel and restaurant equipment, medical and computer equipment, software, information technology and a variety of services.

- Kenya offers attractive, targeted opportunities for U.S. exporters. In recent years, Kenya has undertaken economic reform measures, such as the dismantling of most foreign exchange controls, the elimination of domestic marketing and price controls, and the removal of import licensing agreements. Kenya has a highly educated work force, world class tourism facilities and an unusually pleasant climate. Kenyans are intensely interested in American products and many U.S. companies have succeeded and thrived there. In fact, over 70 U.S. firms currently have direct investments in Kenya. There are also numerous export opportunities in telecommunications, medical and computer equipment, food processing, horticulture, energy, health care, textiles, cosmetics, fashion and jewelry.

- South Africa's pivotal post-apartheid economic transformation remains sharply focused and widely respected internationally. Globalization is bringing to South Africa new opportunities for expanded trade and investment. With a GDP of over $120 billion, three times larger than its nearest competitor, South Africa is well-positioned to continue being the economic leader in Africa. The best sectors for exports to South Africa include telecommunications/information technology, transportation, energy and power generation, airport infrastructure, air pollution and waste management, security equipment, and cosmetic/hair care products.

GLOBAL SUMMIT OF WOMEN 2000: AFRICA

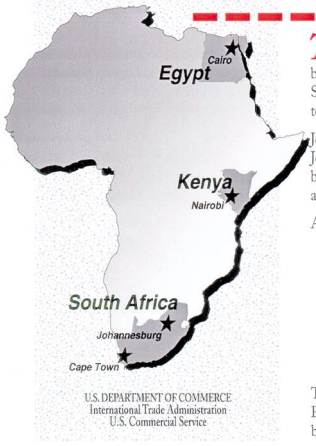
As part of the trade mission schedule, participants will also attend the *Global Summit of Women 2000: Africa.* The

WOMEN IN BUSINESS

WOMEN IN BUSINESS DEVELOPMENT TRADE MISSION

Egypt, Kenya, and South Africa

October 1-7, 2000



Tap into three exciting African markets that offer dynamic opportunities for U.S. businesses. Join Assistant Secretary and Director General of the U.S. Commercial Service, Marjory E. Searing, on the *Women in Business Development Trade Mission* to Cairo, Nairobi, and Johannesburg October 1-7, 2000.

Join the mission and be part of the *Global Summit of Women 2000: Africa* Johannesburg, South Africa, October 5-7, 2000. The *Summit* will bring together business, professional, and entrepreneurial leaders to explore solution-oriented approaches to increasing women's participation in the global marketplace.

As a member of this official U.S. trade delegation, you will receive

- Prescreened business appointments tailored to your firm's requirements and market strategies in each country
- In-depth market briefings
- Full logistical support, including hospitality events, reduced hotel rates, and in-country transportation
- In-country market promotion
- Participation in the *Global Summit of Women 2000: Africa*
- Online promotion of your company on our virtual trade show website

Take advantage of this opportunity and sign up for a participation fee of $1,800*. Participation in this event is not limited solely to women-owned and -managed businesses. **The participation fee does not include the cost of travel and lodging.*

For more information, including details about an optional stop to Cape Town, South Africa, fax this form to Grace Wiggins.
Fax: (202) 482-0687 • Telephone: (202) 482-6482 • E-mail: grace.wiggins@mail.doc.gov

Company Name		Contact Name/Title	
Street Address			
City	State		ZIP/Postal Code
Phone Number	Fax Number	E-mail Address	Website
Description of Product/Service			
I am interested in market information on	○ Egypt ○ Kenya ○ South Africa		

20 1980•2000 U.S. COMMERCIAL SERVICE

Summit will provide a forum for women leaders to exchange strategies and solutions developed by women to address common issues. It will focus on women's economic empowerment with a special emphasis on promoting women's pro-active participation in the global market. The program highlights include a session on business opportunities in Africa and a session on e-commerce.

HOW TO APPLY

Applications are now available. The participation fee, which does not include travel or lodging expenses, will be approximately $1,800. Applications must be completed and returned to Grace Wiggins in the Office of Domestic Operations, U.S. & Foreign Commercial Service no later than August 4, 2000. Applications received after this time will be considered only if space and scheduling constraints permit.

ANY QUESTIONS?

Grace Wiggins
U.S. & Foreign Commercial Service
U.S. Department of Commerce,
H-1107
14th & Constitution Avenue, N,
Washington, D.C. 20230
Tel: (202) 482-6482,
Fax: (202) 482-0687
Email: Grace.Wiggins@mail.doc.gov

DELEGATION MEMBERS WILL BENEFIT FROM THE FOLLOWING PROVIDED FEATURES:

- **Marketability assessment of product's and service's potential**
- **In-country publicity of participant products and services**
- **Pre-screen appointments held one-on-one with prospective business contacts**
- **Expert market briefings**
- **Full logistical support**

ASK THE TIC

HOW FOREIGN TRADE ZONES CAN HELP YOU EXPORT

by Ian MacLeod
Trade Information Center, Trade Development

WHAT IS A FOREIGN TRADE ZONE?

Foreign Trade Zones (FTZs) were created in the United States to provide special customs procedures to U.S. plants engaged in international trade-related activities. Duty-free treatment is accorded items that are processed in FTZs and then re-exported, and duty payment is deferred on items until they are brought out of the FTZ for sale in the U.S. market. This helps to offset customs advantages available to overseas producers who compete with domestic industry. The Foreign-Trade Zones (FTZs) Board (composed of representatives from the U.S. Departments of Commerce and Treasury) has its operational staff in the International Trade Administration's Import Administration.

HOW CAN COMPANIES BENEFIT FROM USING FTZs?

FTZs are considered to be outside of U.S. Customs Territory for the purpose of customs duty payment. Therefore, goods entering FTZs are not subject to customs tariffs until the goods leave the zone and are formally entered into U.S. Customs Territory. Merchandise that is shipped to foreign countries from FTZs is exempt from duty payments. This provision is especially useful to firms that import components in order to manufacture finished products for export.

There is no time limit on goods stored inside a FTZ, and certain foreign and domestic merchandise held in FTZs may be exempted from state and local inventory taxes. This allows firms to minimize costs while their products are waiting to be shipped. In addition, quota restrictions are in some cases waived for items entering an FTZ; however, they do apply once the items enter the U.S. market.

A variety of activities can be conducted in a zone, including assembling, packaging, destroying, storing, cleaning, exhibiting, re-packing, distributing, sorting, grading, testing, labeling, repairing, combining with foreign or domestic content, or processing. Manufacturing and processing both require specific FTZ Board approval, however.

CAN FOREIGN TRADE ZONES HURT DOMESTIC PRODUCERS?

FTZ activity must not conflict with U.S. trade policy or harm domestic industry or other domestic plants outside of zones. The FTZ

Board requires that zone manufacturing activity result in a significant public benefit and a net positive economic effect. In addition, the U.S. Customs Service supervises all zone activity and ensures that all customs and FTZ Board requirements are observed.

WHAT ARE THE DIFFERENT TYPES OF FTZs?

FTZs are divided into general-purpose zones and sub-zones. The Foreign Trade Zones Board accepts and reviews applications for both. State or local governments, port authorities, nonprofit organizations or economic development agencies typically sponsor general-purpose zones. General-purpose zones involve public facilities that can be used by more than one firm, and are most commonly ports or industrial parks used by small to medium-sized businesses for warehousing/distribution and some processing/assembly. Sub-zones, on the other hand, are sponsored by general-purpose zones, but typically involve a single firm's site, which is used for more extensive manufacturing/processing or warehousing/distribution that cannot easily be accomplished in a general-purpose zone.

HOW CAN I LOCATE A FTZ NEAR ME AND WHOM DO I CONTACT TO BEGIN DOING BUSINESS WITH IT?

In order to take advantage of FTZ procedures, you should contact a local FTZ. A list of all FTZs and their telephone numbers are available on the FTZ Board website (www.ita.doc.gov/ia). Each FTZ has its own requirements for firms that wish to do business with them, but there is a general process that is followed by all. Many FTZs will counsel prospective clients to determine how they can best use the FTZ. Additionally, many FTZs will discuss with their local U.S. Customs Service offices the qualifications of the prospective clients for the zone.

If you are interested in finding out more information on zones, you may contact the nearest zone in your state, visit the FTZ website (go to www.ita.doc.gov/ia, then click on "Foreign Trade Zones Board") or call the FTZ staff at Tel: (202) 482-2862.

ARE THERE FTZs ABROAD THAT CAN HELP ME AS AN EXPORTER?

Many other countries operate similar special customs zones, such as export processing zones and free trade zones. Interested parties should contact the embassy or customs officials of the particular country for information and documentation requirements. Contact information for foreign embasses is available by calling 1-800-USA-TRAD(E). Many U.S. freight forwarders also have established contacts with many of these foreign zones and can provide information on the appropriate documentation needed to ship goods through them. ■

The Trade Information Center (TIC) is operated by the International Trade Administration of the U.S. Department of Commerce for the 20 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. Or visit the TIC's website at http://tradeinfo.doc.gov.

E-COMMERCE IN JAPAN

U.S. EXPORTERS CAN ENCOUNTER RUSTY NAILS, TURNSTILES, AND SOME GOOD OPPORTUNITIES

by Doug Barry
U.S. & Foreign Commercial Service

U.S. business owners that would like to reach new customers in Japan via the Internet, but assume costs of entry are too high or interest in buying online is too low, should give this huge and wealthy market a closer second look.

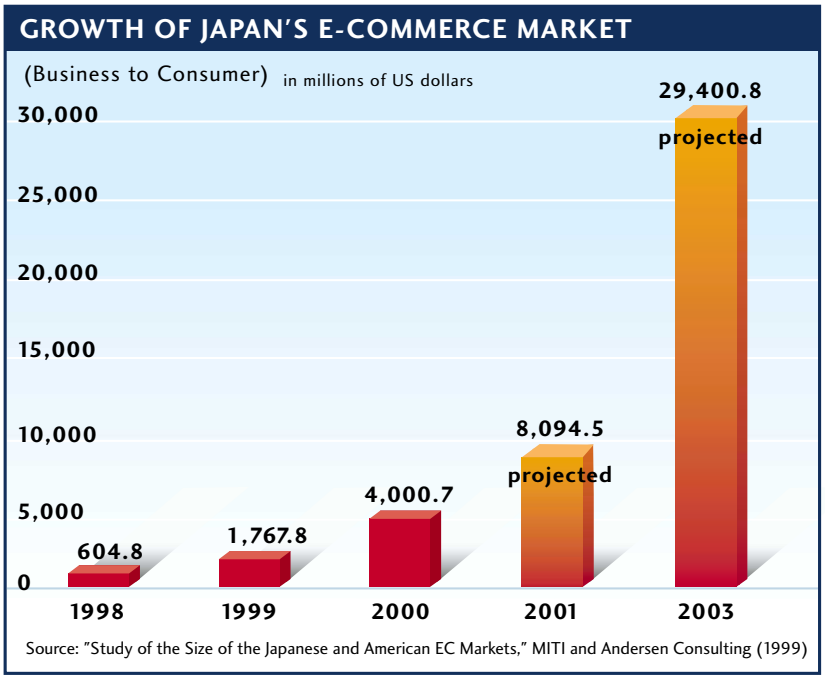
If you don't do your homework, however, it is easy to waste a ton of money on a fully functional Japanese language site that commits unintentional gaffes or offends Japanese sensibilities. For example, e-commerce consultants warn that in writing product descriptions for the Japanese you wouldn't say "Don't turn the knob left," because that's too direct. Instead, you would say something like; "It would be much better to turn the knob to the right."

There are a wide range of options for using the Internet to enter the Japanese markets, though, that are easier and present less risk than building a site with full transactional capabilities and customer fulfillment centers. In fact, these options have created a wealth of new opportunities for small and medium-sized companies that are willing to pursue alternative routes to the Japanese Internet market.

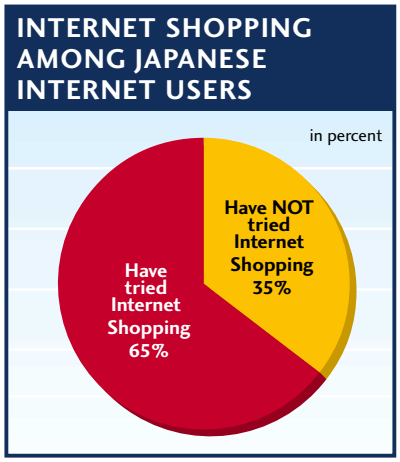
"New opportunities abound for all U.S. exporters, sales support companies and transaction merchants big and small in the Japan online market," says Frank Carrico, a Commercial Officer with the U.S. & Foreign Commercial Service in Tokyo.

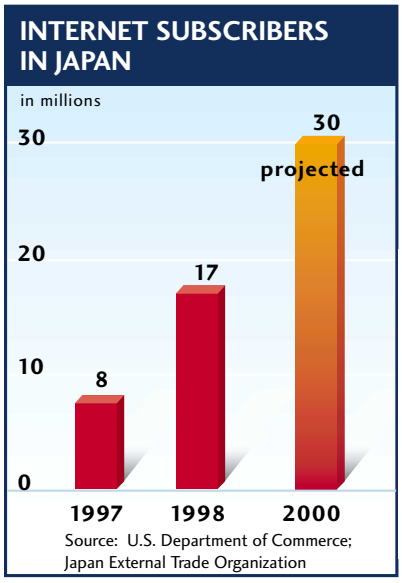
On what does Carrico base his optimism? Use of the Internet is growing rapidly in Japan, and though considered laggards by some analysts, others now predict that Japanese consumers will soon embrace the Internet at an astonishing rate.

Deregulation in the telecommunications sector will increase demand for access as costs plummet. Twenty-seven percent of all Japanese homes have access to fiber optic cable and PC sales are rising, even though years of recession have dampened overall consumer spending and confidence. While Japanese consumers are still not spending as freely as they did in the heyday of the bubble economy, they are hungry for information technology (IT) products like computers and mobile phones. Consumption in this sector is up over 10 percent from last year.



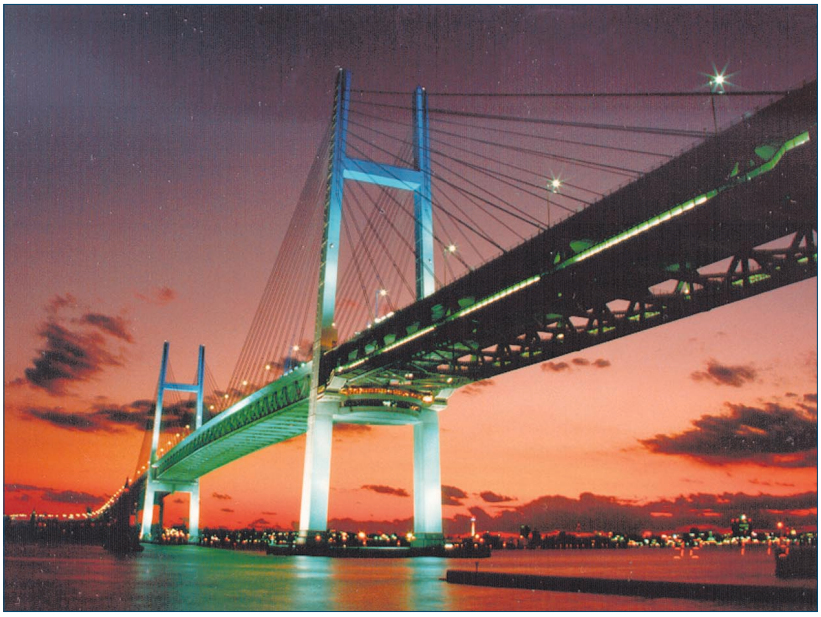
Based on current trends, it's estimated that by 2005 cell phones will have 90 percent penetration of the Japanese market and 50 percent of Internet use will be wireless. Not only will consumers use these devices to talk to friends and pass the time during long commutes to work; they will also use them to conduct transactions via the Internet. With technologies like "I-mode" and wireless telecommunications companies including DoCoMo (a play on the Japanese word for anywhere), Japanese consumers have access to cheap and continuous Internet access. Soon, customers will be able to order items on their cell phones and then collect them at ubiquitous local convenience stores.





Business-to-consumer (B2C) transactions are growing at over 100 percent per year, and business-to-business (B2B) transactions at over 50 percent per year. This is impressive growth, but Japan's e-commerce market still lags several years behind the U.S. and the gap is not expected to narrow in the near future. Still, in terms of the overall market, Japan is the second largest market in the world with a per capita GDP that is higher than that of the U.S. Also, Japan has a high level of imports per capita.

The Boston-based Retail Exchange is gearing up to enter the B2B market.



This company is bringing together hundreds of U.S. firms of all sizes to create the largest "excess products liquidation" firm for apparel, housewares and other consumer items in the United States. With help from the U.S. & Foreign Commercial Service in Japan, Retail Exchange plans to exhibit its site and software at a major trade show in Osaka in June.

One B2C opportunity for small and medium-sized U.S. companies is using a variation of "brochureware" to promote products. This resembles a more traditional direct mail model except that the online catalogs can be updated online frequently without the costs of reprinting. Although obtaining good mailing lists and handling returns and delivery issues are often desirable, they are not required as part of this model, which can make it easier for small businesses to handle the demands of direct mail marketing.

Greg Favretto, owner of Favco, a seafood wholesaler in Anchorage, Alaska, has had great success with his online mail-order business. He plans to launch a Japanese-language website to complement and grow his thriving direct mail business selling fresh and frozen seafood to customers in Japan. Orders are received now by e-mail, fax and phone.

"The Internet is a logical build out of our mail-order business, but what we've learned about serving the Japanese consumer is far more important than the technology," says the soft-spoken Favretto. He has managed to survive and flourish within a volatile industry that has been buffeted by bankruptcies, consolidations and foreign buyouts. His success is due in part to his direct marketing strategies and what he has learned about business from his Japanese customers. These lessons, he believes, will serve him well as he adds clicks to bricks.

Favretto began his business in Japan by acquiring a Japanese company employee list and running a small ad in a daily newspaper. Potential customers received a description of the seafood products on offer, prices and shipping costs in Japanese. Response rates were low at first, he remembers, because the Japanese were unaware of the Favco brand and were wary of buying perishable goods sight unseen.

"They also had a low opinion of our knowledge of seafood," said Favretto. "And who can blame them? These are people who won't buy fish with blood shot eyes because it means they are not of the freshest quality."

To boost business, Favretto studied Japanese quality standards, adapted them and raised them another notch. "Earlier customers were surprised with the quality," he said, "and they bought more."

Slowly and mostly by word of mouth, the business grew and now includes more than 3,000 regular purchasers, and about 10 percent of Favco's total business. Now, when Favretto sends out product information and prices, he says he receives on average a 40 percent response rate in a business that typically gets 1-2 percent.

Favretto maintains this loyalty by paying attention to the details. Packaging must be perfect, he says, not only because it's what the customer wants, but because it's what Japanese customs officials require.

"A customs officer can stop a shipment dead," Favretto says. "We strive for perfection in our packaging, and the customs people can't find things wrong."

Even though the expensive cost of air shipment adds to the sticker prices of Favco's seafood, it is still a good value because of the high costs of distribution in Japan. Because the Japanese economy relies on many layers of intermediaries, retail prices can be eye-popping. "Consumers are looking for good value and high quality," says Favretto. "The Internet offers a way of vastly

changing business as usual by making the distribution system more efficient."

Favretto is also considering promoting his company in Japan on websites hosted by others. There are an increasing number of such hosts now in Japan. For example, the U.S. Commercial Service in Japan creates websites for their clients featuring digital product photos, a link to the client's stateside website, and even product and company descriptions translated into Japanese. These sites do not handle payments, but can provide links to Japanese virtual malls.

On the B2C side, vertical online markets are starting to appear in consumer goods, travel and various other sectors. Since Japanese consumers seem particularly concerned about the ability to easily return goods, the so-called clicks and mortar model has gained a large following. These projects feature U.S. goods and are considered promising places to look for new sales opportunities. One company, American Malls International, has a physical site located in the bustling outskirts of Tokyo, but online customers can use a cockpit style launch station.

Plenty of virtual shopping malls now exist, including Yahoo! Japan, which will set up a virtual store for U.S. companies, but doesn't yet have a payment system. Other malls have joined forces with Japanese banks to offer storeowners the whole gamut of services, charging commissions on each sale, and credit card or debit card purchases. Many Japanese consumers prefer to use debit cards than credit cards, and the security of these systems remains a serious concern.

U.S. companies with deep pockets and high ambitions may also aspire to becoming the Amazon.com for Japan. Japan's online economy is new enough to give a start-up Internet presence, especially one with a recognized brand name, a chance to get in on the ground floor. However, it won't be a cakewalk. Japanese companies, who were caught sleeping during the first wave of U.S. dot-coms, have studied their strategies and are unlikely to doze off again.

Start-ups are also appearing on the B2B side, which promises a new openness in the way Japanese companies source their purchases. U.S. firms with competitive products and a willingness to work with a Japanese partner may find some significant opportunities in the future.

In a country where it is said that "a nail that stands up gets pounded down," changes are underway that are giving Japanese consumers more freedom of choice. Some analysts predict a breaking up of the old systems that served to reduce competition and kept foreign involvement to a minimum.

But some things in Japan won't change quickly, if at all. One is the importance of personal relationships. Another is attention to quality, as the Favco case so compellingly illustrates. A successful entry strategy must take into account the need to find and to understand good partners and their business context in what at first blush may seem like a crowded and confusing marketplace.

"NEW OPTIONS FOR ENTERING THE JAPANESE INTERNET MARKET HAVE CREATED A WEALTH OF NEW OPPORTUNITIES FOR SMALL AND MEDIUM-SIZED COMPANIES THAT ARE WILLING TO PURSUE ALTERNATIVE ROUTES TO THE JAPANESE INTERNET MARKET."

This is where the U.S. Commercial Service can help. Commercial Service personnel in Japan are familiar with the e-commerce environment, know the players and pitfalls, and can help you evaluate your products, develop a strategy, and find buyers and partners.

To learn more, visit the Commercial Service's website (www.usatrade.gov), where you can view the pages of other U.S. companies advertising their businesses in Japan, link to online shopping malls, send emails to Commercial officers and view a rich assortment of market research on Japan.

As the Commercial Service's Carrico says, "The lag time between maturity in online markets in Japan and the U.S. is shrinking. The U.S. online exporter should be careful to find the best toll booths and not the rusty turnstiles for access." ■

UPCOMING TRADE EVENTS

AUGUST-DECEMBER 2000

DATES	EVENT	LOCATION
August 19-31	MEDICAL DEVICES TRADE MISSION The goal of the Medial Devices Trade Mission to Mexico City is to provide U.S. medical device companies first-hand market information, facilitate their access to key government officials and introduce them to potential business partners.	Taipei, Taiwan & Kuala Lumpur, Malaysia
August 22-25	ONS 2000 Offshore Northern Seas is one of Europe's two major oil and gas shows. Over 1,000 companies and tens of thousands of visitors are expected. The U.S. Embassy in Oslo is mounting a U.S. pavilion at this important event in the world's second largest oil exporter.	Stavanger, Norway
August 25-29	TENDENCE 2000 PRODUCT SAMPLE / LITERATURE CENTER Growth of foreign sales opportunities for U.S. giftware has never been greater. The German market has led that charge as the fastest growing foreign market for U.S. products. Tendence attracts more than 103,000 trade-only buyers from mail order houses, boutiques and retail chains in 140 countries. It is a key event that fuels Europe's gift market year-round.	Frankfurt, Germany
September	EXHIBIT USA The primary focus of this theme event is to promote U.S. products and services, focusing on new-to-export and new-to-market firms.	Karachi, Pakistan
September 1-9	FURNITURE 3 This Egyptian show will focus on decorations, interior design, home and office furniture. It will be held at the Cairo International Convention Center.	Cairo, Egypt
September 6-8	CALIFORNIA 2000 California 2000 will feature products and services from the State of California. This is an excellent opportunity for new-to-market companies interested in finding representatives, distributors and joint venture partners in Mexico.	Mexico City, Mexico
September 6-9	EXPOAGRO 2000 ExpoAgro 2000 is an international exhibition of machinery, equipment and supplies for agriculture, livestock, horticulture, and fruit- and flower-growing sectors of Chile.	Santiago, Chile
September 14-16	EXPO USA 2000 Expo USA is the only event of its kind in the Dominican Republic exclusively featuring U.S. products and services. Through Expo USA, new-to-market U.S. companies have an excellent opportunity to contact potential distributors, agents and representatives. In past years, Expo USA has attracted more than 30,000 local and regional visitors. The Dominican Republic is the United States' seventh largest export market in the Western Hemisphere and a major venue for U.S. foreign direct investments.	Santo Domingo, Dominican Republic
September 24-26	GOLF EUROPE 2000 Growth of foreign sales opportunities for U.S. golf equipment companies has never been greater. The German golf market has led that charge as the fastest growing, and the fifth largest, foreign market for U.S. golf equipment. Golf Europe attracts more than 3,000 trade-only buyers from 44 countries.	Munich, Germany

INDUSTRY	CONTACT INFORMATION
Medical Devices & Related Supplies and Laboratory Products	Steven R. Harper Tel: (202) 482-2991 Email: Steven_Harper@ita.doc.gov
Oil & Gas Field Equipment and Services	Vidar Keyn Tel: 47 21-30-85-12 Email: Vidar.Keyn@mail.doc.gov
Gifts, Jewelry, Home Furnishings, Kitchen & Bath, Leather Goods and Craft Items	Ludene Capone Tel: (202) 482-2087 Email: Ludene_Capone@ita.doc.gov
All Sectors	Amer Kayani Tel: (92 51) 823-699 Email: Amer.Kayani@mail.doc.gov
Furniture	Bryan Smith Tel: (202) 357-2340 Email: Bryan.Smith@mail.doc.gov
All Sectors	Raquel Polo Tel: (52 5) 140 2613 Email: Raquel.Polo@mail.doc.gov
Agroindustry	Mary Lou Lathrop Tel: (56 2) 330-3371 Email: Mary.Lou.Lathrop@mail.doc.gov
Cross Sectoral	Sheila de Andujar Tel: (809) 227-2121 Email: sheila.andujar@mail.doc.gov
Golf Equipment, Apparel & Accessories	Ludene Capone Tel: (202) 482-2087 Email: Ludene_Capone@ita.doc.gov

HIGHLIGHTED EVENTS

COSMOPROF COSMETICA 2000—U.S. PAVILION

SAO PAULO, BRAZIL SEPTEMBER 2-5

The Office of Consumer Goods, in cooperation with the Independent Cosmetic Manufacturers and Distributors (ICMAD) organization, is sponsoring the American pavilion in the largest trade show in Latin America for cosmetics, toiletries and personal care products. Brazil's cosmetics market is now worth more than $5 billion, and the U.S. is Brazil's largest foreign supplier.

Cosmetica attracted over 72,000 visitors last year and had over 500 exhibiting companies from Latin America and the world. A fully equipped, turnkey display booth, in a color coordinated U.S. pavilion, with on-site management and marketing assistance, is also provided.

For more information, contact Edward Kimmel at Tel: (202) 482-3640 or Email: Edward_Kimmel@ita.doc.gov.

LYON MODE CITY—U.S. SWIMWEAR AND LINGERIE

LYON, FRANCE SEPTEMBER 2-4

The Office of Textiles & Apparel is organizing the American pavilion at the world's largest trade marketplace for swimwear and lingerie. Lyon Mode City attracted over 17,000 buyers last year from France, Italy, Spain, Germany, Belgium, Great Britain, the Netherlands and 33 other countries, including Asia and the Middle East. Over 800 brands were exhibited from around the world.

You get a fully furnished turnkey display booth—at a discount rate in the U.S. pavilion—with on-site management and marketing assistance. The Commerce Department does promotional mailings, sets up customized appointments with pre-screened distributors and other potential business partners, provides market briefings and business receptions, and holds modeling event.

Contact Ms. Maura Kim at Tel: (202) 482-4324 or Email: Maura_Kim @ita.doc.gov for more information.

DATES	EVENT	LOCATION
September 27-29	MIDDLE EAST & AFRICA POWER EXHIBITION This is the second international exhibition for power and electricity Industries to be held at the Cairo International Convention Center. It will be held in conjunction with the Middle East and Africa Oil and Gas Exhibition.	Cairo, Egypt
October 15-21	DISTRICT HEATING TRADE MISSION The District Heating Trade Mission is being organized by the White House's International Clean Energy Initiative, and will emphasize the positive contribution that American companies and U.S. exports can make towards achieving a cleaner environment and energy efficiency.	Moscow & St. Petersburg, Russia
October 17-19	REFURBISHED MEDICAL EQUIPMENT 2000 Refurbished Medical Equipment 2000 is the second exhibition staged in Mexico City. This event will attract small and medium-sized refurbished medical equipment companies to a potential market in Mexico.	Mexico City, Mexico
October 18-22	SAIE INTERNATIONAL BUILDING EXHIBITION The SAIE International Building Exhibition is the largest building fair in Italy and one of the top three fairs in Europe, with 1,800 exhibitors from 31 countries, including 46 American firms. In Italy, the building market, both public and private, is valued at $139 billion, making it the third largest market for this sector in Europe. Low interest rates and special tax incentives are expected to stimulate growth, which should reach 4 percent in the coming year. The U.S. Commercial Service Italy is offering companies a complete market-entry package including a 3 x 2 meter (9'9" x 6'6") fully-constructed and furnished booth within the U.S. Pavilion, a schedule of pre-arranged business appointments with potential partners, inclusion in a European-wide promotional campaign, interpreting services, hotel reservation assistance and shipping assistance.	Bologna, Italy
October 23-30	CASE CATALOG SHOW The Council of American States in Europe is mounting a catalog show to visit a dynamic region with markets in various stages of development. The state representatives will highlight their state industries.	Oslo, Norway; Stockholm, Sweden; Copenhagen, Denmark; Tallinn, Estonia & St. Petersburg, Russia
November 14-16	HOSPITAL SHOW 2000 Hospital Show 2000 is the first exhibition of U.S. hospitals and medical services organized by the U.S. Department of Commerce in Mexico.	Mexico City, Mexico
November 29-December 2	EXPOPESCA 2000 Expopesca 2000 is an international exhibition of equipment, services and supplies for the fishing and aquaculture industry in Latin America.	Santiago, Chile
December 1-3	GOLF WORLD ASIA—SAMPLE/LITERATURE CENTER Sales to China for U.S. golf equipment companies more than doubled last year, and with Hong Kong, is being touted as the single biggest growth market for golf in the world. Golf World Asia attracts trade-only products from over 300 companies. And, half the buyers are from outside China, including Taiwan, Korea, Japan and Southeast Asia.	Guangzhou, China
December 5-7	REPCOM MEXICO 2000 RepCom Mexico 2000 will cater to new-to-market U.S. firms seeking agents, representatives, distributors, licensees and franchisees in Mexico.	Mexico City, Mexico

INDUSTRY	CONTACT INFORMATION
Power Transmission Equipment	Bryan Smith Tel: (202) 357-2340 Email: Bryan.Smith@mail.doc.gov
Heating Equipment	Rachel Halpern Tel: (202) 482-4423 Email: Rachel.Halpern@mail.doc.gov
Medical	Raquel Polo Tel: (52 5) 140-2613 Email: Raquel.Polo@mail.doc.gov
Building Products & Construction Equipment	Barbara Lapini Tel: 01139 055 292266 Email: barbara.lapini@mail.doc.gov
Cross Sectoral	Liz Wheeler Tel: (44 207) 7717017 Email: lizwheeler@cibgroup.co.uk
Medical	Alicia Herrera Tel: (52 5) 140-2629 Email: Alicia.Herrera@mail.doc.gov
Fisheries	Mary Lou Lathrop Tel: (56 2) 330-3371 Email: Mary.Lou.Lathrop@mail.doc.gov
Golf Equipment, Apparel & Accessories and Course & Club Design	Ludene Capone Tel: (202) 482-2087 Email: Ludene_Capone@ita.doc.gov
All Sectors	Raquel Polo Tel: (52 5) 140-2613 Email: Raquel.Polo@mail.doc.gov

EXPO CAMACOL 2000

MEDELLIN, COLOMBIA
NOVEMBER 21-25

The Colombian Construction Chamber (CAMACOL) is actively organizing a large specialized construction and building materials trade show scheduled for November 21-25, 2000, in Medellin, Colombia. ExpoCAMACOL 2000 will be held in Medellin's Exhibition and Convention Center.

ExpoCAMACOL is the key industrial, commercial and academic trade show for the construction industry. Show organizers expect to attract professional buyers, speakers and end-users from Central America, Caribbean Basin and Andean countries, such as Bolivia, Ecuador, Peru and Venezuela. Canada, Chile, Mexico, Spain and the United States are also expected to participate. The show is aimed mainly at attracting specialized visitors, such as engineering and construction professionals, industry employees and industry-related public officials.

CAMACOL has 5,000 affiliates, including construction and building materials companies that manufacture, import or represent building materials products. CAMACOL also includes design and construction firms.

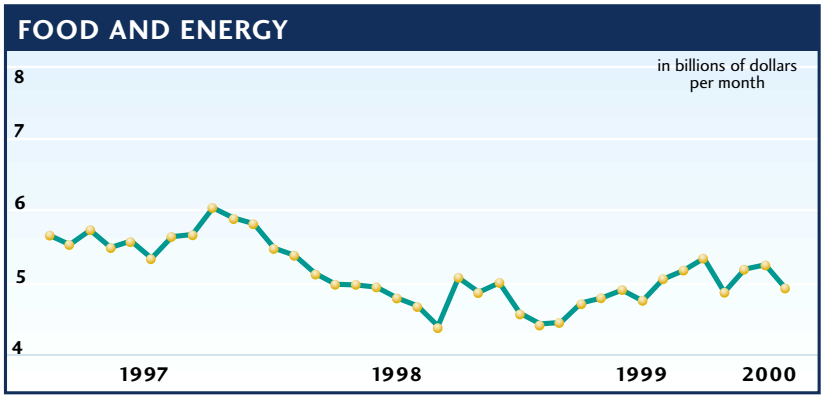
The targeted products are new construction technologies and building products aimed at reducing construction costs, including construction machinery and equipment, masonry and prefabricated housing elements, prefab housing, construction systems, metal structures, financial and credit organizations, industrial design, kitchen and bath accessories, deck and ceiling products, floor and tiles, coverings, plumbing fixtures, and assorted construction materials.

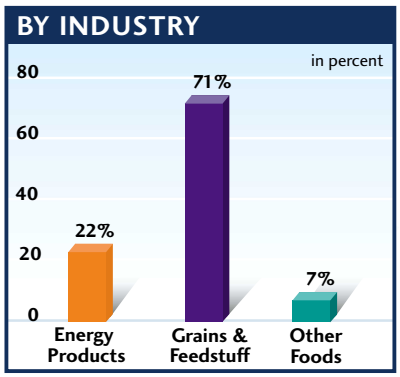
For additional information on the show, please contact Marta-Silvia Alvarez or Ms. Claudia Perez, ExpoCAMACOL, Tel: (574) 230-8000 / 230-3308; Fax; (574) 260-1231 / 260-9308; Email: expocamacol@epm.net.co; or Internet: www.expocamacol.com.

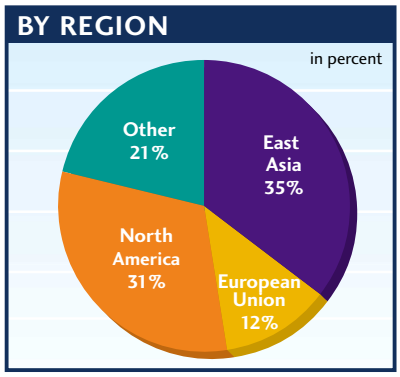
A LOOK AT U.S. EXPORTS

FOOD AND ENERGY

The fall-off in February exports of food and energy was led by reduced overseas shipments of fish and shellfish, crude oil, and corn. A notable exception was the continued growth in exports of meat and poultry.







MATERIALS

The strong growth in materials exports primarily represented a surge in shipments of non-monetary gold, organic chemicals and textiles. Most other materials categories experienced small gains or declines.

Product categories (except for services) are based on end-use classification.

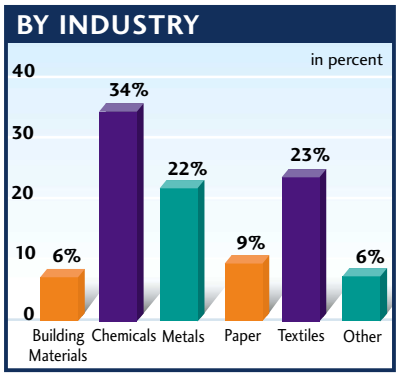
North America: Canada and Mexico.

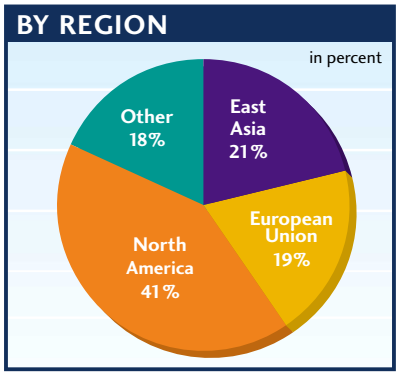
The European Union: Austria, Belgium, Denmark, France, Finland, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden and United Kingdom.

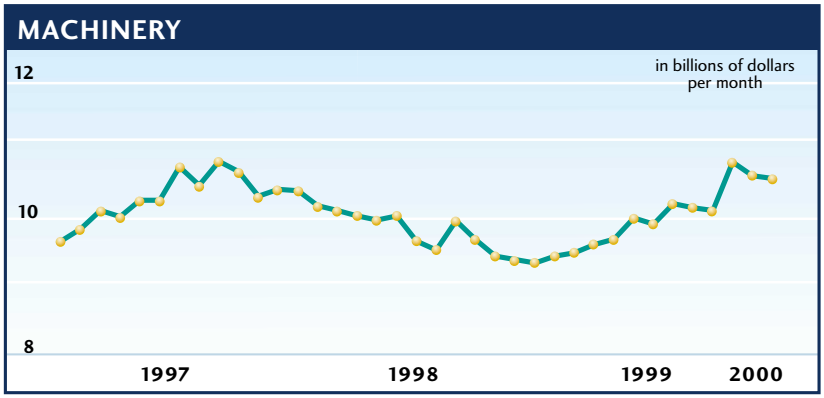
East Asia: China, Hong Kong, Japan, Indonesia, South Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand.

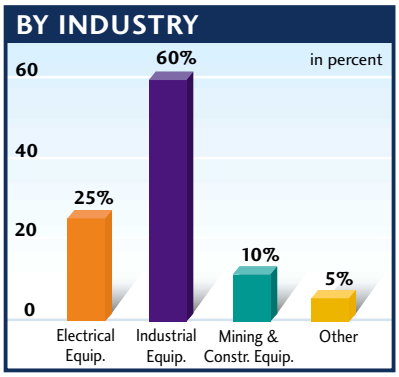
The chart showing exports of services by region is based on data for calendar year 1998. Other charts showing product mix and geographic destination are based on data for the twelve months ending with February 2000.

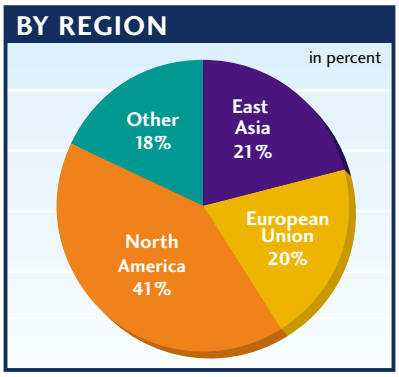
Source: Bureau of the Census (goods), Bureau of Economic Analysis (services).





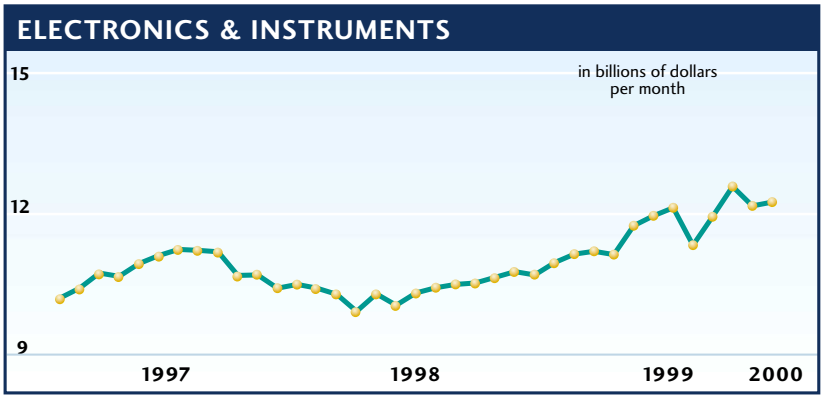


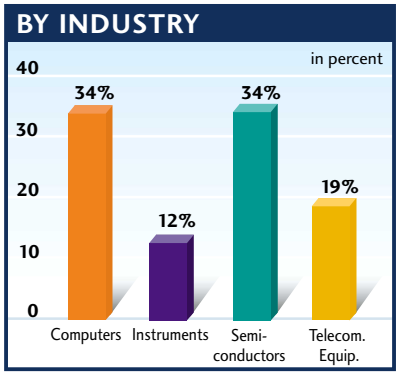


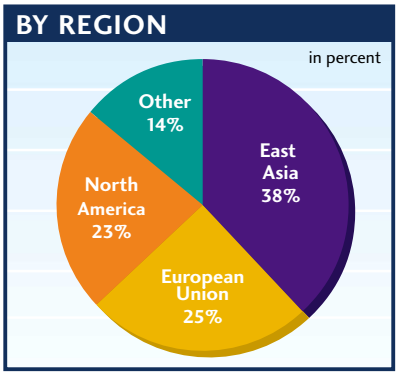


MACHINERY

Machinery exports fell for the second consecutive month in February, led by miscellaneous industrial machinery. Foreign shipments of metalworking machine tools, however, advanced for the third straight month.





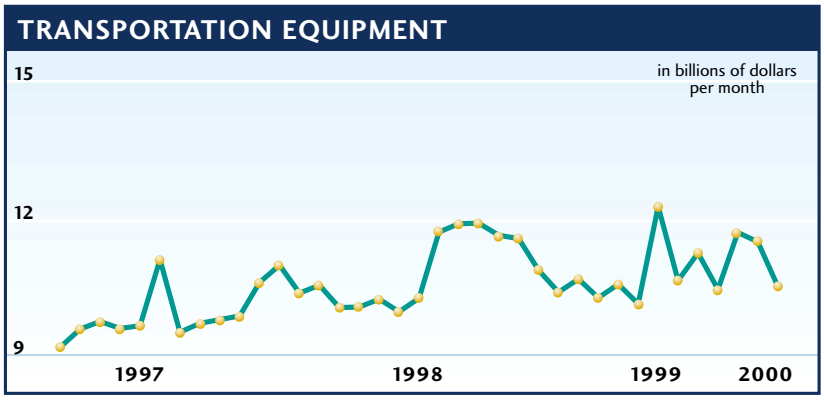


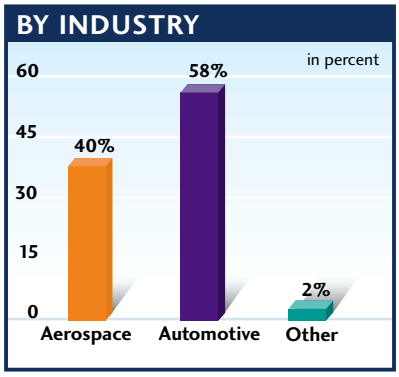
ELECTRONICS & INSTRUMENTS

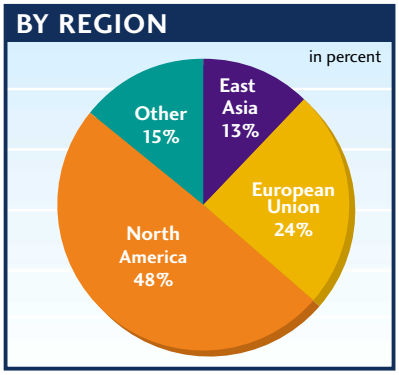
Increased shipments abroad of computers and accessories more than offset declines in the February exports of telecommunications equipment and semiconductors.

TRANSPORTATION EQUIPMENT (CIVILIAN)

Reduced February exports of the volatile civilian aircraft category accounted for almost the entire decline in this category. Increased shipments overseas of trucks, buses and special purpose vehicles could not offset decreases in other automotive exports.

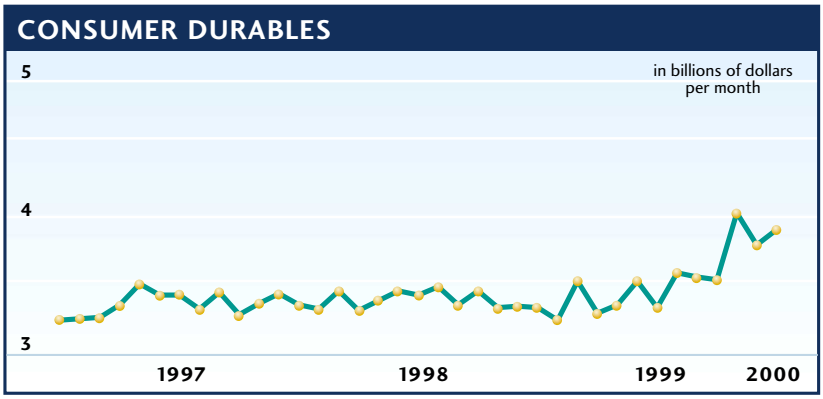


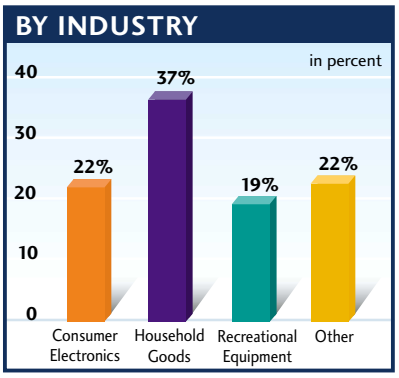


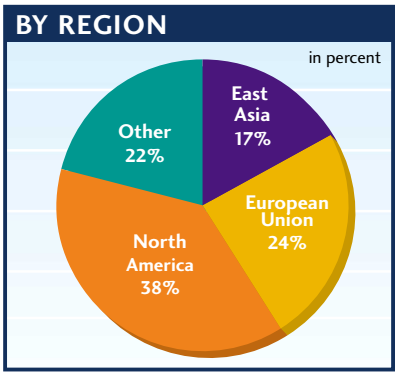


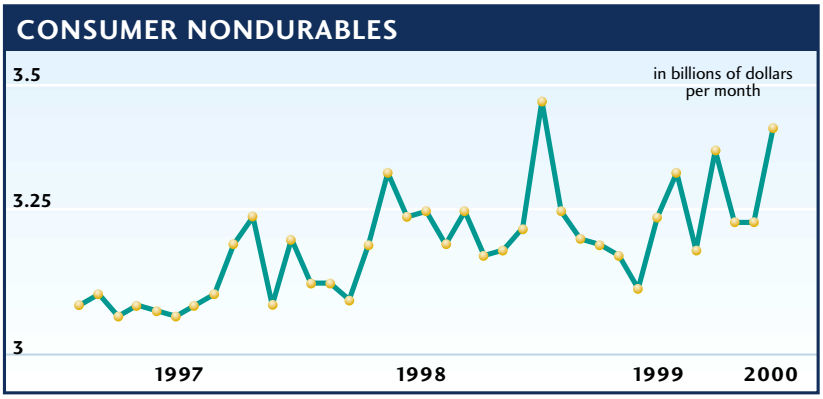
CONSUMER DURABLES

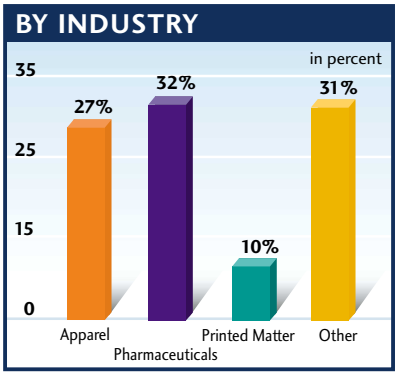
Advances in shipments of coins, jewelry, gem diamonds and household appliances led the rebound in monthly exports of this category. Foreign sales of consumer electronics, however, fell for the second consecutive month.

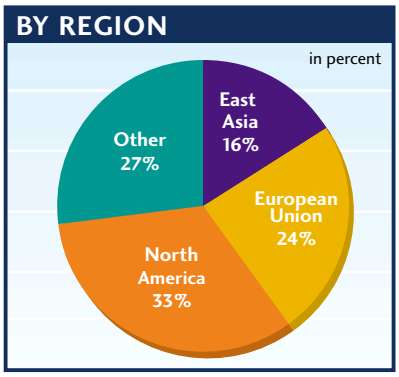






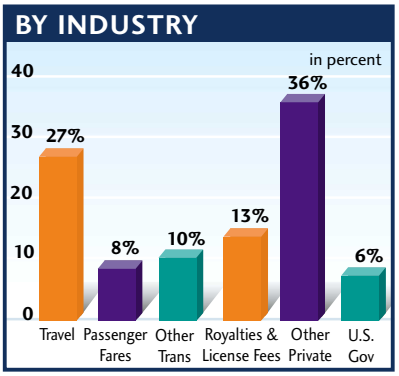


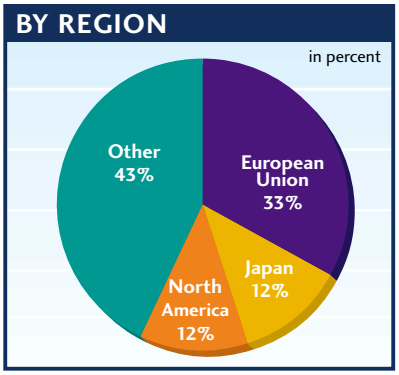




CONSUMER NONDURABLES

The February resumption in the growth of these exports reflected increased sales of pharmaceuticals. Other products in this category showed little significant change.





SERVICES

Increased travel services receipts (money spent by foreign travelers in the U.S.) and receipts from foreign entities for U.S. professional services accounted for most of the advance in services exports during February.

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

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

and the Bureau of Economic Analysis (www.bea.doc.gov/bea/).

Prepared by the Office of Trade and Economic Analysis, Trade Development. For more information call (202) 482-2056.

BRAZIL TRADE

EXPORT ADVICE ONLINE

Before you invest a lot of time and money into entering a new market, it is imperative to do extensive market research. One of the best ways to do market research is on the Internet. There exists a wealth of information resources online that can instruct you on every stage of the export process. The following is a listing of websites providing information on trading with Brazil. These particular sites have been included for illustrative purposes, however, and therefore are not considered as endorsements or as representative of the views or the policy of Export America or the U.S. Department of Commerce

AIRLINES

VARIG Airlines
www.varig.com.br
Information on reserving and buying airline tickets online

VASP Airlines
www.vasp.com.br
Detailed background information on VASP Airline

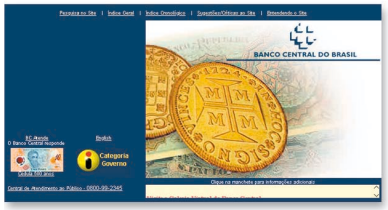
BANKS & FINANCIAL INFORMATION

Inter-American Development Bank
www.iadb.org
Detailed statistics on trade, development, health and socio-economic indicators (English, Spanish, French, Portuguese & Japanese)

OBA
www.obanet.org
Trade Association representing financial institutions Currently updating website

Refdesk.com
www.refdesk.com/online.html
Comprehensive listing of investing and online banking resources

Banco Central do Brasil
www.bcb.gov.br
Extensive economic information on Brazil



Banco Itau
www.itau.com.br/ing/index.htm
Online financial services for Latin America (English, Spanish & Portuguese)

Commodities & Futures Exchange
www.bmf.com.br/indexenglish.asp
Extensive financial information on Brazil (English, Spanish & Portuguese)

BRAZIL'S ECONOMIC OUTLOOK

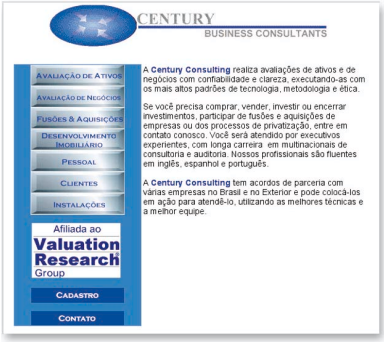
Brazilian Embassy in Washington
www.brasilemb.org
Overview of the economy

American Chamber of Commerce
www.amcham.com.br
www.amchamrio.com.br

www.brazilcham.com
Business information about Brazil (English, Spanish & Portuguese)

Business with Brazil
www.brazil.org.uk/bwb.html
Information about investing in Brazil

Century Consulting
www.centurybiz.com
Provides consulting for businesses in Brazil

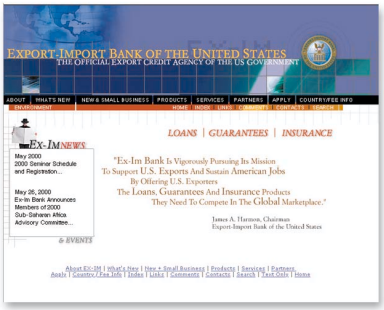


LatinFocus
www.latin-focus.com/countries/brazil/brazil.htm

Information on major economic indicators, forecasts, etc. in Brazil

FINANCING AGENCIES

Export-Import Bank
www.exim.gov
Official export credit agency of the U.S. Government



Overseas Private Investment Corporation
www.opic.gov
Information on U.S. overseas investments

World Bank
www.worldbank.org
Information on development assistance (English, Spanish, French & Japanese)

U.S. GOVERNMENT

U.S. Department of Commerce
www.doc.gov

International Trade Administration
www.ita.doc.gov
Information on trade-related issues

Trade Information Center
http://tradeinfo.doc.gov

Office of Textiles & Apparel
http://otexa.ita.doc.gov
International Trade Administration/ Department of Commerce site. Comprehensive information on trading of textiles and apparel

Foreign Trade Information System
www.sice.oas.org
Organization of American States-Trade Unit Information on trade agreements between countries of the Western Hemisphere (English, Spanish, Portuguese & French)

Stat-USA/Internet
www.stat-usa.gov
One-stop Internet browser for business, trade and economic information

U.S. Department of State
www.state.gov
International travel information, including travel advisories

State Department's Bureau of Inter-American Affairs
www.state.gov/www/regions/ara/
Provides information on Brazil and the region, including background notes, economic reports & links to other U.S. Government Agencies

U.S. Information Agency
www.usia.gov
Provides a listing of international information programs & U.S. policy issues

U.S. Trade Representative
www.ustr.gov
Information on trade-related issues, specifically the WTO

U.S. Trade & Development Agency
www.tda.gov
Extensive information on trade and development issues

BRAZILIAN GOVERNMENT

Brazilian Government
www.brasil.gov.br
Links to all Ministries and government organizations

Ministry of Finance
www.fazenda.gov.br
Information about the Brazilian economy

Brazilian Association of the Customs Systems Operating Companies (ABEPRA)
www.abepra.org.br
General information about foreign trade (English, Spanish & Portuguese)

Brazilian Government Website
www.planalto.gov.br/secom/colecao/3years.htm
Economic, social and foreign policy plans of the Brazilian government

Banco Nacional de Desenvolvimento
www.bnds.gov.br

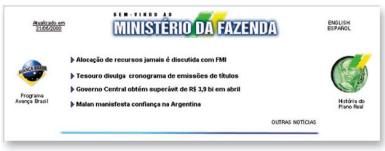
BCB-Banco Central do Brasil
www.bcb.gov.br

Governo do Brasil
www.Brasil.gov.br
Contains links to all 21 ministries, state governments and other organizations

Confederacao Nacional dos Transportes
www.cnt.org.br

Diario Oficial da Uniao
www.dou.gov.br

Ministerio da Fazenda /Servicos de Economia
www.fazenda.gov.br/economia.html



Ferrovias Paulistas S/A
www.fepasa.gov.br

Empresa Brasileira de Planejamento de Transportes
www.geipot.gov.br

Fundacao IBGE
www.ibge.org

Ministerio da Ciencia e Tecnologia - MCT
www.mct.gov.br

Ministerio da Industria, Comercio e Turismo
www.mict.gov.br

Secretaria da Receita Federal
www.receita.fazenda.gov.br

Rede Ferroviaria Federal
www.rffsa.gov.br

Ministerio da Saude
www.saude.gov.br

Ministerio do Planejamento e Orcamento
www.seplan.gov.br

Ministerio dos Transportes
www.transportes.gov.br

NEWS

The Brazil special report
www.usbrazil.com/report/bnews.htm#2
Economic news updated monthly

"O Estado de Sao Paulo"
www.estado.com.br
General information and opinionated weekly review of the news

Miami Herald
www.herald.com/americas/southam/brazil/
Miami Herald reporting on Brazil

Jornal do Brasil
www.jb.com.br
Brazilian newspaper

Mediafinder.com
www.mediafinder.com

American Journalism Review
www.newslink.org/sabra.html
Links to national Brazilian newspapers, from the Amazon to the Uruguayan border

TOURISM

City.net
www.city.net
Information on cities around the world; Links to travel tips from Fodor's as well as hotel index, city guides with maps, best shopping areas, sightseeing, etc.

TRANSPORTATION

Confederacao Nacional dos Transportes
www.cnt.org.br

Ferrovias Paulistas S/A
www.fepasa.gov.br

Empresa Brasileira de Planejamento de Transportes
www.geipot.gov.br

Rede Ferroviaria Federal
www.rffsa.gov.br

Ministerio dos Transportes
www.transportes.gov.br

INDUSTRY PAVILION
choose an industry sector

INTERNATIONAL PAVILION
visiting trade delegations

EXHIBITOR LISTING
alphabetical listing of exhibitors

REGISTRATION
register for E-Expo USA

SEARCH
search for products and services

TRADE SHOWS
current and future shows

STATE PAVILION
exhibitor listings by U.S. states

TRADE LEADS
interested potential customers

USEFUL LINKS
useful web sites

E-EXPO USA
http://e-expousa.doc.gov

PRESS ROOM
E-Expo USA media highlights

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

E EXPO USA Disclaimer E EXPO USA Privacy Statement

To subscribe to *Export America* please detach form and mail or fax (information below) to the Superintendent of Documents.

Order Processing Code:
*** 5904**

United States Government INFORMATION
PUBLICATIONS ★ PERIODICALS ★ ELECTRONIC PRODUCTS

☐ **YES,** I want to receive a full year of timely news about international trade opportunities, financing sources, technical issues, regional developments and business successes. Please begin sending me _____ subscription(s) at $61 per subscription ($76.25 if mailed to a non-U.S. address.)

Global News Line • Latest News Data • International Export Events • Ask the TIC
EXPORT America
THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS

Indicate form of payment: MasterCard VISA DISCOVER NOVUS

☐ Check payable to the Superintendent of Documents
☐ GPO Deposit Account ☐☐☐☐☐☐☐ – ☐
☐ VISA ☐ MasterCard ☐ Discover

(expiration date) ☐☐☐☐ _____
(Authorizing signature) 11/99

Your purchase order (if any)_____

Enjoy a full year of *Export America*! Four easy ways to subscribe. Please use this form when subscribing by fax or mail.

- **Phone (202) 512-1800**
- **Fax (202) 512-2250**
- **http://www.access.gpo.gov/su_docs/sale.html**
- **Superintendent of Documents**
  P.O. Box 371954
  Pittsburgh, PA 15250-7954

U.S. DEPARTMENT OF COMMERCE
INTERNATIONAL TRADE ADMINISTRATION
Room 3414, 1401 Constitution Avenue, NW,
Washington, D.C., 202030
Official Business
Penalty for Private Use $300 fine

FIRST-CLASS MAIL
POSTAGE & FEES
PAID USDC
PERMIT NO. G-54

U.S. DEPARTMENT OF COMMERCE

DIRECTORY OF EXPORT ASSISTANCE CENTERS IN THE U.S.

ALABAMA Birmingham (205) 731-1331

ALASKA Anchorage (907) 271-6237

ARIZONA
Phoenix (602) 640-2513
Tucson (520) 670-5540

ARKANSAS Little Rock (501) 324-5794

CALIFORNIA
Fresno (559) 325-1619
Inland Empire (909) 466-4134
Long Beach Export Assistance Center
(562) 980-4550
Downtown Los Angeles (213) 894-8784
West Los Angeles (310) 235-7206
Monterey (831) 641-9850
Novato (415) 883-1966
Oakland (510) 273-7350
Orange County (949) 660-1688
Ventura County (805) 676-1573
Sacramento (916) 498-5155
Santa Clara (408) 970-4610
San Diego (619) 557-5395
San Francisco (415) 705-2300
San Jose U.S. Export Assistance Center
(408) 271-7300

COLORADO Denver U.S. Export Assistance Center
(303) 844-6623

CONNECTICUT Middletown (860) 638-6950

DELAWARE Served by the Philadelphia U.S. Export Assistance Center

FLORIDA
Clearwater (727) 893-3738
Miami U.S. Export Assistance Center
(305) 526-7425
Ft. Lauderdale North Campus (954) 356-6640
Orlando (407) 648-6235
Tallahassee (850) 488-6469

GEORGIA
Atlanta U.S. Export Assistance Center
(404) 657-1900
Savannah (912) 652-4204

HAWAII Honolulu (808) 522-8040

IDAHO Boise (208) 334-3857

ILLINOIS
Chicago U.S. Export Assistance Center
(312) 353-8045
Highland Park (847) 681-8010
Peoria (309) 671-7815
Rockford (815) 987-8123

INDIANA Indianapolis (317) 582-2300

IOWA Des Moines (515) 288-8614

KANSAS Wichita (316) 269-6160)

KENTUCKY
Louisville (502) 582-5066
Somerset (606) 677-6160

LOUISIANA
Delta U.S. Export Assistance Center
(504) 589-6546
Shreveport (318) 676-3064

MAINE Portland (503) 326-3001

MARYLAND Baltimore U.S. Export Assistance Center (410) 962-4539

MASSACHUSETTS
Boston U.S. Export Assistance Center
(617) 424-5990
Marlborough (508) 624-6000

MICHIGAN
Detroit U.S. Export Assistance Center
(313) 226-3650
Ann Arbor (734) 741-2430
Grand Rapids (616) 458-3564
Pontiac (248) 975-9600

MINNESOTA Minneapolis U.S. Export Assistance Center (612) 348-1638

MISSISSIPPI Mississippi (601) 857-0128

MISSOURI
St. Louis U.S. Export Assistance Center
(314) 425-3302
Kansas City (816) 410-9201

MONTANA Missoula (406) 243-2098

NEBRASKA Omaha (402) 221-3664

NEVADA Reno (702) 784-5203

NEW HAMPSHIRE Portsmouth (603) 334-6074

NEW JERSEY
Trenton (609) 989-2100
Newark (973) 645-4682

NEW MEXICO New Mexico (505) 827-0350

NEW YORK
Buffalo (716) 551-4191
Harlem (212) 860-6200
Long Island (516) 739-1765
New York U.S. Export Assistance Center
(212) 466-5222
Westchester (914) 682-6712

NORTH CAROLINA
Carolinas U.S. Export Assistance Center
(704) 333-4886
Greensboro (336) 333-5345
Raleigh (919) 715-7373 x515

NORTH DAKOTA Served by the MINNEAPOLIS Export Assistance Center

OHIO
Cincinnati (513) 684-2944
Cleveland U.S. Export Assistance Center
(216) 522-4750
Columbus (614) 365-9510
Toledo (419) 241-0683

OKLAHOMA
Oklahoma City (405) 608-5302
Tulsa (918) 581-6263

OREGON
Eugene (541) 484-1314
Portland (503) 326-3001

PENNSYLVANIA
Harrisburg (717) 221-4510
Philadelphia U.S. Export Assistance Center
(215) 597-6101
Pittsburgh (412) 395-5050

PUERTO RICO San Juan (787) 766-5555

RHODE ISLAND Providence (401) 528-5104

SOUTH CAROLINA
Charleston (843) 760-3794
Columbia (803) 765-5345
Upstate (864) 271-1976

SOUTH DAKOTA Siouxland (605) 330-4264

TENNESSEE
Knoxville (865) 545-4637
Memphis (901) 323-1543
Nashville (615) 736-5161

TEXAS
Austin (512) 916-5939
Dallas U.S. Export Assistance Center
(214) 767-0542
Fort Worth (817) 212-2673
Houston (713) 718-3062
San Antonio (210) 228-9878

UTAH Salt Lake City (801) 524-5116

VERMONT Montpelier (802) 828-4508

VIRGINIA
Northern Virginia (703) 524-2885
Richmond (804) 771-2246

WASHINGTON
Seattle U.S. Export Assistance Center
(206) 553-5615
Spokane (509) 353-2625
Tacoma (253) 593-6736

WEST VIRGINIA
Charleston (304) 347-5123
Wheeling (304) 243-5493

WISCONSIN Milwaukee (414) 297-3473

WYOMING Served by the Denver U.S. Export Assistance Center

FOR EXPORT INFORMATION, CALL THE TRADE INFORMATION CENTER 1-800-USA-TRAD(E)